

'FAST' CAMPAIGN FOR STROKE AWARENESS

A national FAST awareness campaign launched on the 4 June and will run through to August 2017. The information in this document is designed to support local initiatives to promote awareness of FAST.

Further information about the campaign can be read on www.hpa.org.nz/stroke-fast-campaign.

BACKGROUND

The FAST mnemonic helps people recognise the key signs of stroke and prompts people to call 111 immediately if they see any of the signs.

FAST stands for:

Face – Is their face drooping on one side?

Arm – Is one arm weak?

Speech – Is their speech jumbled, slurred or lost?

Time – Time to call 111.

Delayed recognition of a stroke means delayed intervention, which can have tragic consequences. Stroke patients must present to hospital within four hours of symptom onset to be eligible for treatment which can restore the brains blood supply, reducing the likelihood of long term brain damage or death.

Unfortunately many people present to late because they don't recognise the signs, an observation supported by surveys conducted in 2007 and 2010 by the Stroke Foundation which found at least one third of New Zealanders were unable to recognise even one sign of stroke.

MEDIA SCHEDULE

The campaign channels include television, radio, digital and print. You can view/ listen to the TV and radio advertisements by visiting www.hpa.org.nz/stroke-fast-campaign.

KEY MESSAGES (WHAT WE WANT PEOPLE TO KNOW):

- A stroke can happen to anyone, anytime – it could be someone you know or the person next to you.
- Each year around 9,000 people have a stroke – that's around one person each hour!
- It is important to recognise when someone is having a stroke and to start medical treatment as soon as possible because treatment can reduce brain damage and mean better outcomes.
- Know the signs of stroke. Acting FAST can save lives, improve recovery and reduce ongoing costs from stroke to families, caregivers and communities.
- Stroke is always a medical emergency.
- Know the signs of stroke, think FAST:
 - Face – Is their face drooping on one side?
 - Arm – Is one arm weak?
 - Speech – Is their speech jumbled, slurred or lost?
 - Time – Time to call 111.

Calls to action (what we want people to do):

- Call 111 immediately if you see any of the FAST signs.
- Learn FAST and tell others about it. If we all learn to recognise the signs of stroke, we could save a life!

KEY CONTACTS

Health Promotion Agency – phone 04 917 0060 or email enquires@hpa.org.nz

SUPPORT FOR LOCAL INITIATIVES

Tool	Purpose	Recommended location
Poster – print ready in A3	<p>Posters are a handy reference for learning FAST. A PDF file for printing A3 posters can be downloaded at www.hpa.org.nz/stroke-fast-campaign.</p> <p>For files suitable for printing larger posters please email enquiries@hpa.org.nz</p>	Place in areas where people have time to read and understand the information e.g. waiting rooms, tea areas, near First Aid kits or on noticeboards in public facilities such as the library or community centre.
Electronic campaign images – jpeg file	<p>Campaign images have been provided to a range of stakeholders to spread the FAST message through their own channels. The aim is to increase public awareness that stroke can happen to anyone, anytime. Learn the FAST check.</p> <p>Images can be downloaded at www.hpa.org.nz/stroke-fast-campaign.</p>	Promote FAST message in electronic communications, social media and websites.
Video / TV advertisement	<p>The TV advertisement can be viewed www.youtube.com/watch?v=NEc9mlrmvq4. Link to YouTube video or embed code from www.youtube.com/watch?v=NEc9mlrmvq4.</p>	Play in waiting rooms or link to on social media sites.
Radio advertisements	<p>Radio advertisements are booked across a range of major stations from 4 June to early August. You can listen to them at www.hpa.org.nz/stroke-fast-campaign.</p>	Community radio stations
Stroke Foundation and Ministry of Health websites	<p>The Stroke Foundation’s website has background information on FAST – www.stroke.org.nz/See-a-Stroke-FAST</p> <p>The Ministry of Health website also has useful information - www.health.govt.nz/your-health/conditions-and-treatments/diseases-and-illnesses/stroke</p>	Link to websites and social media when promoting FAST.