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DEPARTMENT OF HEALTH F.A.S.T STROKE AWARENESS March 2009



The Brief

The aim was to raise awareness of the dangers of a stroke through face to face marketing, and increase public awareness of the outward signs of a stroke using the F.A.S.T acronym, in co-ordination with the nationwide TV advertising.

A pilot campaign was designed to cover specific areas along the south coast of England to measure public reaction with a view to providing future Stroke Awareness campaigns nationwide.

Implementation

Over the 10 locations our staff engaged with approximately 3000 members of the general public and distributed over 5000 leaflets.

The face to face marketing staff advised and helped the general public with queries relating to strokes and also handed out detailed information leaflets. The team were also joined by paramedics from the Stroke Association. This support was fantastic as it allowed the staff to engage with the public whilst having expert medical advice on hand.

The Adept face to face marketing team travelled around in the eye catching branded VW Campervan which helped to grab the public's attention. In Worthing, the team were joined by members of the local Stroke Club, giving the public the opportunity to hear about their personal stroke experiences. There was a broad range of ages targeted throughout the South East, resulting in an overall fantastic response from the public.



The Stats

10 days
10 locations
3000 engagements
1450 miles covered
200 referrals
5000 leaflets distributed



Public Feedback

"Both my grandparents died of a stroke, this campaign should be everywhere"

"At what age should people start worrying about strokes?"

"Really helpful girls, I learnt a lot today you should talk to school kids too as they can help if their parents have strokes in the home"

"This is fantastic... I know the advert isn't very nice but it really does hit home... well done!"