

# Communications Cascade for the Stroke Association's 'Action on Stroke Month' Campaign

## Overall purpose and vision:

Prevent strokes and achieve life after stroke through providing services, campaigning, education and research



## Strategic objectives for the Month:

1. Raise awareness of stroke and the role of the Stroke Association
2. Grow and engage with the stroke community
3. Encourage people to contact the Stroke Association

*Awareness*

*Recruitment*

*Social media engagement*

*Website visits*

*Helpline calls*



## Communication objectives:

1. Launch mini-stroke campaign, focusing on prevention messages and build awareness
2. Promote the Stroke Association's range of support services to stroke survivors
3. Build engagement with new and previous TIA survivors

*Key message delivery*

*Reach to target audiences*

*Calls to action*

*Proactive vs reactive*

*Spokespeople*