

Welcome to the UK Stroke Assembly

Stroke
Association

stroke.org.uk

Proudly sponsored by:



#strokeassembly



Rebuilding lives after stroke

Our strategy from 2019

Stroke
Association

Our values

**We are
human**

**We believe
in better**

**We give
our all**

**We say it
how it is**



Our vision is for there to be fewer strokes, and for people affected by stroke to get the help they need to live the best life they can.

Our core purpose:

We want to be the trusted voice of stroke survivors and their families. We want to drive better outcomes in stroke prevention, treatment and lifelong support for everyone affected by stroke.



Goal A

Make stroke the
priority it needs
to be



Goal B
Ensure that everyone affected by stroke has access to the rehabilitation and lifelong support they need



Goal C

Partner with people and communities to help them take action on stroke



Putting stroke on the map

Paul Mclean and Donna Tipping

1 July 2019

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stroke.org.uk

Watch the Stroke Association Rebuilding Lives TV advert



<https://www.youtube.com/watch?v=rjwWBahKQjk>

Our plan

- People think **they know about stroke**
 - But are surprised when they find out how big and impactful it is!
- We needed to **explain in a simple way**
 - Join up what people already know into a compelling story
- We needed to change what people **feel**
 - As with cancer and dementia
- We needed to change what people **think**
 - From 'something that happens to old people' to 'something my support can help to change'

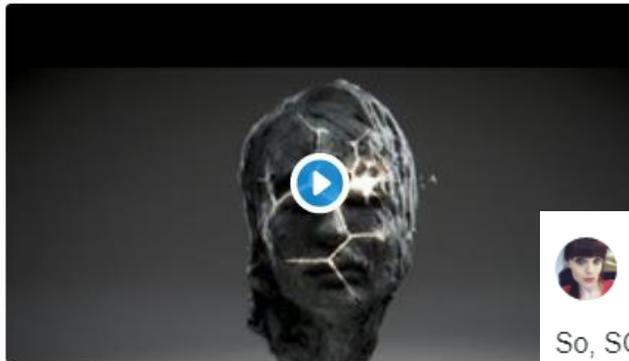
Example tweets



@TheStrokeAssoc new TV advert #RebuildingLives
youtu.be/rjwWBahKQjk

♡ 1 7:11 PM - Apr 26, 2019

 YouTube @YouTube



As a stroke nurse for the last 18 years was great to see the @TheStrokeAssoc advert before. #RebuildingLives I love my job and am missing it so much. @LTHTStrokeRehab @LeedsHospitals @LHTNEURO Can't wait to be back. Keep doing what you do everyone. You're all amazing 🥺

♡ 18 11:01 PM - Apr 26, 2019



Gracey
@GraceyRx



So, SO proud of this. Brilliant advert! Brings it all back and made me a little teary. Strokes do not discriminate. I'm Grace, and I am a stroke survivor ❤️ #RebuildingLives

Example tweets



Grace Laird
@gracelaird90



This is brilliant! ❤️ [#RebuildingLives](#)

Stroke Association  @TheStrokeAssoc

We're super excited to share our TV advert! Stroke changes lives in an instant, but the brain can adapt. And so can you.

We're here to support people to rebuild their lives after stroke. Share your story of how your stroke felt - [#RebuildingLives](#): strk.org.uk/2Dkf9GW



Ruth Clinton
@RuthClinton11



@StrokeAssocWM [#RebuildingLives](#) amazing advert highlighting the impact of stroke, can happen to anyone but great to know that recovery is possible with support from the [@TheStrokeAssoc](#)

♡ 2 10:02 PM - Apr 26, 2019



♡ 2 10:18 PM - Apr 26, 2019



Markus Birdman @birdmanwatching · Apr 24, 2019



1 in 3 stroke survivors are people of working age. Just like me. I had a stroke at 40, that's why I'm backing [@TheStrokeAssoc](#) powerful new TV ad which airs on [@Channel4](#) on Friday at 9pm [#RebuildingLives](#)



Emily Nicz
@EmilyNicz07

Inspirational campaign ! Looking forward to this evening and thank you for giving us all the confidence to stand out and stand strong [#stroke](#) [#Survivor](#) [#rebuildinglives](#) ❤️❤️

♡ 3 6:25 AM - Apr 26, 2019



Watch Alisha's story – 'Anything is possible'



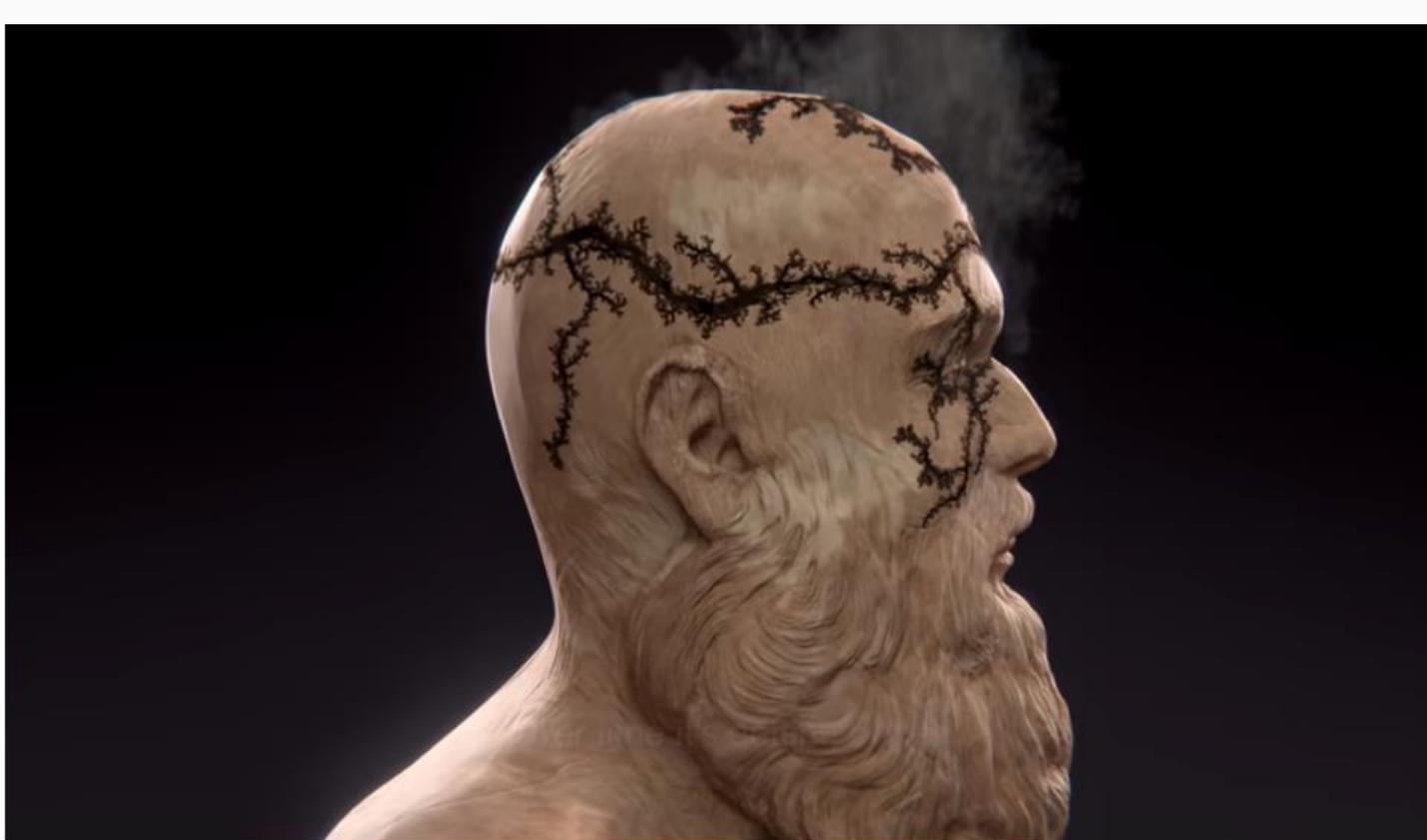
We're here to support you to rebuild your life after **stroke.**

Find out more:
stroke.org.uk/RebuildingLives

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© Stroke Association 2018
The Stroke Association is a charity in England and Wales (No. 209816) and in Scotland (SC010781).
The registered office is at 100, Strand, London WC2R 0PH, and operating as a charity in Northern Ireland.

<https://youtu.be/QLFtDNoP2As?t=6>



Stroke Association Rebuilding Lives TV Advert

2,761,473 views



191



19



SHARE



SAVE



Rebuilding lives

- Reached 22.2m people via Facebook and Instagram in first five weeks
- Reached 19.5m, including 10m of priority 55+ audience, via TV in first five weeks
- Traffic to stroke.org.uk increased 70% in the first two weeks
- Over 1,000 tweets Rebuilding Lives on launch day and 4.6 million people have seen our campaign tweets since launch

Rebuilding lives

- Coverage on Sky News, Channel 5 News, BBC Breakfast News, The Guardian, The Sun, BBC online, BBC Asian Network, and dozens of local radio and print outlets
- We're raising more money through fundraising
- **Visit stroke.org.uk/rebuilding-lives**

Every five minutes,
stroke destroys lives.
Help us rebuild them.

Find out more:
stroke.org.uk/RebuildingLives

Stroke
Association

Registered as a Charity in England and Wales (No 28015) and in Scotland (SC03789).
Also registered in Isle of Man (No 945) and Jersey (NPO 369).



A large, dark, textured brushstroke shape, resembling a thick, irregular stroke of paint, dominates the left and center of the frame. The stroke is dark blue or black with some internal texture and lighter areas, suggesting it was made with a brush. It has a rough, hand-painted appearance. The background is a solid, light blue color.

Questions?



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Rebuilding lives
after stroke