Workshop b:
Raising the profile of stroke and the Stroke Association
Jane Cryer

www.stroke.org.uk/uksa
#strokeassembly
In the session today...

We’ll be talking about raising our profile among:

• people who need our support
• people who can help us to continue providing that support.

Purpose of the session:

• Share our plans on raising our profile.
• Understand your experiences and views to inform the plans.
Awareness

People don’t really know much about the Stroke Association

No idea, after my mum had a stroke, no mention of it

Stroke Association? Is it new?

They’re not so well known, are they?

I’ve never heard of it

There must be stroke charities out there...

Source: Matter qual, May 2016
How do we raise our profile?

Tell people about us!
But...

...how we tell people matters

**Beneficiaries**
Need our support

**Supporters**
Donate money or time

**Professionals**
Support people affected by stroke

**General public**
Potential supporters / beneficiaries

Different audiences have different needs
One common challenge

It’s noisy out there!

- Be relevant
- Stand out
- Right information
- Right time
Raising our profile among people who need support – beneficiaries
We want everyone affected by stroke to know that we’re here for them

• There are many stroke survivors and families who could benefit from our support that don’t know we are here or how we can help

• We want to change this…
Introductory packs
Information and support you need, when you need it
GP advertising

Stroke Association leaflets, posters and advertising on screens in GP waiting rooms  [https://youtu.be/qWjzGVd-wds](https://youtu.be/qWjzGVd-wds)
Quick show of hands...
To discuss…

Where would you look for information about stroke?

For example:
• would you ask a health professional in hospital or in your GP surgery?
• would you look online?
• would you look for leaflets in pharmacies or a library?
• would you ask a friend?

Somewhere else?
Raising our profile among people who might donate
Extra challenge

Stroke isn’t on the general public’s radar

Cancer
Heart Disease
Alzheimer's
Stroke

“My aunt had cancer and she went quickly, in just 4 months. How long would you have? That’s what scares me”
Solution...

...make people care more about stroke

- Be relevant
- Stand out
- Right information
- Right time
Solution…

…make people care more about stroke

• Show our audience that stroke could cause them a serious problem
• Show our audience we as an organisation can solve that problem

We are developing clear structured messaging around stroke and the Stroke Association that must do these things.
Lost for words

Showing the impact of stroke on communication
Over to you

1. Why do you think stroke isn’t on the public's radar the same way as cancer or dementia?

2. What do you think we should be telling the general public about stroke?
Ending our session

We’ve talked about raising our profile among:
• people who need our support
• people who can help us to continue providing that support.

Your input will:
• help us make sure our plans are informed by the views and experiences of stroke survivors
• help make sure that others affected by stroke get the support they need and deserve.
Together we can conquer stroke

Thank you for your time

With thanks to our sponsor

UK Stroke Assembly

Hosted by Stroke Association