



Stroke Assembly

Workshop c:

Speaking up and speaking out about stroke and the Stroke Association

Jane Cryer

The UK Stroke Assembly is sponsored by:



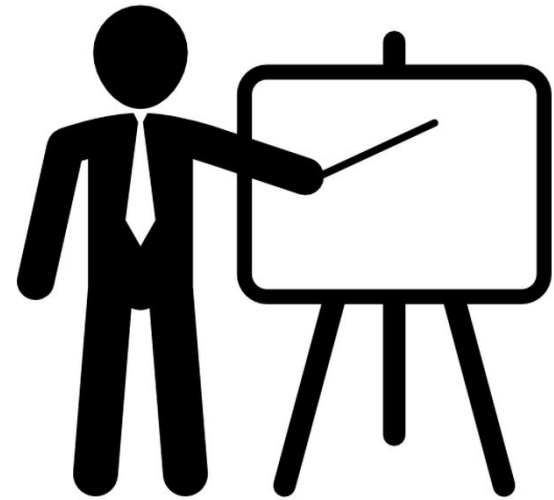
Hosted by



In the session today

We will:

- Talk – about our plans to raise the profile of stroke and the Stroke Association
- Hear your views on our plans



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Hands up...

...if you think we need to raise the profile of stroke among the public.



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Awareness is important

If people **aren't aware of stroke**, why would they support the cause?

Why would I give money to an organisation that I have never heard of and don't know what they do?

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Awareness is important

If people **aren't aware of the Stroke Association**
how will they know about the support we can
provide?



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 UK Stroke Assembly

The logo for the UK Stroke Assembly, featuring the letters 'UK' in orange inside a thin orange square, followed by the words 'Stroke Assembly' in a dark blue sans-serif font.

Last time at UKSA

Why isn't stroke on the public's radar?

On social media there's loads of stuff about cancer, not as much about Stroke Association

Less money in advertising

It's the biggest disability in the country, why has there not been a major campaign?

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Getting the message out there

- A priority for the Stroke Association this year and beyond
- Large-scale advertising campaign March 2019



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Last time at UKSA

What should we be telling people about stroke?

Focus on the impact on the whole family, not just the stroke survivors

Need to talk about quality of life

Mental/psychological impact of stroke not recognised

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Showing the impact of stroke

- Messages about the impact of stroke engages people emotionally
- They can relate it to their lives



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Bringing focus....

...to our messages and what we look like

- Repeat consistent message so people remember us
- Improve visual identity coherence and accessibility



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So...

..we're going to look and sound a little bit different next year.

- More relatable
- Bolder
- Clearer



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Engaging people who need our support

Example advert – showing our ideas



When stroke limits your ability to **communicate** we can help you reconnect

Contact your local Communication Support Service today

Call: 01572 757 087
Visit: stroke.org.uk

Stroke
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What do you think?

In groups please discuss:

- How does this make you feel?
- Will this engage people who need our support?
Why/why not?

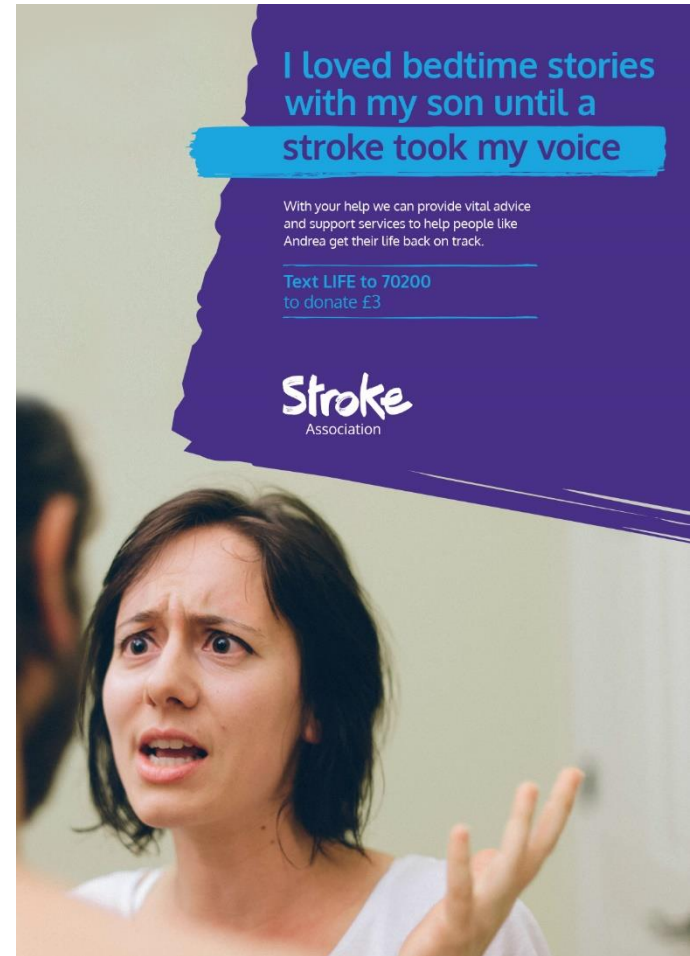
Think about:

- Photography
- Colours and brushstrokes
- Message

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Engaging supporters

Example advert –
showing our ideas



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What do you think?

In your groups please discuss:

- How does this make you feel?
- Do you think this will engage potential supporters? Why/why not?

Think about:

- Photography
- Colours and brushstrokes
- Message

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Summary

- We've talked about our plans to raise the profile of stroke and the Stroke Association
- Your views will help us shape our advertising campaign

Thank you!

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