



# STROKE FAST APPROACH

---

## BACKGROUND

This is a partnership between Ministry of Health, Health Promotion Agency/Te Hiringa Hauora (HPA) and the Stroke Foundation of NZ, and builds on the success of past national FAST campaigns. Internationally renowned, the FAST mnemonic helps people recognise the key signs of stroke and prompts people to call 111 immediately if they see any of the signs.

**FAST** stands for:

- **Face** – Is their face drooping on one side?
- **Arm** – Is one arm weak?
- **Speech** – Is their speech jumbled, slurred or lost?
- **Take Action** – Act fast and call 111 immediately if you see **any** of these signs

**Delayed recognition of a stroke means delayed intervention, which can have tragic consequences.** It is vital for people to go directly to the hospital as soon as possible if any of these signs are present to be further assessed and appropriate treatment provided reducing the likelihood of long-term brain injury or death.

Currently awareness of the signs and symptoms of stroke is increasing year on year across all audiences. However, there remains a disparity between the general public and Māori and Pasifika awareness. In addition, people are still presenting too late for urgent treatment and consequently experiencing greater levels of long-term disability.

## PRIORITY AUDIENCE

Focus will be on the following audiences:

- **Whānau & friends** within proximity to at-risk Maori and Pacific 40-65 years
- **Priority Regions:** Northland, South Auckland, Waikato, Rotorua Lakes, Tairāwhiti and Whanganui.

## KEY MESSAGES (WHAT WE WANT PEOPLE TO KNOW):

- Act FAST - Call 111 immediately if you see any of the FAST signs.
- Learn the FAST check and tell others about it. If we all learn to recognise the signs of stroke we could save a life.

# PROJECT APPROACH

This will be a two-pronged approach, split between national and regional work, over two financial years.

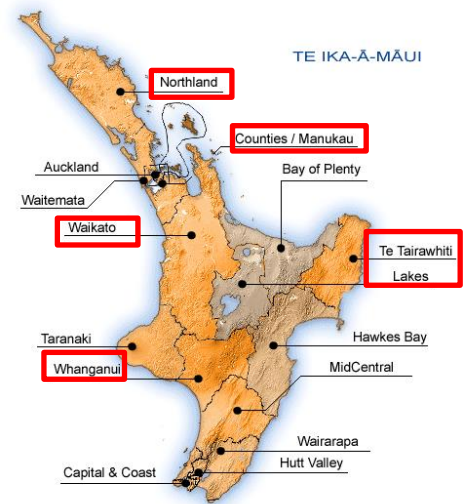
- The **national campaign** launch include radio, digital and print. You can view/listen to previous TV and radio advertisements here: [www.hpa.org.nz/stroke-fast-campaign](http://www.hpa.org.nz/stroke-fast-campaign).
- **Regional approaches** will be determined following engagement with the goal to have those initiatives live from July 2021. The focus in the regions will be to work with communities to develop effective and sustainable regional approaches. A database [here](#) has been developed to identify stakeholders.

## Phase One: July 2020 - June 2021

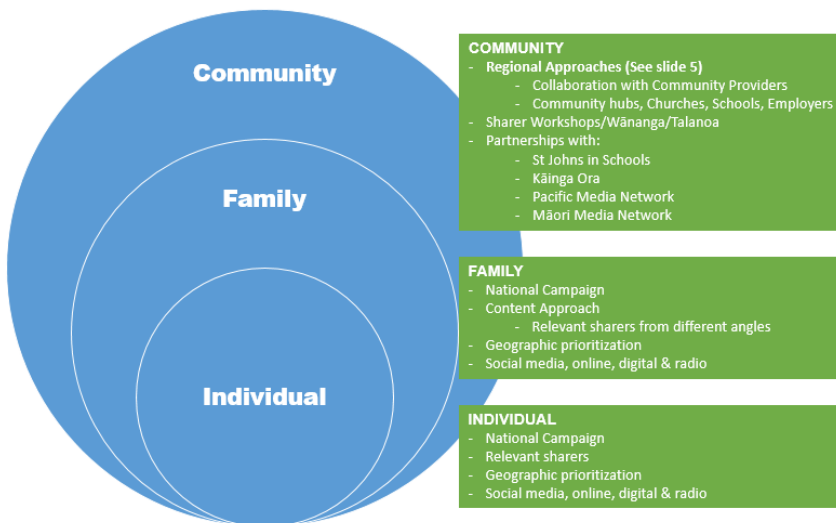
Focused on resuming the FAST campaign whilst engaging with priority regions.

## Phase Two: July 2021 - June 2022

Priority region initiatives to take precedence. National campaign work to continue.



## MULTI-LEVEL APPROACH IN THE REGIONS



Further information about previous campaigns can be found here:

[www.hpa.org.nz/stroke-fast-campaign](http://www.hpa.org.nz/stroke-fast-campaign)

