

SOCIAL MEDIA TOOLKIT: BLOKE BESIDE YOU 2026

Social handles: @strokefdn @australianbraincoach

Website: <https://strokefoundation.org.au/media-centre/bloke-beside-you>

About Bloke Beside You: Bloke Beside You aims to increase awareness of the signs of stroke F.A.S.T (Face, Arms, Speech, Time) amongst Australian men. We know that men are more likely to have a stroke than women and our data shows men are less likely to be aware of the F.A.S.T signs.

Stroke is the fifth leading cause of death for Australian men, costing over 4,000 lives and over 27,000 years of potential life lost every year.

Stroke Foundation data shows that across most age groups, men are nearly 1.5 times more likely to experience a stroke than women, yet 2 in 5 Aussie men (37 percent) fail to recognise any of the common F.A.S.T. signs of stroke.

Similarly concerning, 1 in 3 (30 percent) do not know that a stroke is a medical emergency where an ambulance triple zero (000) call must be made immediately to seek medical help. These awareness gaps are costing the lives of Aussie men.

Through this campaign, we are calling on Australian men to share the signs of stroke on their social media and to discuss with the bloke beside them the signs of stroke and to consider getting a health check to prevent a stroke.

About Nathan Baxter:

In 2007, Nathan was known as one of the best powerlifters in Australia. He even claimed a Commonwealth record in 2016, just months before he had five simultaneous strokes, caused by undiagnosed atrial fibrillation.

Nathan experienced the telltale F.A.S.T. signs of stroke, it was his wife who recognised this and called an ambulance.

At 39-years-old, Nathan faced a lengthy road to recovery. He feared he would never return to the sport he once loved. Instead, he rebuilt his life and returned to study neuroscience. He now leans on his own experience and works as a neurological performance consultant. He has also served as an Australian national team coach.

Key messages:


- We're asking all Australians to look out for the Bloke Beside You, this Men's Health Week (June 15-21).
- Data shows that men are almost 1.5 times more likely to experience a stroke compared to women, however men have lower levels of awareness of the F.A.S.T. signs of stroke, and knowledge of the common risk factors for stroke than women.
- Around 21,000 Australian men have a stroke each year, that's 57 blokes a day.
- Stroke is the fifth leading cause of death for Australian men.
- An Australian has a stroke every 11 minutes (around 46,000 stroke events annually).
- When a stroke strikes, it attacks up to 1.9 million brain cells per minute.

- Stroke can happen at any age, and one in four people globally will have a stroke in their lifetime.
- The faster you can be treated for stroke, the more chance you have of making a full recovery. The vital first step in accessing these treatments is recognising the F.A.S.T. (Face, Arms, Speech and Time) signs and calling triple zero.

The ask:


	SUGGESTED SOCIAL MEDIA TEXT
To be posted during Men's Health Week June 15-21	<p>Not enough Aussie men know what a stroke looks like.</p> <p>Stroke Foundation data tells us more than 20,000 men experience a stroke each year, but 2 in 5 blokes still don't know the commons signs, or what to do when one strikes.</p> <p>It's a simple message to learn, and it may just save a life, so tell the Bloke Beside You today.</p>
Nathan Baxter video	<p>A former professional powerlifter who survived five strokes is urging Aussie blokes to learn the signs, before it's too late.</p> <p>Now, on the ten-year anniversary of his strokes, Nathan Baxter is aiming to improve men's awareness of the key signs of stroke, lending his weight to the Stroke Foundation campaign, Bloke Beside You, running throughout Men's Health Week (June 15 – 21).</p> <p>@australianbraincoach is bravely sharing his stroke story, aiming to raise the bar for awareness in Aussie blokes.</p> <p>Stroke Foundation data tells us more than 20,000 men experience a stroke each year, but 2 in 5 blokes still don't know the commons signs, or what to do when one strikes.</p> <p>It's a simple message to learn and it may save a life. Think F.A.S.T. Tell the Bloke Beside You today.</p> <p>Link to video: here</p>

Social Media Assets



Bloke Beside You

This Men's Health Week, help protect the men we care about and raise stroke awareness.



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