

National Stroke Week

2022 Highlights



Act FAST to enjoy precious moments

National Stroke Week 8 - 14 August 2022



Total registrations

2,660



9%

increase from 2021

Total kits sent out

2,704



National Media

8.86m



potential reach from 651 media mentions (215% increase from 2021)

Digital advertising



2.8 million impressions

1.3 million people reached

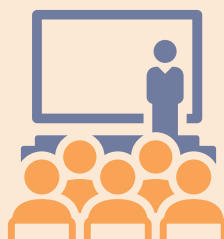
StrokeSafe Speaker Program

Held

87 talks

in August

(118% increase from 2021)



Social Media



523,950

potential Twitter reach (100% increase from 2021)



116,423

Facebook post impressions (30% increase from 2021)

Website visits

between 8-14 August

22,250

Display competition



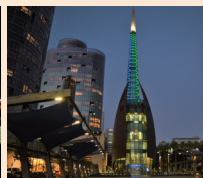
One of 11 winners, Royal Adelaide Hospital

LightUp Australia!

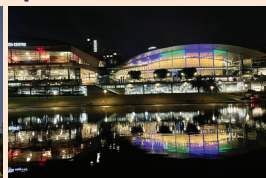
27 Australian Landmarks lit up in Stroke Foundation colours



Bolte Bridge, Melbourne



Bell Tower, Perth



Convention Centre, Adelaide



Story Bridge, Brisbane

“It was the most inclusive campaign we have had...it was so well embraced.”



MAJOR PARTNERS

abbvie



SUPPORTING PARTNERS



For more information on the results, visit www.strokefoundation.org.au/strokeweek