National Stroke Week

3–9 August 2026

Campaign Highlights



Media & PR

ON AIR

Channel 7

South Coast Register

Herald Sun



13 media releases (up from 10) achieved

457 media mentions (up 18%) with the potential to reach

39.6M people

Resources

37,744 information resources and merchandise from **196** orders distributed (up 35%)

Advocacy

53 Members of Parliament and **4** state government agencies shared National Stroke Week campaign messages





22 StrokeSafe Talks delivered during National Stroke Week across 6 states and ACT

Digital communications

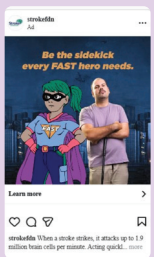
1.47M Paid video views (4.6 times more than target)



More than **40,000** emails sent to our stroke community about National Stroke Week (up 23%)

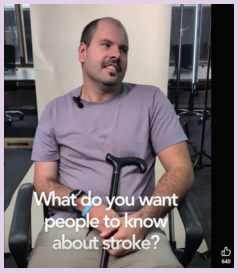
3.06 Average time on website (up 22%)

1.26M Advertising reach achieved



3.18M Paid ad impressions (2.7 times more than target)

Organic social media posts achieved **204,000** impressions



Top performing social media post

Tommy Quick interview

Stroke Foundation

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