

Scotland's New FAST Campaign

CHSS, working with the Scottish Ambulance Service and one of Scotland's leading creative agencies, has developed a new FAST campaign to raise awareness of the signs and symptoms of a stroke. The charity has engaged with the Scottish Government in the development of the campaign to ensure it aligns with the government's remit to promote FAST.

A new television advert will go live on World Stroke Day, 29th October 2024 alongside launch to the public and media at Glasgow Central Station.

What is the FAST Campaign?

The FAST campaign aims to ensure people can recognise the common signs and symptoms of a stroke and take immediate action. With over 10,000 people in Scotland experiencing a stroke each year, it's crucial that everyone can identify a stroke and call 999 promptly.

What Does FAST Stand For? FAST stands for? Face: Can the person smile? Is one side of their face drooping? Arm: Can the person lift both arms? Is one arm weak? Speech: Can they speak clearly or is their speech slurred? Time: Time to call 999 if any one of these symptoms are present

FAST campaign burst from World Stroke Day 2024

CHSS is creating digital and physical campaign packs ahead of the new campaign launch, including social media resources, videos, posters, window stickers and other marketing materials. These will be distributed around NHS contacts, public and third sector partners.

- The TV advert will go live on STV on World Stroke Day, 29th October 2024 and run for a month.
- There will be FAST stands in Scottish hospitals on 29 October.
- Posters will be distributed to GP surgeries in Scotland's major cities.
- Display advertising will run in high footfall public areas.
- Social Media adverts and organic posts.

Provided Social Media Assets

All assets can be downloaded [here](#).

Images:

- Facebook Page Cover
- Facebook Landscape Post
- Facebook Story
- Instagram Carousel Feed Post
- Instagram Square
- Instagram Story
- LinkedIn Page Cover
- LinkedIn Landscape Post
- X/Twitter Page Header

- X/Twitter Landscape Post
- 3 x mixed use social media images
- 30 second advertisement
- 60 second advertisement

Usage:

Please ensure images are posted in the appropriate resolution for each platform. A variety of sizes and resolutions have been provided to assist with this. Please refrain from cropping, editing or altering the images.

Hashtags and Mentions:

- Throughout the campaign we will be using #actFAST as our primary hashtag.
- Tag our official accounts on all relevant platforms:
 - Instagram: @CHSScotland
 - Facebook: CHSScotland
 - X/Twitter: CHSScotland
 - TikTok: CHSScotland
 - LinkedIn: CHSScotland

Copy and Messaging:

We have provided some suggested copy below for your convenience. You are free to personalise it to align with your tone.

General Campaign Launch Post:

We're excited to share that @CHSScotland has launched their new FAST campaign to raise awareness of the signs and symptoms of a stroke. Acting FAST can make all the difference and save a life.

Learn to spot the symptoms: FACE, ARM, SPEECH, TIME. Every second counts.

#actFAST

Campaign Landing page:

www.chss.org.uk/fast

Please note, this page will not be live until 9 am Tuesday 29th October.

Posting Schedule:

Launch date: Tuesday 29th October, 9am.

CHSS will have scheduled posts everyday at 9am for the first week. Following that we will move to a weekly posting schedule.