

Dear F.A.S.T Campaigner,

In 2020, we hope you can use all the campaign materials enclosed in your pack to spread the F.A.S.T. message in your community.

### **F.A.S.T Campaign 2020**

Stroke is a brain attack, a medical emergency. By encouraging others to act fast by calling 112 or 999 if they recognise the signs of stroke (Face, Arms, Speech, Time), you are saving lives and giving people a chance at full recovery.

Effective treatment of stroke is hugely time dependent. During the coronavirus pandemic, people have been slow to attend hospital for non-coronavirus issues such as strokes. With your help, this campaign by the Irish Heart Foundation and Government of Ireland will counter this trend, increase hospital admissions and save lives.

### **Every minute matters, act F.A.S.T.**

Calling an ambulance and getting straight to the Emergency Department can make all the difference for stroke survivors. Quick treatment for stroke patients can save lives and reduce the disability a person might have after their stroke. The faster you act, the more of the person you save.

We would greatly appreciate any assistance you can offer in spreading the F.A.S.T message. Thank you for supporting the Irish Heart Foundation and Government of Ireland's F.A.S.T Campaign.

### **How YOU can help spread the F.A.S.T message**

- Share these print campaign materials in your workplace or local community (i.e. supermarket, library)
- TELL 5 people you know about the F.A.S.T campaign
- Share our campaign posts/videos on your social media platforms with the hashtag #actfast
- Share your own videos or images from your community or workplace acting F.A.S.T on social media platforms tagging Irish Heart Foundation with the hashtag #actfast
- Update your social media profile picture or website with the F.A.S.T graphic available from;

**[www.irishheart.ie](http://www.irishheart.ie)**

With stroke numbers rising year on year, and thankfully more people surviving due to medical improvements, now more than ever we need to raise the awareness of F.A.S.T.

Yours sincerely,