

# **PE2048/L: Review the FAST stroke awareness campaign**

## **NHS Fife written submission, 18 November 2024**

Thank you for your letter regarding the Citizen Participation and Public Petitions Committee's consideration of the petition on stroke awareness. NHS Fife welcomes the opportunity to provide information on local stroke awareness campaigns we have undertaken.

NHS Fife has consistently worked to raise awareness of stroke prevention, recognition, and treatment, as part of our broader commitment to improving public health outcomes. NHS Fife has been involved in several local initiatives aimed at enhancing public understanding of stroke symptoms and the importance of early intervention.

One of our recent initiatives involved collaboration with community groups and local primary care networks to disseminate the FAST (Face, Arms, Speech, Time) campaign materials. This initiative, which took place between May and September 2023, focused on targeting high-risk populations, particularly in areas of socioeconomic deprivation, where awareness of stroke symptoms is statistically lower.

The campaign reached over 5,000 individuals. The MCN promoted FAST via a postal campaign in early summer to all Fife GP Practices and Community Pharmacies, providing posters and promotional materials, in addition to dissemination of digital information and resources.

This has been repeated in the month of October 2024. On the 29 October 2024, NHS Fife supported World Stroke Day.

In addition, NHS Fife's CHSS Stroke Educator provided Stroke Recognition, Response and Recovery Workshops for Social Services and Care Home Staff, which included signs and symptoms of stroke; importance of early action and getting people to hospital early; risk factors; common ongoing effects of stroke and supports available. This also provides opportunity to promote other appropriate stroke sessions. Evaluations of these workshops revealed that participants reported a higher confidence level in recognising potential stroke signs and symptoms.

FAST information is available via the internal staff webpages and NHS Fife public webpages in addition to further stroke information. An awareness raising campaign in conjunction with World Stroke Day took place on 29 October 2024, including FAST information stand, social media promotion of new CHSS FAST campaign and dissemination of physical and digital resources.

While these efforts have shown promising results, we believe that wider national coordination on stroke awareness could further enhance outcomes across Scotland.