

PE2048/P: Review the FAST stroke awareness campaign

NHS Orkney written submission, 23 December 2024

NHS Orkney has not conducted any pilot studies for local awareness activities, and therefore cannot provide details on specific outcomes. However, NHS Orkney remains dedicated to raising public and patient awareness regarding the symptoms and risk factors associated with stroke.

NHS Orkney is supporting the National FAST Stroke Awareness campaign led by Chest Heart and Stroke Scotland (CHSS) which launched on 29th October 2024. NHS Orkney has promoted awareness of stroke symptoms through its social media channels over the year with some examples below.

- NHSO X – Jan 24 – Recognising Stroke Signs - <https://x.com/NHSOrkney/status/1746872749358723132/photo/1>
- NHSO X – Nov 24 – Reshare – CHSS – FAST campaign - <https://x.com/CHSSScotland/status/1851549642774781954>
- NHSO X – Nov 24 – Reshare – CHSS – FAST campaign - <https://x.com/CHSSScotland/status/1853361552717398498>
- NHSO X – Oct 24 – World Stroke Day - <https://x.com/NHSOrkney/status/1851194766157103345>
- NHS Orkney | Facebook – Dec 24 – Reshare – NHS24
- NHS Orkney | Facebook – Nov 24 – Reshare x 4 – CHSS – FAST campaign, each letter was shared in new post i.e., “F-A-S-T”
- NHS Orkney | Facebook – Nov 24 – Reshare – CHSS – FAST campaign
- NHS Orkney | Facebook – Oct 24 – World Stroke Day - NHS Orkney - World Stroke Day - We're excited to share that @CHSSScotland has launched their new FAST campaign to raise awareness of the signs and symptoms of a stroke.
- NHS Orkney | Facebook – Sept 24 – Reshare – NHS UK – Stroke awareness
- NHS Orkney | Facebook – Feb 24 – Reshare – NHS24
- NHS Orkney | Facebook – Dec 23 – Identifying a stroke - NHS Orkney - Identifying a Stroke Using the FAST Method

Although the FAST campaign has been relatively effective, NHS Orkney is supportive of further work being done to strengthen messaging.