

Australian Federal Election

2022



strokefoundation.org.au



\$5m F.A.S.T. national advertising campaign

Stroke Foundation works hard to educate every Australian about the F.A.S.T. signs of stroke through the Face, Arms, Speech and Time message. This acronym not only tells people how to recognise a stroke, but also that survival is time critical. It is a simple and effective message.

Stroke Foundation is seeking a \$5 million investment to deliver a TV advertising campaign to lift national awareness of the signs of stroke.

This investment will provide nationwide coverage over 12 months in all capital cities, with content showing during peak viewing times.

Why we need a national advertising campaign

In 2013, Stroke Foundation was funded \$2 million to deliver a nationwide F.A.S.T. television campaign. Evaluation showed an increase in Australia's awareness of the signs of stroke from 35 per cent to 39 per cent – which equates to almost one million people – and showed an immediate 0.5 per cent lift in calls to ambulances services for stroke emergencies.

Regional advertising in NSW during 2020 also highlights its value. In these areas 70 per cent of residents surveyed know at least one of the most common signs of stroke.

A 2022–23 campaign will support existing audience-specific campaigns which Stroke Foundation has Federal funding for but will target a broader audience, using a national platform and one message.

Benefits of greater F.A.S.T. awareness

Education of stroke symptoms increases stroke knowledge, and earlier recognition of stroke translates to better health outcomes. Current economic research shows stroke has a direct annual cost of \$6 billion to the Australian economy.

Earlier intervention in stroke emergencies saves lives and reduces the ongoing health care costs survivors of stroke require. A 2016 study in the United Kingdom showed a 28:1 return on investment when calculating how F.A.S.T. marketing impacted disability costs.

Current awareness levels

Market research completed in September 2021 indicated there is a healthy awareness level in some parts of Australia, and our StrokeSafe Ambassador program and regionally funded F.A.S.T. education campaigns contribute to this. But the majority of Australians need considerably more education to recognise the signs of stroke. Key statistics show:

- Only 30 per cent of Australians recognise two or more of the most common signs of stroke (**F**ace drooping, inability to lift both **A**rms, slurred **S**peech).
- People living in the five main capital cities are less likely to recognise signs of stroke than other Australians.
- Only 9 per cent of Australians know that an inability to lift both arms is one of the most common signs of stroke.
- 40 per cent of Australians cannot name any signs of stroke, which means they are less likely to seek the urgent medical treatment stroke needs.

**Acting F.A.S.T. saves brains,
reduces permanent disability,
saves lives.**

\$10m StrokeConnect Navigator Program

Navigating the complex health system after leaving hospital is often one of the greatest barriers Australian survivors of stroke face. This can add time and frustration to recovery, and means poorer health outcomes, and more hospital readmissions.

Stroke Foundation's National Acute Stroke Audit indicates 30 per cent of patients don't receive post-stroke information, and 35 per cent go home from hospital without a discharge plan. On average, 88 survivors of stroke are discharged each day from hospitals across Australia, so this means at least 26 people leave without the materials to help them achieve their best possible recovery after stroke.

Stroke Foundation is seeking \$10 million to reimagine its flagship StrokeLine service, building on existing capabilities to deliver a digitally enabled and enhanced, equitable, accessible national service.

Significant investment will extend our inbound information and support service and implement our new continuity of care under the **StrokeConnect Navigator Program**. This includes technological upgrades, increased digital health capabilities and an additional 10 'Stroke Navigators', who will:

- Ensure the inbound service manages all enquiries quickly and appropriately and increases capacity to work with hospitals as they prepare survivors for discharge.
- Deliver an equitable, proactive national outreach program to provide continuity of care and connection. The **StrokeConnect Navigator Program** will offer a two-tier approach depending on the level of need, through either digital resources or personal phone-based support.

Investment in this overarching **StrokeConnect Navigator Program** aligns with Stroke Foundation's 2024 Strategy, which pledges to connect 85 per cent of Australians with the recovery care they deserve.

This will mean equity of access, with Australians right across the country supported to manage their stroke recovery, which will positively benefit the health economy.

From our own existing services' data, we know that there is ongoing demand from survivors of stroke who cannot easily navigate the health system after leaving hospital, describing it as 'falling into a black hole'.

This tells us that we must extend our safety net.

Between January and June in 2021, our existing services supported:

- 1335 connections to StrokeLine.
- 551 national referrals through the Queensland Outreach service.
- 200+ outreach referrals via the Tasmanian state-funded *SToP* service.
- 259 outreach referrals via the ACT state-funded Follow-Up service.







These numbers are only a small percentage of the nearly 450,000 people living with stroke in Australia and the 27,000 who suffered a stroke for the first time in their lives in 2020. Greater levels of support will benefit so many more Australians.

National and international navigator programs in breast cancer care and other chronic diseases have improved patients' wellbeing and self-management of their illness. They have also delivered cost savings resulting from a reduction in unnecessary hospital admissions.





How to get more involved

-  **Give time** – become a volunteer.
-  **Raise funds** – donate or hold a fundraising event.
-  **Speak up** – join our advocacy team.
-  **Leave a lasting legacy** – include a gift in your Will.
-  **Know your numbers** – check your health regularly.
-  **Stay informed** – keep up-to-date and share our message.

Contact us

-  **1300 194 196**
-  **strokefoundation.org.au**
-  **[/strokefoundation](https://www.facebook.com/strokefoundation)**
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