

WORLD STROKE DAY 2025

Key messages

**World Stroke Day is on
Thursday 29th October 2026!**

The key focus of this year's awareness campaign, set by the World Stroke Organization (WSO), is #EveryMinuteCounts, highlighting the life-saving importance of knowing the signs of stroke and acting F.A.S.T.

F.A.S.T. encourages everyone to learn the signs of stroke and get immediate help: **Face** drooping, **A**rm weakness, **S**peech difficulties and **T**ake action – call 111.

Below are some inspirational survivor stories that emphasise how important F.A.S.T. is.

[Johnny & Lizzie's Story](#)

[Heath's Story](#)

[Phoenix's Story](#)

[William's Story](#)

[Raoul's Story](#)

Know the facts!

- It is vital to recognise when someone is having a stroke and get medical attention as soon as possible. A person affected by a stroke needs the help of a professional for medical intervention.
- The sooner medical treatment begins, the lower the risk that permanent brain damage occurs and there is a better chance of an excellent recovery. Treatments like clot-busting drugs, for example, only work in the first few hours. Every minute counts. In some cases, it means that damage can be completely reversed.
- Calling 111 is the best way to get medical attention: it means that an ambulance will be sent to help, and the first responders can assess the situation and prime the hospital to prepare for the patient's arrival. This helps ensure they are triaged appropriately and receive treatment quickly.
- Stroke Aotearoa New Zealand trains communities and workplaces on how to recognise the signs of stroke using F.A.S.T. We provide **free F.A.S.T. training online** and an **online workplace toolkit** that can be used to upskill staff or inform whānau, friends and community. This free training is available at [**www.stroke.org.nz**](http://www.stroke.org.nz)

Visit our webpage to learn more about this year's campaign.
www.stroke.org.nz/world-stroke-day