



# 3 CONCEPTS

- **STROKE**

# CONCEPT 1

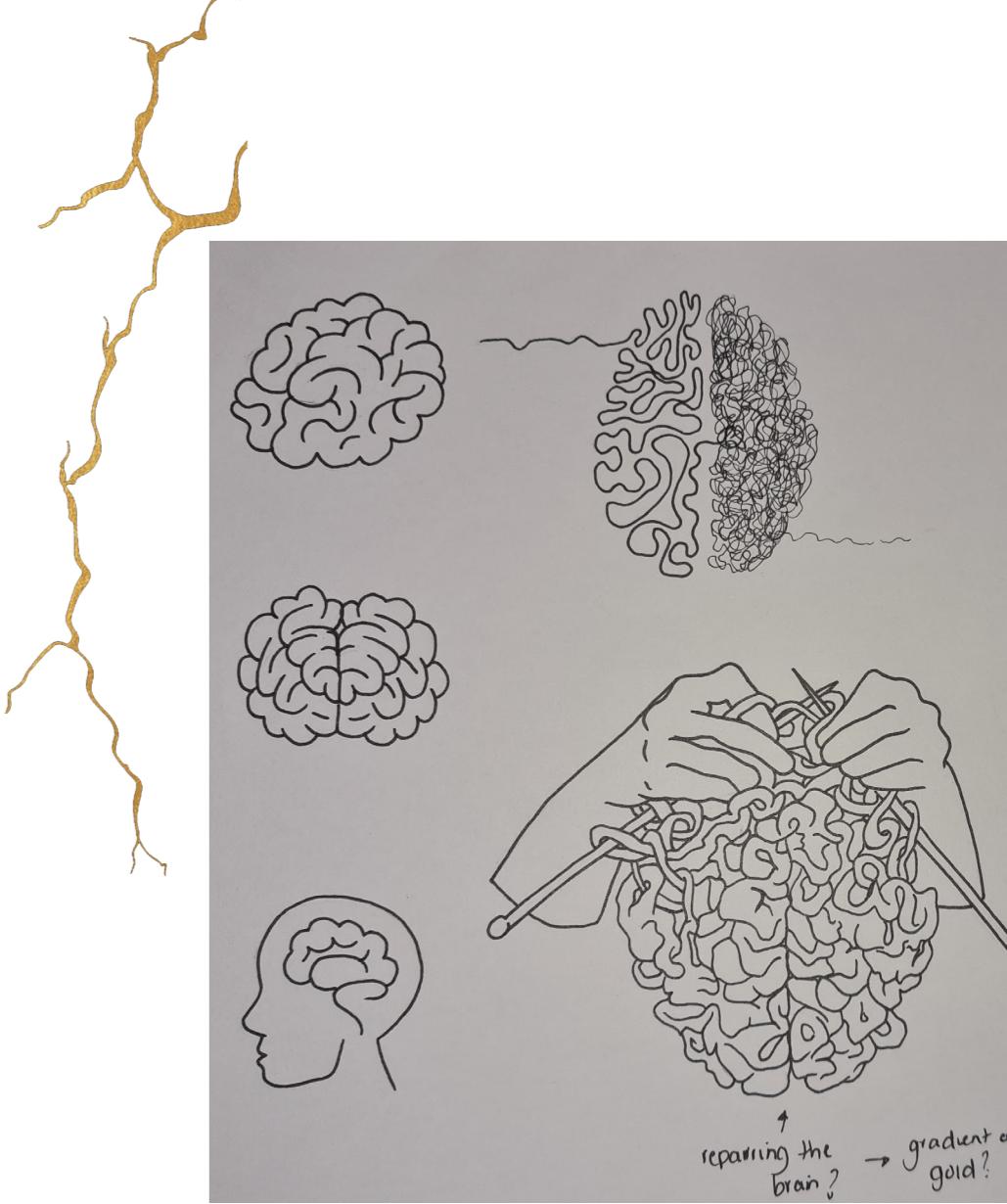
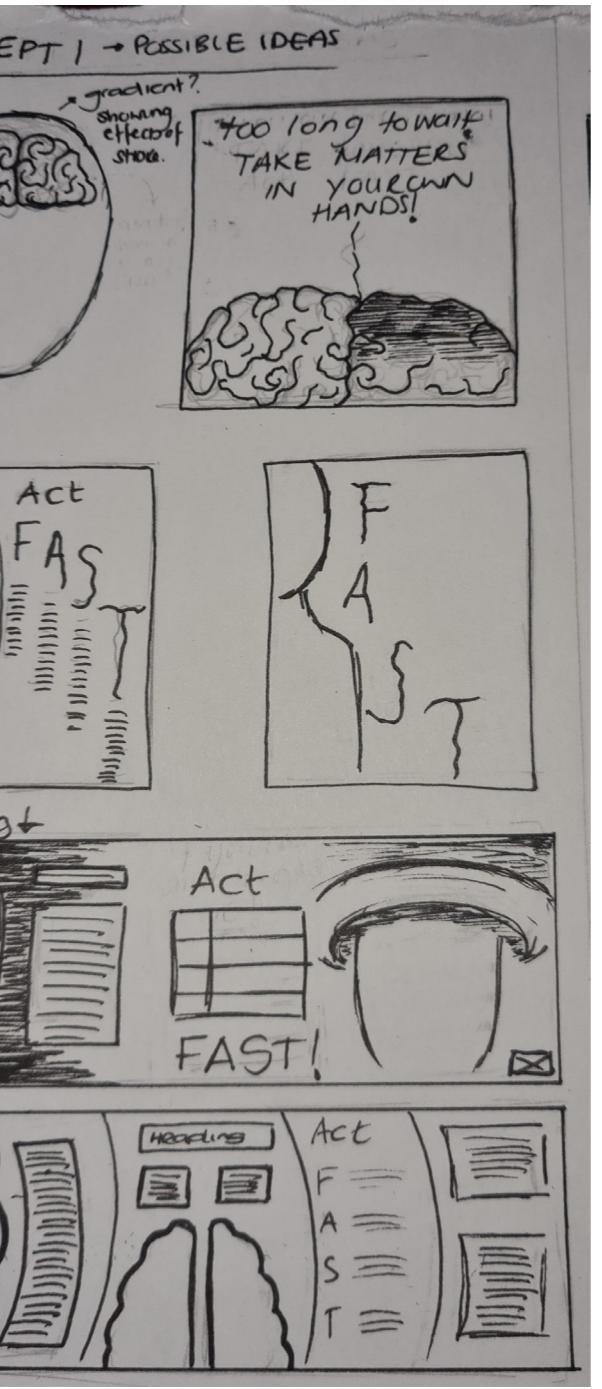
## - TIME

### WHAT IS THE MESSAGE?

Stroke can strike anyone, anywhere and at anytime, so act FAST!

### WHAT IS THE AIM?

The public need to recognise the symptoms of a stroke, as time is of the essence and getting to the Hospital as quickly as you can be the difference between recovering fully and avoiding long term disabilities and worse case scenario DEATH. Also recognising time plays a huge factor when it involves strokes.



Concepts 1&2 can work alongside one another as it relates to time

# CONCEPT 2

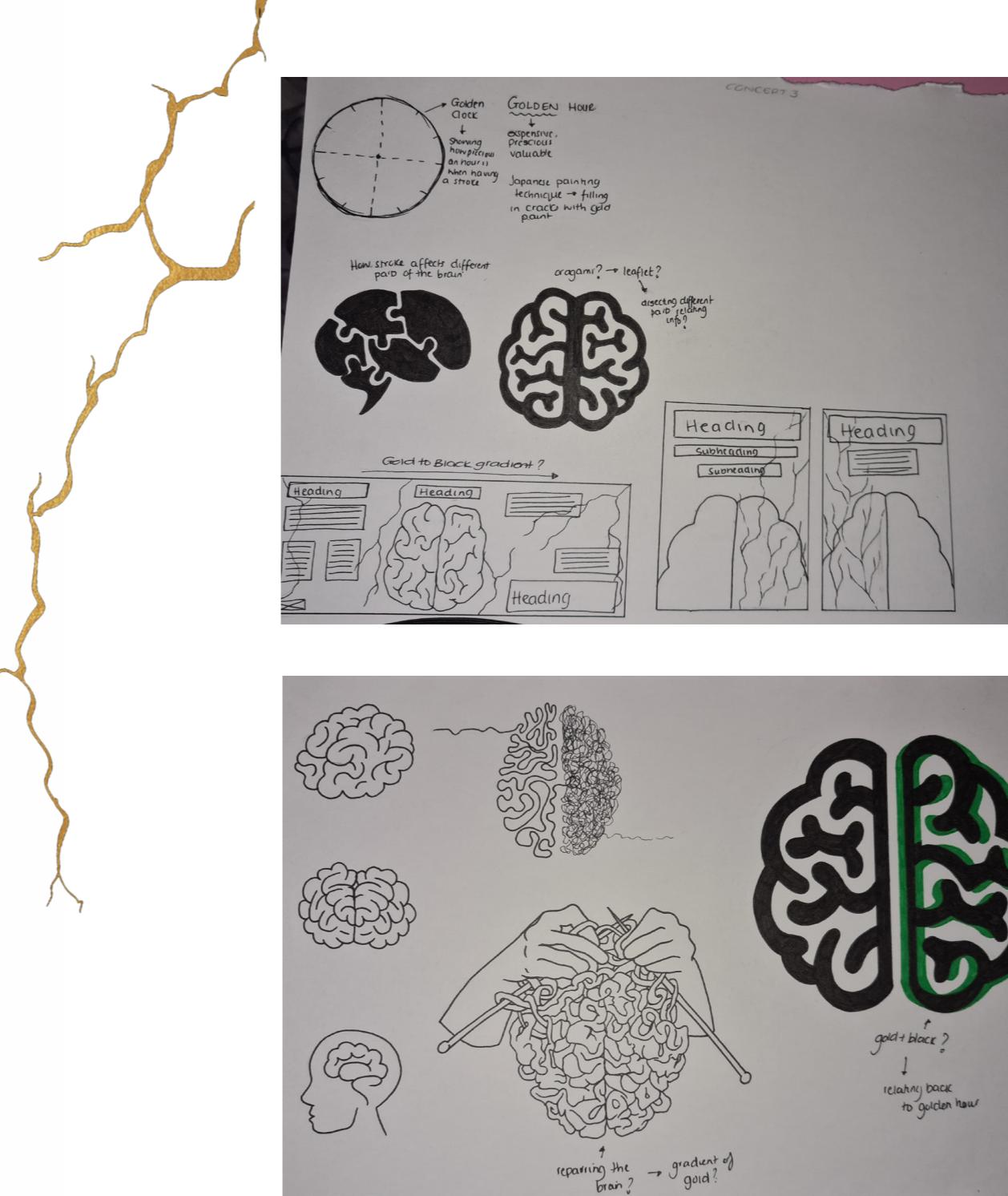
## - GOLDEN HOUR

### WHAT IS THE MESSAGE?

Stroke can strike anyone, anywhere and at anytime, so act FAST! and also how there is a 'Golden Hour' when it comes to strokes as patients have a greater chance of surviving and avoiding long term brain damage.

### WHAT IS THE AIM?

The reason the first hour is golden is because stroke patients have a much greater chance of surviving and avoiding long-term brain damage if they arrive at the hospital and receive treatment with a clot-busting drug called TPA within that first hour and the main aim is to emphasize this message of the Golden Hour and how time is so important. To inform the Welsh Population of the seriousness of strokes by using shocking statistics and facts to show this and also to give them more information on the symptoms, what to do and what not to do when someone is having a stroke and also showcasing what happens when you do not get the treatment quick enough to avoid complications from a stroke.



Japanese Painting technique - Kintsugi  
Use this technique in a visual to show the effects of a stroke?

# CONCEPT 3

## - CHILDHOOD STROKE

### WHAT IS THE MESSAGE?

The message of this concept is to inform the Welsh Population on Childhood Strokes as we do not hear a lot about this and how serious this matter is as strokes can affect anyone at any age.

### WHAT IS THE AIM?

The aim of this concept is to inform not only just families but also people who work with children to recognise the signs of a stroke within a child as some symptoms are not easily recognised as others, discussing the risk factors and the range of ages it can affect.

