



FAST HEROES CAMPAIGN

RESULTS SUMMARY FROM PHASE ONE
OF GLOBAL IMPLEMENTATION

Based on schools taking part between
March and June 2021

THE FAST HEROES CAMPAIGN

Targeted primarily at young children and their grandparents, it aims to raise awareness of the key symptoms of stroke and to increase understanding about the importance of calling an ambulance straight away.

The central idea of the campaign is to harness children's enthusiasm for learning, and then encourage them to share the knowledge they've gained with the rest of their family.

According to the World Stroke Organization...

**1 IN 4 PEOPLE
WILL SUFFER A STROKE
IN THEIR LIFETIME**

If not treated quickly and appropriately then sadly more than half of stroke patients will be left dead or permanently disabled. And research has shown that people often do not recognise the key signs of a stroke and do not seek emergency medical care straight away – a study from Italy found that only 23% of stroke patients correctly realised they were having a stroke, and just 11% called for an ambulance.

At the heart of this fun and engaging campaign is an important cause – a fight for children to have more quality time with their grandparents. We want people to join this important international movement, working together to save lives.

SUMMARY OF POST CAMPAIGN RESEARCH

Post implementation research is conducted to help assess the impact the campaign is making, as well as to secure learnings for future phases. This is done in two ways:

Firstly, parents of children who take part are asked to answer a series of questions before their child starts the programme and then after the 5-weeks of lessons are completed. This questionnaire is then repeated six months later to see if the knowledge has stuck.

And secondly, research is conducted via an independent online portal amongst teachers who implemented the campaign and parents of children who took part. These questions assess changes in knowledge, confidence and intent as well as digging deeper into subjects such as how and why they took part.

KNOWLEDGE TEST VIA THE WEBSITE

By the end of July 2021, 6,199 parents have completed both the pre and post implementation questionnaire via the website.

This data suggests a positive trend in message recall and knowledge increase, as highlighted by the summary stat below:

**THERE WAS A 66%
AVERAGE IMPROVEMENT
IN STROKE KNOWLEDGE***

* Data gathered from the pre to post campaign questionnaire.

PHASE ONE PARTICIPATION

1,860

NUMBER OF SCHOOLS

3,384

NUMBER OF CLASSES

5,724

NUMBER OF TEACHERS

72,450

NUMBER OF CHILDREN

14

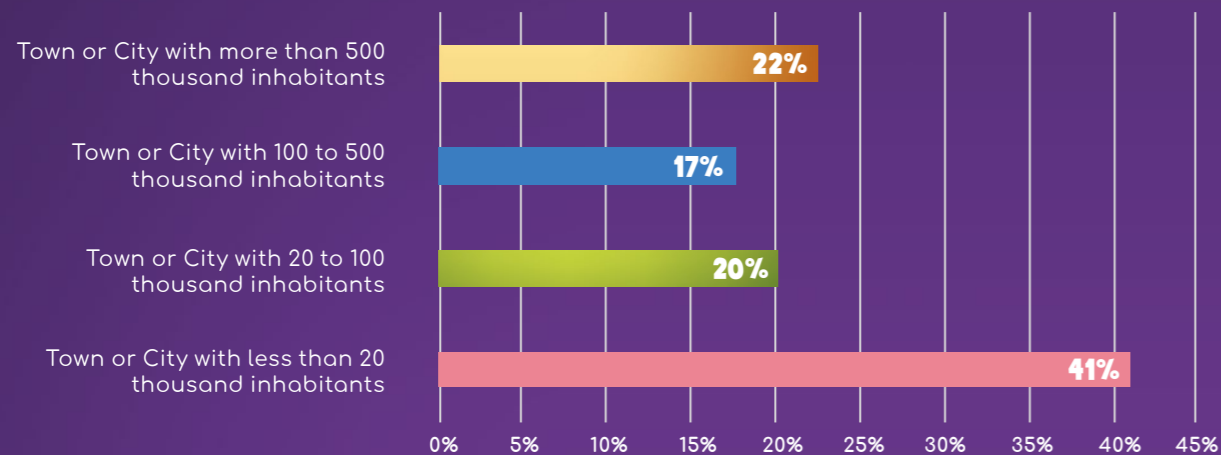
NUMBER OF COUNTRIES



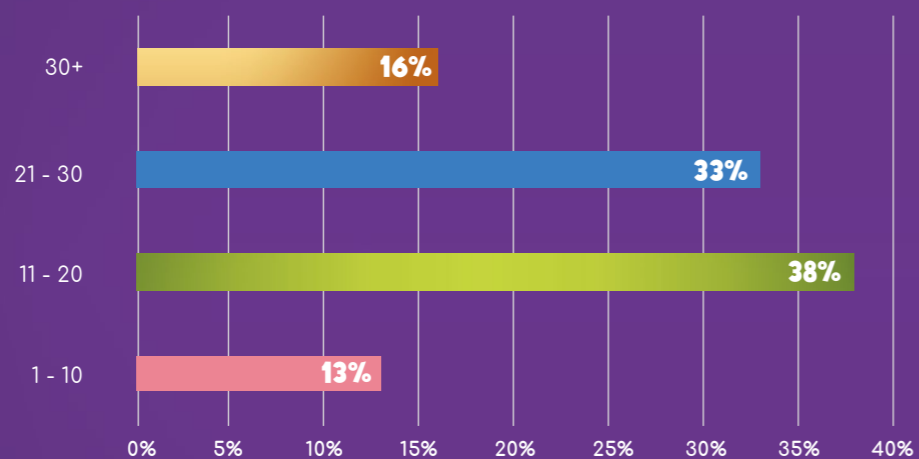
TEACHER FEEDBACK

Based on responses from 675 teachers from five countries, provided between 29th Apr - 9th Jun 2021.

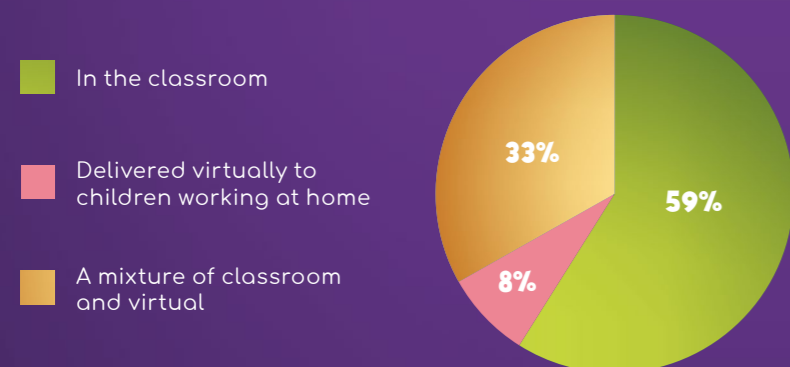
LOCATION OF YOUR SCHOOL?



NUMBER OF CHILDREN IN YOUR CLASS WHO COMPLETED FAST PROGRAMME?



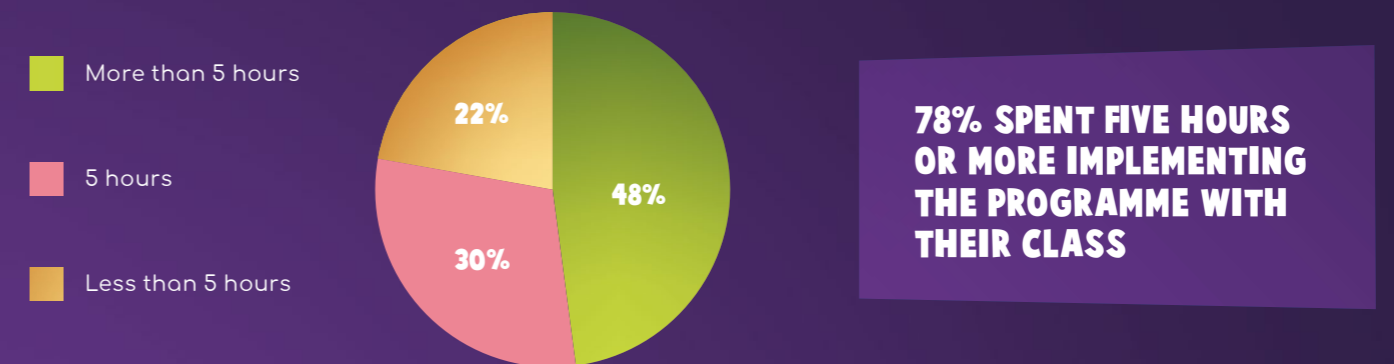
HOW DID YOU IMPLEMENT THE CAMPAIGN?



Parents were positively surprised that we raised such a serious topic with 9-year-olds

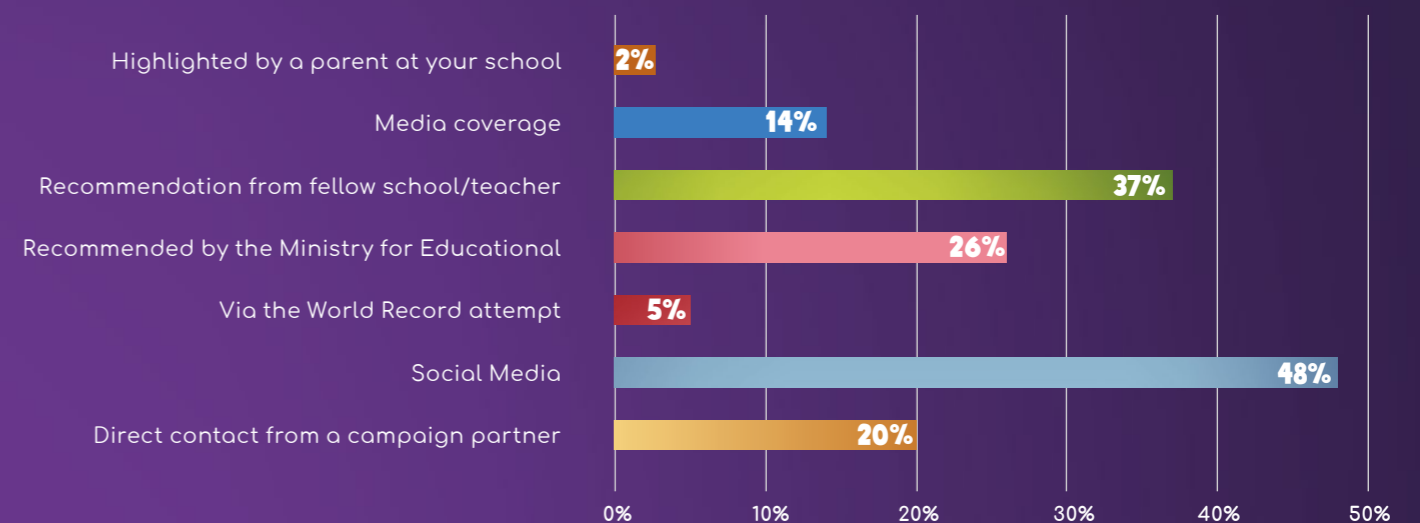
...ONE STUDENT SAVED HER MOTHER'S LIFE, CALLING AN AMBULANCE WHEN HER MOTHER HAD A MICRO-STROKE."

HOW MUCH TIME DID YOU SPEND IMPLEMENTING THE PROGRAMME?

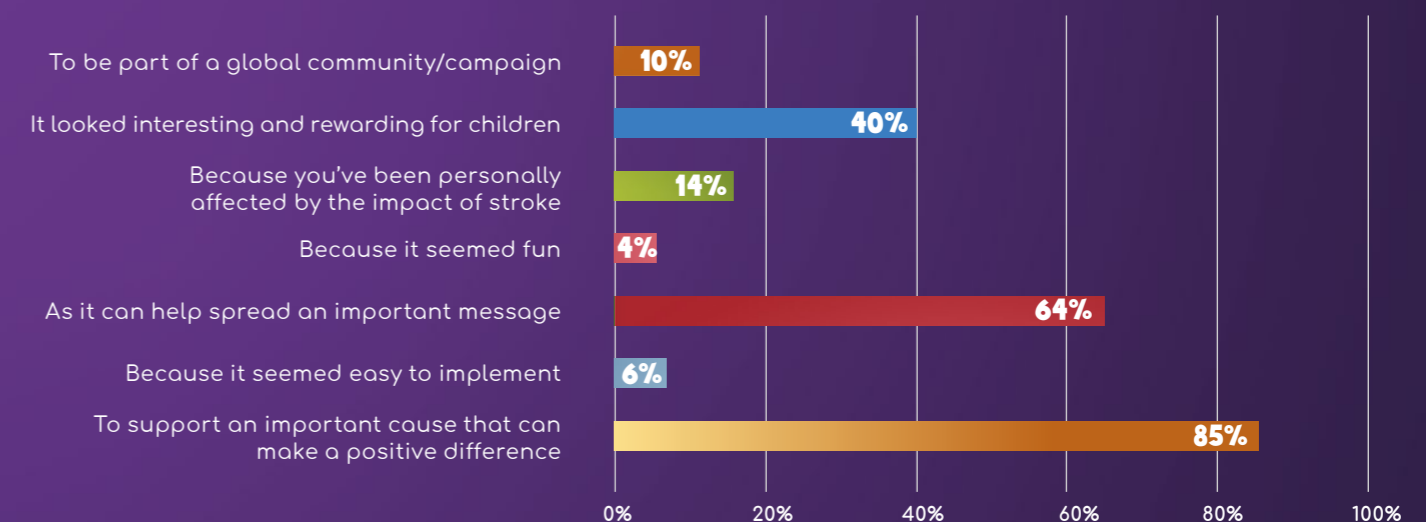


78% SPENT FIVE HOURS OR MORE IMPLEMENTING THE PROGRAMME WITH THEIR CLASS

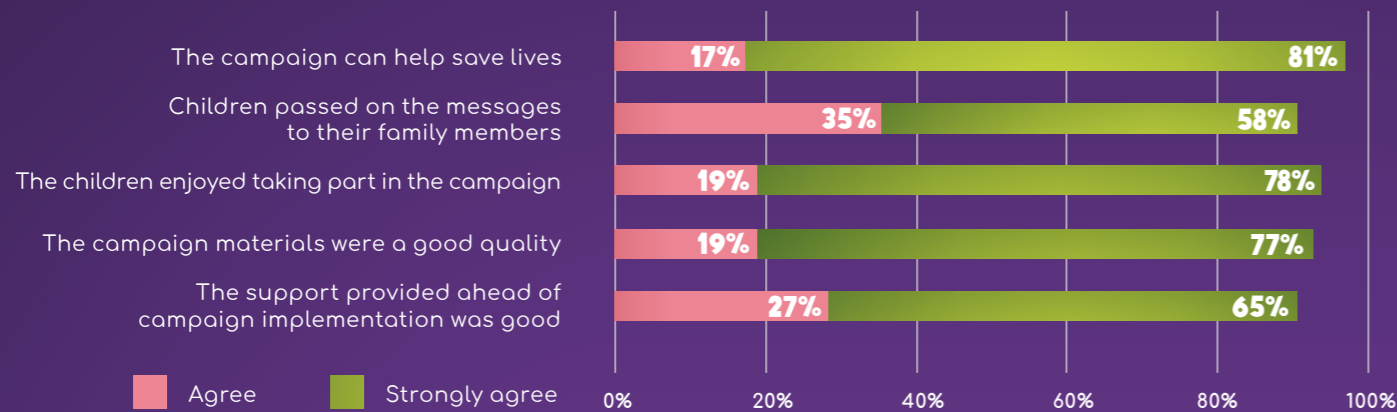
HOW DID YOU HEAR ABOUT THE CAMPAIGN?



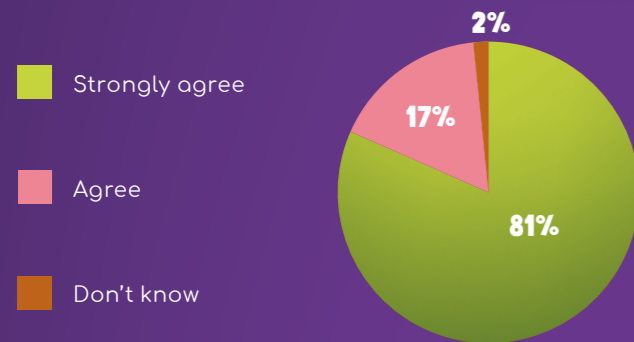
WHY DID YOU DECIDE TO TAKE PART?



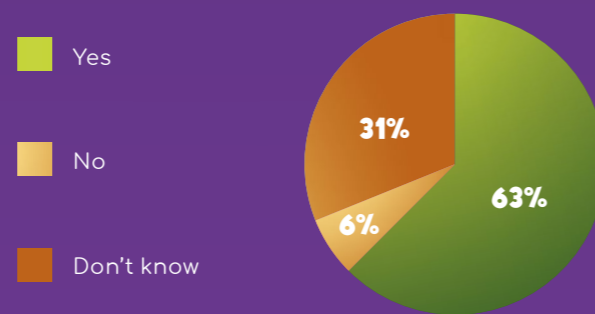
WHICH OF THESE STATEMENTS DO YOU AGREE WITH?



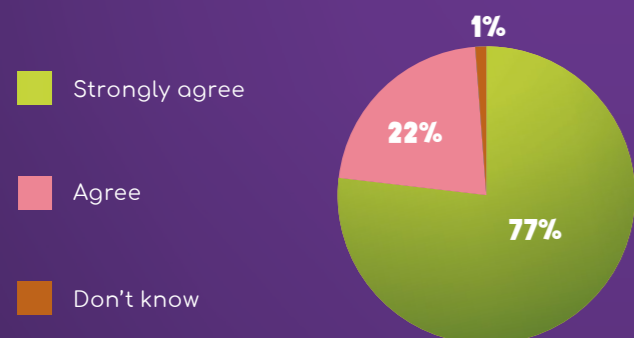
WOULD YOU RECOMMEND THE CAMPAIGN TO OTHERS?



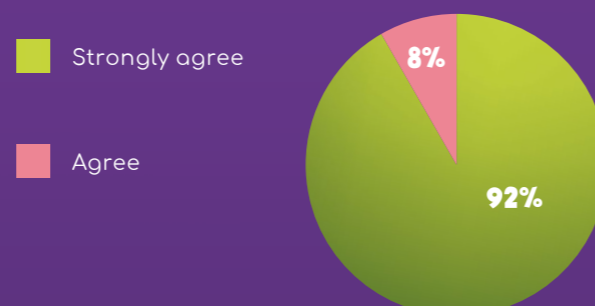
DID YOU RECEIVE POSITIVE FEEDBACK FROM PARENTS ABOUT THE CAMPAIGN?



DID THE CAMPAIGN INCREASE YOUR CONFIDENCE ABOUT WHAT TO DO IF SOMEONE HAS A STROKE?



DO YOU THINK THAT GETTING URGENT MEDICAL TREATMENT FOR A STROKE CAN HAVE A BIG IMPACT ON SOMEBODY'S RECOVERY?



SUMMARY

97% SAID THE CHILDREN ENJOYED TAKING PART IN THE CAMPAIGN

37% OF TEACHERS SIGNED UP FOLLOWING A RECOMMENDATION FROM ANOTHER TEACHER OR SCHOOL

85% GOT INVOLVED TO SUPPORT AN IMPORTANT CAUSE THAT CAN MAKE A POSITIVE DIFFERENCE

6 IN 10 TEACHERS RECEIVED POSITIVE FEEDBACK FROM PARENTS ABOUT THE CAMPAIGN

93% FELT THE CHILDREN PASSED ON THE MESSAGES TO THEIR FAMILY

97% WOULD RECOMMEND THE CAMPAIGN TO OTHERS

96% SAID THE CAMPAIGN INCREASED THEIR CONFIDENCE ABOUT WHAT TO DO IF SOMEONE HAS A STROKE

98% BELIEVE THAT THE CAMPAIGN CAN HELP SAVE LIVE

HERE ARE SOME VERBATIM COMMENTS FROM TEACHERS:

"Parents thanked for us for bringing up such an important topic."

"I told my friend two weeks ago about the campaign and thanks to that, a week ago she saved her husband who had suffered a stroke. Thanks to her reaction, he received medical assistance in 15 minutes."

"The program was received positively by many parents. An important message organised in a very accessible way for young children. Learning while playing."

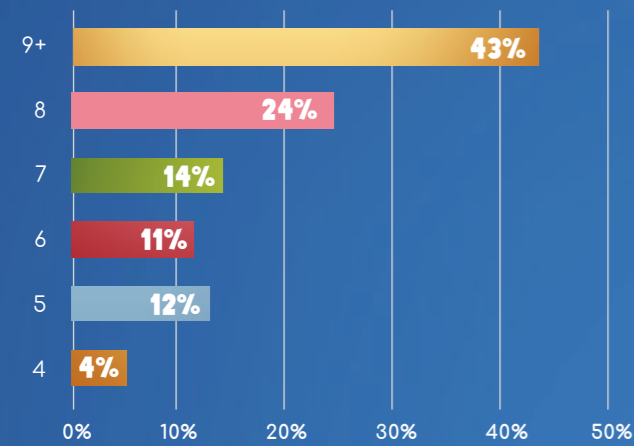
"Parents were very pleased with the implementation of the stroke topic. They willingly participated in games together with children. During online classes, they sang the song with us."



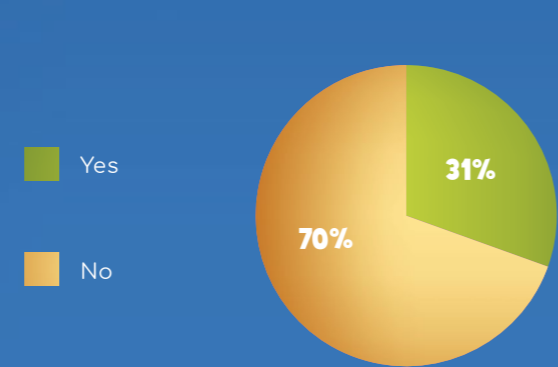
PARENT FEEDBACK

Based on responses from 417 teachers from four countries, provided between 29th Apr - 9th Jun 2021.

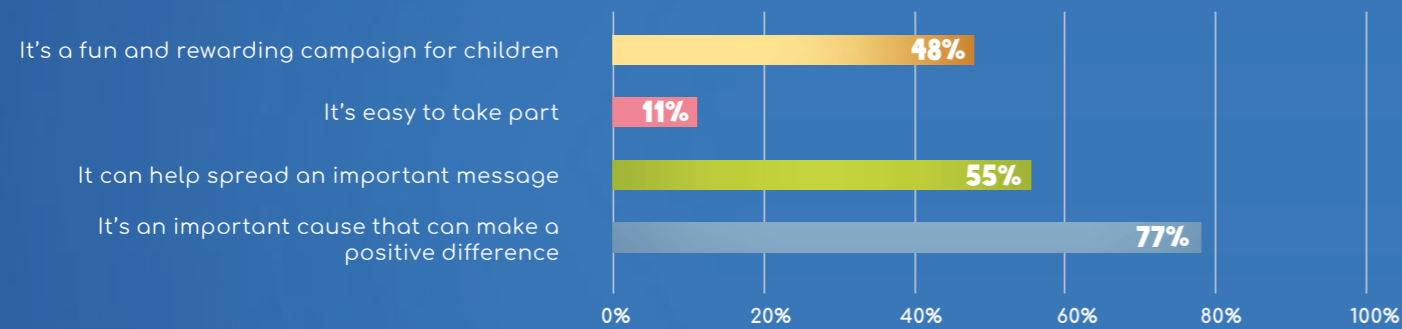
WHAT AGE WERE YOUR CHILDREN WHO TOOK PART IN THE CAMPAIGN?



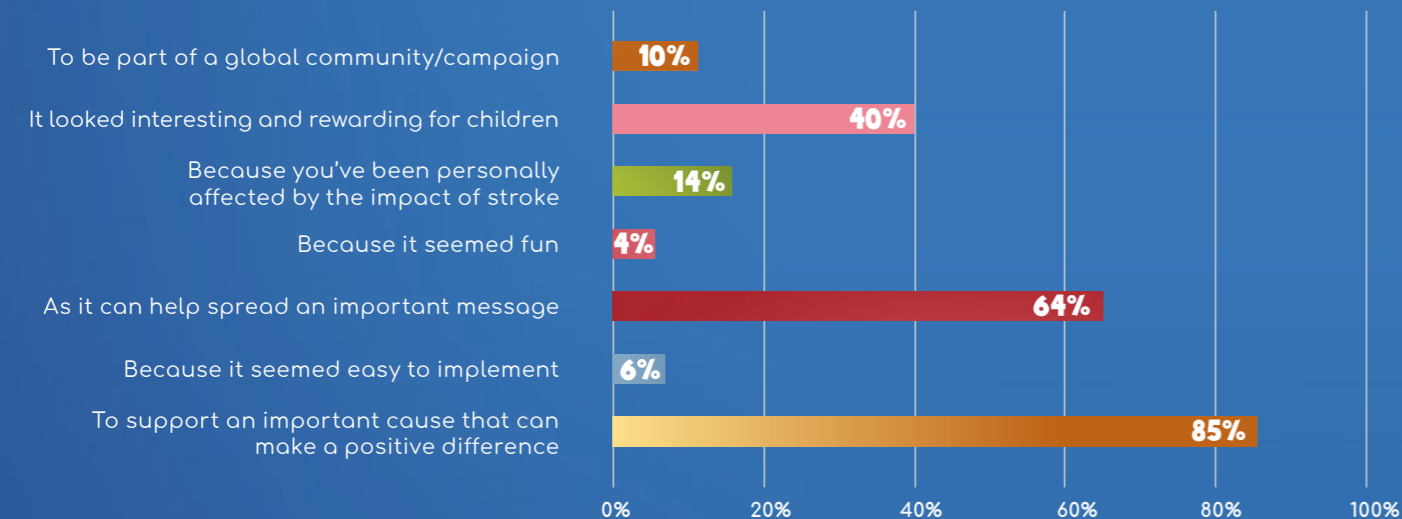
DO YOU LIVE WITH YOUR PARENTS OR IN-LAWS?



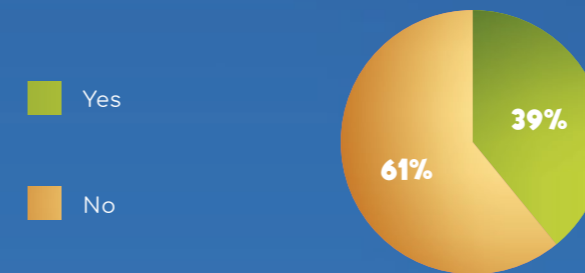
WHICH OF THE FOLLOWING DO YOU AGREE WITH?



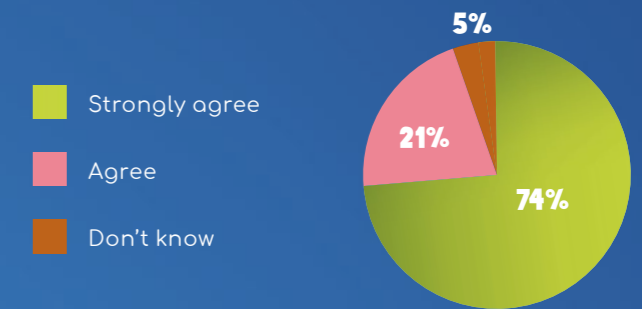
WHY DID YOU DECIDE TO TAKE PART?



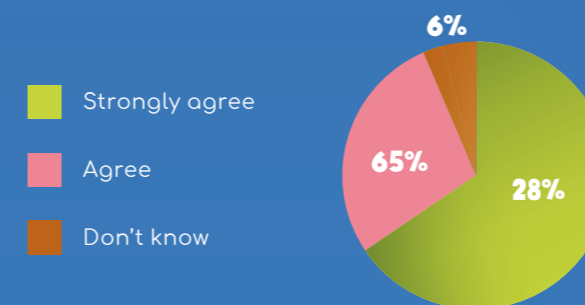
HAVE YOU OR DO YOU KNOW A CLOSE RELATIVE OR FAMILY FRIEND WHO HAS HAD A STROKE?



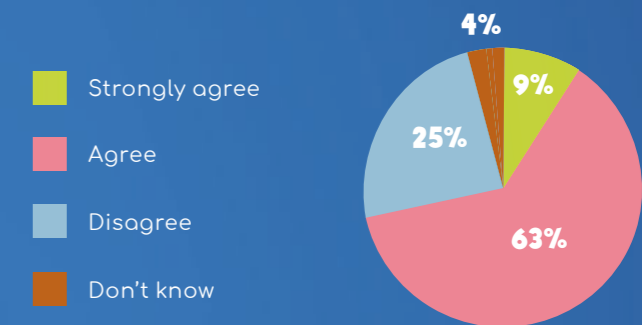
DID YOUR CHILD/CHILDREN ENJOY TAKING PART IN THE CAMPAIGN?



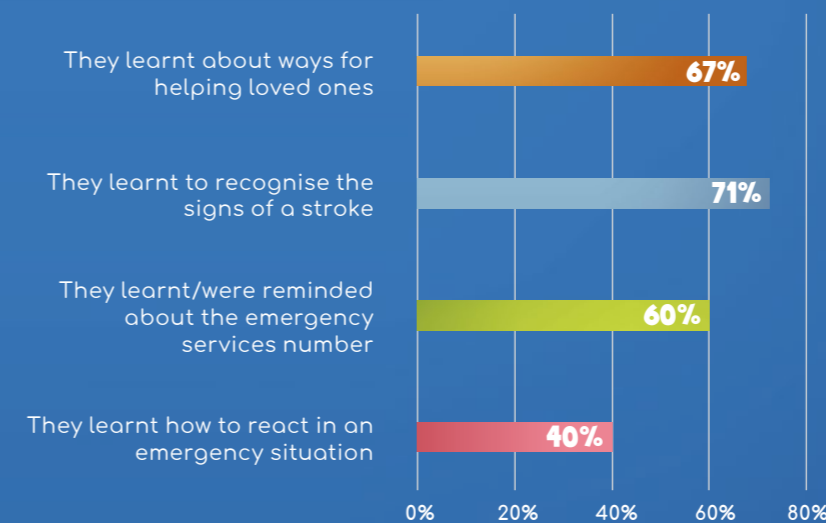
DID YOUR CHILD/CHILDREN SEEM TO UNDERSTAND THE MESSAGES BEING COMMUNICATED THROUGH THE CAMPAIGN?



DID YOUR CHILD/CHILDREN PASS ON THE MESSAGES TO FAMILY MEMBERS?

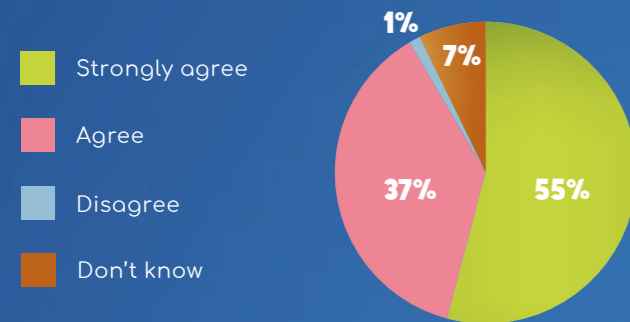


IN WHICH WAYS DO YOU THINK YOUR CHILD LEARNT THROUGH THE PROGRAMME?



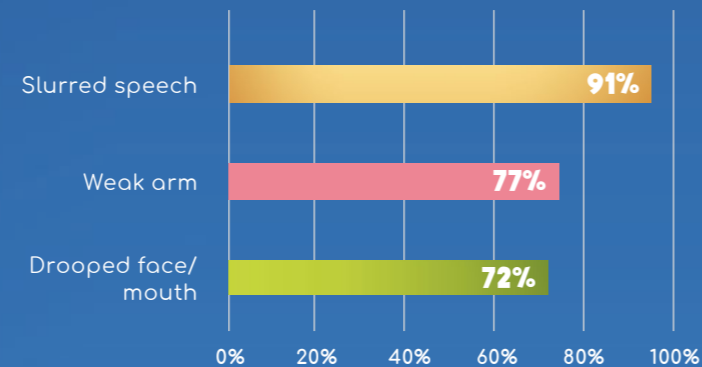
60% OF CHILDREN EITHER SHOWED THEIR PARENT THE FAST HEROES WEBSITE OR THE PRINTED CAMPAIGN MATERIALS THEY'D BEEN GIVEN.

DID THE FAST HEROES CAMPAIGN INCREASE YOUR CONFIDENCE ABOUT WHAT TO DO IN A STROKE SCENARIO?

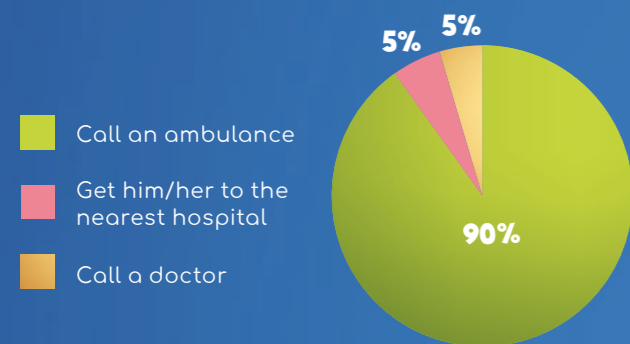


WHAT ARE THE MAIN SIGNS OF A STROKE?

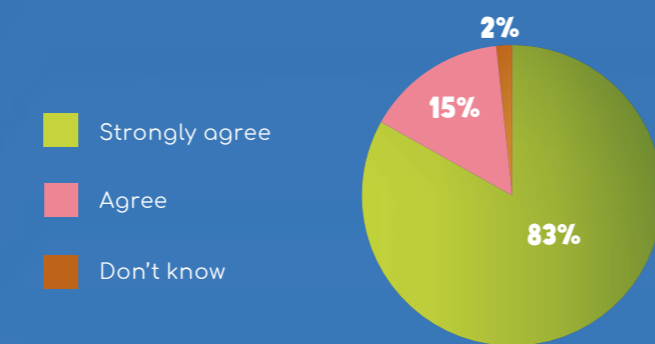
(These symptoms were selected from a longer list of options)



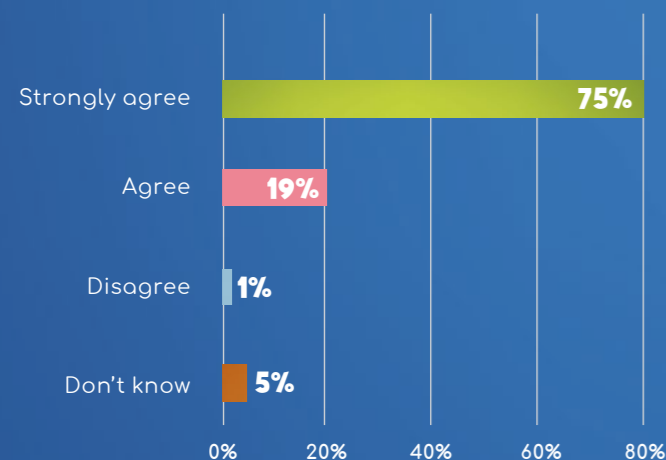
IF YOU SEE SOMEONE HAVING A STROKE, WHAT SHOULD YOU DO STRAIGHT AWAY?



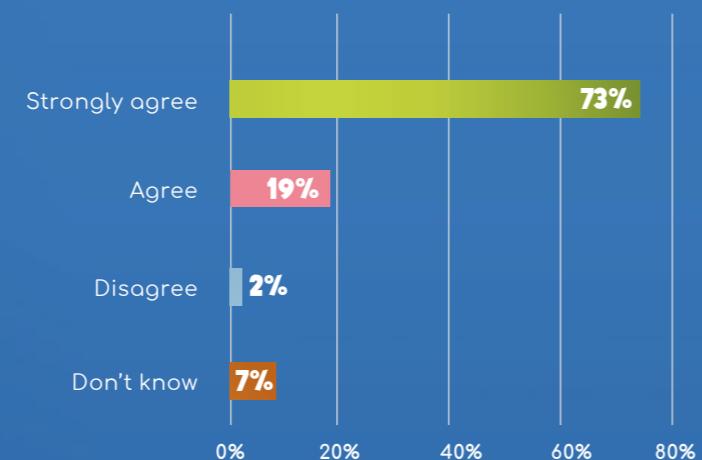
DO YOU THINK THAT GETTING URGENT MEDICAL TREATMENT FOR A STROKE CAN HAVE A BIG IMPACT ON SOMEBODY'S RECOVERY?



DO YOU THINK THE CAMPAIGN CAN HELP SAVE LIVES?



WOULD YOU RECOMMEND THE CAMPAIGN TO OTHERS?



SUMMARY

ABOUT A THIRD HAVE PARENTS OR IN-LAWS THAT LIVE WITH THEM, REINFORCING THE IMPORTANCE OF KNOWLEDGE WITHIN THE HOUSEHOLD

4 IN 10 HAVE A FRIEND OR FAMILY MEMBER WHO HAS HAD A STROKE

77% THINK THE FAST HEROES CAMPAIGN IS AN IMPORTANT CAUSE THAT CAN MAKE A POSITIVE DIFFERENCE

95% FELT THEIR CHILD ENJOYED TAKING PART IN THE CAMPAIGN

9 IN 10 SAID THE CAMPAIGN HELPED INCREASE THEIR CONFIDENCE ABOUT WHAT TO DO IF SOMEBODY HAS A STROKE

94% BELIEVE THE CAMPAIGN CAN HELP SAVE LIVES

87% SAID THEIR CHILD PASSED ON THE CAMPAIGN MESSAGES TO FAMILY MEMBERS

92% OF PARENTS WOULD RECOMMEND THE CAMPAIGN TO OTHERS

HERE ARE SOME VERBATIM COMMENTS FROM TEACHERS:

"The kids have learned a lot - keep up the good work, you are doing a good thing."

"Thank you very much for this programme. We got the whole family involved."

"Thank you for the campaign - it's a playful way to inform children about important things."

"The project is perfect. We went through each ebook together with my daughter, even the smaller 5 year old. Both daughters enjoyed it and learnt a lot."





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**WE CAN SAVE THE WORLD,
ONE GRANDPARENT AT A TIME.**

If you would like to get in touch with the campaign team
then send an email to: pr@fastheroes112.com

To find out more about the campaign, visit www.fastheroes.com