



World Stroke Day

October 29

Dear Colleague,

We are very pleased to announce that the 2009 edition of the World Stroke Day was outstandingly successful, having received 56 registrations from over 30 countries.

The message of the World Stroke Day 2009 was proactively conveyed in all regions of the world through a variety of interesting and innovative projects and initiatives, reflecting that stroke awareness and the understanding of preventive measures against this growing epidemic on a global level has risen in the participating countries.

The rating of the received applications was based on the following criteria:

- Message
- Innovation
- Reach

The World Stroke Day Working Group is very pleased to announce the 2009 Award winners:



Gold

National Stroke Association of Sri Lanka (NSAS), Sri Lanka



Sliver

Brazilian Academy of Neurology and Brazilian Society of Cerebrovascular Diseases in collaboration with Iberoamerican Society for Cerebrovascular Diseases and Brazilian Stroke Network, Porto Alegre, Brazil



Bronze

A.L.I.Ce. Italia Onlus , Rome, Italy



Honorable mentions

Lalitha Super Specialities Hospital Pvt Ltd , Guntur, India
Kokilaben Dhirubai Ambani Hospital & Medical Research Institute with Stroke Support Group, Mumbai, India

Read more about the winners below and visit the World Stroke Day website at www.world-stroke.org/wsd to learn about the projects from the other participating countries.



National Stroke Association of Sri Lanka (NSAS), Sri Lanka

The National Stroke Association of Sri Lanka organized a series of activities to disseminate knowledge on stroke symptoms, risk factors, prevention, and management strategies of stroke among the Sri Lankan population.

All activities were carried out in collaboration with the Ministry of Health (MOH) and the Ministry of Social Services and Social Welfare (MOSS). The main sponsor for most of the activities was the Country Office of the World Health Organization.

The World Stroke Day Working Group highly appreciated the active collaboration of the NSAS with the media and also the initiative of the NSAS to develop a National Stroke Strategy for Sri Lanka.

[Read more](#)



Brazilian Academy of Neurology and Brazilian Society of Cerebrovascular Diseases in collaboration with Iberoamerican Society of Cerebrovascular Diseases and Brazilian Stroke Network, Porto Alegre, Brazil

The Brazilian Academy of Neurology and Brazilian Society of Cerebrovascular Diseases in collaboration with Iberoamerican Society for Cerebrovascular Diseases and Brazilian Stroke Network actively collaborated with the national media to raise awareness on stroke amongst various groups: health professionals, community members, stroke patients, relatives of stroke patients and journalists.

A wide range of activities were organized in celebration of the World Stroke Day to actively reach not only the people concerned firsthand about stroke but also to reach out to the community where stroke is a heavy burden.

The World Stroke Day Working Group highly commended the large number of initiatives undertaken at a national level.

[Read more](#)



A.L.I.Ce. Italia Onlus, Rome, Italy

To celebrate the World Stroke Day 2009 A.L.I.Ce Italia Onlus ran a national stroke awareness campaign in the local and national media (TV, radio, newspaper, magazines).

During the campaign prior to the World Stroke Day, local associations ran activities promoting prevention and available stroke treatments, aiming at raising stroke awareness amongst the population.

A.L.I.Ce Italia Onlus also produced a video on stroke warning signs and what actions should be undertaken in case of stroke, which was broadcasted on national and local TV channels and on a specialized star channel (a TV closed circuit running in about 700 pharmacies nationwide). The video was produced in collaboration with RAI National Broadcast personnel with the support of Vauro, a well known Italian designer creating the images for the video. The video was also posted on the very popular YouTube website. [Click here](#) to watch the video or visit the [A.L.I.Ce Italia Onlus](#) website. Also, on October 29, the local associations of the A.L.I.Ce group started a nationwide investigation on the economic and social costs of stroke families and care-givers. The investigation is conducted in collaboration with CENSIS - <http://www.censis.it/> - and the Study University of Florence.

The World Stroke Day Working Group was very impressed by the impact of the national stroke awareness week initiated by the A.L.I.Ce Onlus Italia organization.

[Read more](#)



Lalitha Super Specialities Hospital Pvt Ltd , Guntur, India

From the 23rd to the 28th of October 2009, a Stroke Awareness week was organized by the Ankinedu Stroke Unit. The week consisted of:

1. A Stroke helpline & Stroke helpdesk was put in place with the support of a multidisciplinary team
2. Pamphlets on the various aspects of stroke were distributed to the general public
3. Free blood pressure check-ups
4. Stroke risk score assessments were done by stroke volunteers, who also provided advice on

- primary and secondary stroke prevention
5. Interviews
 6. Press releases
 7. An audiovisual live programme on stroke symptoms and prevention was broadcasted continuously for 5 days on a local TV network
 8. Information about the FAST test, early recognition of stroke and stroke thrombolytic therapy was given to the media
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Kokilaben Dhirubai Ambani Hospital & Medical Research Institute in collaboration with the Stroke Support Group, Mumbai, India

A four-pronged innovative strategy was prepared to spread stroke awareness on the occasion of World Stroke Day 2009 around the slogan “there is hope after stroke”, which consisted of separate specific programs set up on different dates targeting various specific groups: community, media, and health professionals.

These events were very successful, the attendances were very high and notably more than expected which would significantly portray the fact that in the region of Mumbai stroke is an important medical issue affecting a large number of people, who are eager to learn about its prevention and possible treatments.

Moreover the success of the innovative initiatives was strongly reflected in the high number of the stroke survivors who following the events decided to join the local Stroke Support Group.

The World Stroke Day Working Group highly commended the innovation of the projects undertaken by Kokilaben Dhirubai Ambani Hospital & Medical Research Institute with Stroke Support Group, which achieved remarkable results in a short period of time.

[Read more](#)

Thank you to all participants for your support and efforts in making the World Stroke Day a large global awareness campaign!

Thanks to your valuable contributions and hard work you have done in raising stroke awareness, promoting stroke prevention and available stroke treatments worldwide.

World Stroke Day Working Group

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