

# World Stroke Day 2025

Strokes can happen to anyone, at any age. Most adults don't know the stroke warning signs, and that stroke is largely treatable if you call emergency services as soon as you recognize the symptoms.

World Stroke Day is celebrated globally on 29 October every year. This year the American Stroke Association, a division of the American Heart Association, is highlighting the F.A.S.T. stroke warning signs.

## KEY MESSAGES

- Stroke is the No. 2 cause of death and a leading cause of disability in the world, affecting one in four people.<sup>1</sup> Stroke is a significant burden in Latin America, with more than 5.5 million stroke survivors, 600,000 new first-ever strokes and around 260,000 deaths from stroke.<sup>2</sup>
- A stroke happens when normal blood flow in the brain is interrupted. When parts of the brain don't get the oxygen-rich blood they need, those cells die.
- High blood pressure is the leading risk factor for stroke, according to the 2025 Guideline for the Management of High Blood Pressure in Adults.<sup>3</sup>
- According to the American Heart Association and the American Stroke Association, approximately 80% of strokes are preventable.
  - Healthy lifestyle behaviors, such as good nutrition, quitting smoking and being physically active, along with routine health screening and managing risk factors for cardiovascular disease and stroke with medication, can help prevent a first stroke, according to a new [clinical guideline](#) from the American Stroke Association.<sup>4</sup>
- Lowering your blood pressure cuts your risk of stroke. People are encouraged to have their blood pressure checked regularly. This includes people in all age groups: children, young adults, adults and older adults.
- To get the best blood pressure reading, sit in a chair with support for your back, both feet flat on the ground, arm extended and supported at heart level, stay quiet and still. [Find out how to check your blood pressure](#) the right way.
- Stroke recovery is within reach. Visiting a Stroke Center recognized by the American Heart Association can help. Learn more at [heart.org](http://heart.org).

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<sup>1</sup> Tran J, Mirzaei M, Leeder S, et al. The epidemiology of stroke in the Middle East and North Africa. *Journal of the Neurological Sciences*. 2010;295(1-2):38-40. <https://pubmed.ncbi.nlm.nih.gov/20541222/>.

<sup>2</sup> De la Cruz-Gongora V, Chiquete E, Gomez-Dantes H, Cahuana-Hurtado L. Trends in the burden of stroke in Mexico: A national and subnational analysis of the global burden of disease 1990-2019. *The Lancet Regional Health – Americas*. 2022;10:100204. <https://doi.org/10.1016/j.lana.2022.100204>.

<sup>3</sup> D W Jones; et al 2025 AHA / ACC / AANP / AAPA / ABC / ACCP / ACPM / AGS / AMA / ASPC / NMA / PCNA / SGIM Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults. *Circulation* Volume 152, Issue 11, 16 September 2025; Pages e114–e218 <https://doi.org/10.1161/CIR.0000000000001356>.

<sup>4</sup> C Bushnell; et al 2024 Guideline for the Primary Prevention of Stroke: A Guideline From the American Heart Association/American Stroke Association. *Stroke* 2024;55:e344–e424. DOI: 10.1161/STR.0000000000000475

## Stroke Warning Signs | F.A.S.T.

- Some people have a higher stroke risk, like survivors of stroke and people who have AFib or high blood pressure, but a stroke can happen to anyone at any point in their lifetime.
- If someone is having a stroke, they must get medical attention right away. Immediate treatment may minimize the long-term effects of a stroke and even prevent death.
- Learn how to spot a stroke F.A.S.T.:
  - ✓ **F - Face Drooping** - Does one side of the face droop or is it numb? Ask the person to smile. Is the person's smile uneven?
  - ✓ **A - Arm Weakness** - Is one arm weak or numb? Ask the person to raise both arms. Does one arm drift downward?
  - ✓ **S - Speech Difficulty** - Is speech slurred? Is the person unable to speak or hard to understand? Ask the person to repeat a simple sentence, like "The sky is blue."
  - ✓ **T - Time to Call Emergency Services** - If someone shows any of these symptoms, even if the symptoms go away, call emergency services and get to a hospital immediately. Check the time so you'll know when the first symptoms appeared.
- Other stroke warning signs include sudden:
  - Numbness or weakness of face, arm or leg, especially on one side of the body
  - Confusion, trouble speaking or understanding speech
  - Trouble seeing in one or both eyes
  - Trouble walking, dizziness, loss of balance or coordination
  - Severe headache with no known cause

## Template Social Media & Newsletter Content

### Twitter/X

- Strokes can happen to anyone, at any age. Recognize the signs and act F.A.S.T. this #WorldStrokeDay 🧠
  - ✓ Face drooping
  - ✓ Arm weakness
  - ✓ Speech difficulty
  - 🕒 Time to call emergency services

#StrokeAwareness #FAST @American\_Stroke

- Stroke is a significant burden in Latin America, with more than 5.5 million stroke survivors, 600,000 new first-ever strokes and around 260,000 deaths from stroke. Know your numbers. Control your blood pressure. Prevent stroke.

This #WorldStrokeDay, [Hospital Name] joins @American\_Stroke in raising awareness of stroke warning signs. #FAST #StrokeAwareness

## LinkedIn

- Stroke is the No. 2 cause of death and a leading cause of disability in the world, affecting one in four people. Stroke is a significant burden in Latin America, with more than 5.5 million stroke survivors, 600,000 new first-ever strokes and around 260,000 deaths from stroke.

Strokes can happen to anyone, at any age. Recognize the signs and act F.A.S.T. this #WorldStrokeDay!

Stroke recovery is within reach. Visiting a Stroke Center, like [Hospital Name], recognized by @american-heart-association-international can help 🙌  
<https://www.heart.org/en/professional/quality-improvement/international/stroke-certification>

- This #WorldStrokeDay (29 Oct), [Hospital Name] stands with @american-heart-association-international in raising awareness of stroke prevention and treatment.

🧠 Stroke is a significant burden in Latin America, with more than 5.5 million stroke survivors, 600,000 new first-ever strokes and around 260,000 deaths from stroke.

✅ 80% of strokes are preventable through lifestyle changes and blood pressure control.

✅ Early recognition and immediate emergency care can save lives and improve recovery.

Learn the F.A.S.T. stroke warning signs and help protect your loved ones:

Face drooping • Arm weakness • Speech difficulty • Time to call emergency services.

#ActFAST #StrokeAwareness

## Facebook

- Strokes can happen to anyone — at any age — but 80% of strokes are preventable.

This #WorldStrokeDay (29 Oct), learn to spot a stroke F.A.S.T.:

🧠 F – Face drooping

🦵 A – Arm weakness

🗣️ S – Speech difficulty

🕒 T – Time to call emergency services

If you or a loved one has a stroke, a Stroke Center, like [Hospital Name],

recognized by @AmericanHeartAssociationInternational can help 🙌  
<https://www.heart.org/en/professional/quality-improvement/international/stroke-certification>

## Social Media Graphics

WORLD STROKE DAY IS OCTOBER 29



American Stroke Association  
A Division of the American Heart Association

Together to End Stroke®

**Stroke is a significant burden in Latin America, with more than 5.5 MILLION stroke survivors.**

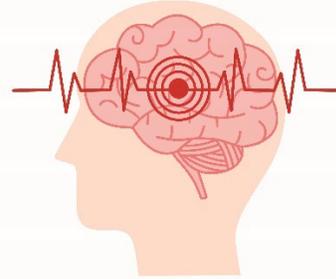
LEARN TO SPOT A STROKE FAST!

**F.A.S.T.**

Face Drooping | Arm Weakness | Speech Difficulty | Time to Call



American Stroke Association  
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**World Stroke Day  
October 29**

WORLD STROKE DAY IS OCTOBER 29



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**Know your numbers.  
Control your blood pressure.  
Prevent Stroke.**



**World Stroke Day  
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LEARN TO SPOT A STROKE FAST!

**F.A.S.T.**

Face Drooping | Arm Weakness | Speech Difficulty | Time to Call



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**Spot a Stroke**

**F.A.S.T.**

Face Drooping | Arm Weakness | Speech Difficulty | Time to Call

**SAVE A LIFE.**