

PE2048/Y: Review the FAST stroke awareness campaign

NHS Forth Valley written submission, 20 June 2025

NHS Forth Valley has been actively supporting local FAST awareness campaigns for many years. These have been held over several days to coincide with World Stroke Day on 29 October.

Some examples of activities undertaken locally include:

- Stroke information stands and leaflets where members of our local stroke team have provided information and advice to members of the public. This has included stands in local shopping centres, hospitals and the Bridge of Allan Highland Games
- Wallet cards with FAST awareness messages have been included with patient prescriptions
- Bags for Life have included FAST messaging
- A wide range of events and initiatives have been organised to help generate media coverage including local photo calls, briefings, interviews with local clinicians etc.
- FAST awareness message included in staff payslips
- The FAST messaging has also been projected onto the outside of Forth Valley Royal Hospital

Over the last 2 years, local FAST campaigns have included:

- Information stands staffed by members of local stroke team. This has included the restaurant at Forth Valley Royal Hospital (open to staff, patients and visitors), the Wallace Suite (for stroke rehabilitation) at Stirling Care Village and the Thistle Shopping Centre in Stirling. We have also been supported by volunteers from the Stroke Association at these events. The leaflets for these events are provided free of charge from our voluntary sector partners (Chest Heart & Stroke Scotland and the Stroke Association) and any promotional giveaways for the public have been provided via NHS endowment funds.
- A FAST information board has been installed outside the Stroke Unit at Forth Valley Royal Hospital with support from CH&SS.
- FAST-related information and advice has been promoted on the NHS Forth Valley website, internet and social media channels.
- A FAST campaign information board was installed at Stenhousemuir FC ground. The local stroke specialist nurses also attend football games to help raise awareness of FAST and provide information and advice to supporters.

- Arrangements have been made to light up local landmarks purple for World Stroke day, including the Kelpies, the Wallace Monument and the Falkirk Wheel.

In addition, NHS Forth Valley's Emergency Department has been using the "BE FAST stroke assessment tool" since early 2024.

Unfortunately, we have not been able to undertake any formal evaluation of the impact of these FAST initiatives locally however this is something that could be considered nationally for all of Scotland.