

Title of Intervention: Multifaceted mass media campaign on the warning signs of stroke

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To increase public knowledge of the warning signs of stroke

Population: General public

Setting: Four cities in southern Ontario, Canada; community-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: The intervention used television advertisements and print advertisements. Campaign materials highlighted the warning signs of stroke.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Marketing staff, graphic designer
- Training: Not mentioned
- Technology: Media creation capability
- Space: Not mentioned
- Budget: \$349,533 (Canadian) for television and print advertisements
- Intervention: Television advertisement, print advertisement
- Evaluation: Phone survey script for interviewers

Evaluation:

- Design: Non-randomized trial
- Methods and Measures:
 - Surveys assessed the ability of respondents to identify stroke warning signs

Outcomes:

- Short Term Impact: There was an increase in knowledge of stroke warning signs.
- Long Term Impact: Not mentioned

Maintenance: Not mentioned

Lessons Learned: Those exposed to the television advertisements has a significant increase in the knowledge of warning signs of stroke. Those exposed to the print advertisements did not experience a significant change in their ability to identify stroke warning signs.

Citation(s):

Silver, F. L., F. Rubini, et al. (2003). "Advertising strategies to increase public knowledge of the warning signs of stroke." *Stroke* 34(8): 1965-8.