

Valid Metrics Framework Case Study



Stroke Association

Action on Stroke Month campaign

Case study: Stroke Association, Action on Stroke Month campaign



Preparation and implementation:

Organisation Objectives:

The Stroke Association is a UK charity whose purpose is to prevent strokes and achieve life after stroke through providing services, campaigning, education and research. Stroke is one of the biggest causes of death and disability and yet gets much less attention and funding than comparable health concerns such as heart disease and cancer.

Communication objectives:

The key objectives of the Action on Stroke Month campaign were to raise awareness of Stroke Association, stroke and mini-stroke, to grow and engage the Stroke volunteer community and to get people to contact the Stroke Association.

Target audiences:

As well as raising awareness among the general public, there was a specific focus on key target audiences including business leaders, people who have been affected by stroke, charity supporters and black and minority ethnic groups (BME).

Strategy:

Every year the Stroke Association runs its Action on Stroke Month campaign to raise awareness of the condition and to recruit volunteers to help support victims and their families.

For this campaign the focus was on raising awareness of mini-stroke, which is often a precursor to a major stroke, but frequently go ignored as people think they are 'just having a funny turn'. Approximately 10,000 recurrent strokes could be prevented every year in the UK if mini-strokes were treated in time.

Analysis of previous campaigns had shown that ethnic groups had not been reached as successfully as other key audiences. This was important as the risk of stroke to black people is significantly higher than white people. There was a strong emphasis on activity and media channels that would reach the BME audience

Activities:

Media relations was based on mainstream and social media engagement with a big focus on utilising research that the Stroke Association had conducted on mini-strokes as well as celebrity supporters such as Andrew Marr. The campaign would also dovetail with the department of Health's FAST campaign highlighting the symptoms of stroke and mini-stroke.

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Measurement and insights:

Outputs:

- The vast majority of coverage was proactively generated with a lead or significant mention
- Spokespeople were a strong driver of positive content – almost half of the strongly favourable coverage featured a key spokesperson.
- A significant amount of coverage featured a call to action but mentions of the website significantly outnumbered those of the helpline number which helped to focus resource as well as to plan for future campaigns.
- Message delivery was strong - 76% of coverage featured a key message with “thousands of people are dismissing the symptoms of mini-stroke” being the most prominent.
- Coverage reached 80% of UK adults and the focus on black and minority ethnic groups resulted in a 7 percentage point increase in exposure to this audience compared to earlier campaigns.

Out-takes:

- The campaign significantly increased awareness of mini-strokes and the symptoms of mini-strokes.
- There was a stronger engagement on social media with a 96% year on year increase in mentions.
- There were a record 145,000 web visits with a peak on the 1st of May resulting from the campaign launch in mainstream and social coverage

Outcomes:

- The campaign resulted in an increase in the number of calls to the stroke helpline number and volunteers recruited.
- The organisation received many positive pieces of anecdotal feedback from individuals who had been helped as a result of the campaign.

Impact and learnings:

- The Action on Stroke Month campaign successfully met objectives of increasing awareness of stroke and mini-stroke and in recruiting new volunteers.
- The communications team learned from analysis of previous years, particularly in how to target black and minority ethnic groups.
- The campaign resulted in an increase in charity support and donations and has contributed to the long term decline in stroke mortality which has decreased by 46% since 1990.
- Despite austerity measures affecting the charity, the results of the measurement was used to secure budget for future campaigns.

PREPARATION

		PLAN, SET TARGETS & OTHER INPUTS	
ORGANIZATIONAL OBJECTIVES	COMMUNICATIONS OBJECTIVES	TARGET AUDIENCE	STRATEGY
The Stroke Association prevent strokes and achieve life after stroke through providing services, campaigning, education and research	Raise awareness of stroke, mini-stroke and the role of Stroke Association; Grow and engage with stroke community; Encourage people to contact Stroke Association	<ul style="list-style-type: none"> General public Business leaders People affected by stroke Charity supporters Black and minority ethnic groups 	<ul style="list-style-type: none"> Mini-strokes can be precursor to major strokes but are often ignored. Ethnic groups are at greater risk but have not been successfully reached by previous campaigns

IMPLEMENTATION

IMPLEMENT		MEASURE ACTIVITY	AUDIENCE RESPONSE & EFFECTS		ORGANISATION & STAKEHOLDER EFFECTS
ACTIVITY		OUTPUT	OUT-TAKES	OUTCOMES	IMPACT
E Traditional media engagement	MEASUREMENT & INSIGHTS	E 639 proactively generated articles	Awareness of mini-strokes increased by 10 percentage points	1,742 helpline calls	Campaign met objectives of increasing awareness of stroke and mini-stroke
E Launch of mini-stroke research report		E 93% of articles featured a lead or significant mention	Awareness of mini-stroke symptoms increased by 6 percentage points	1,162 Stroke Association sign-ups	Campaign met objectives of recruiting volunteers and growing stroke community
E Celebrity Support		E 76% of coverage delivered key message	96% year-on-year increase in social media mentions	188 New Campaigners Network members	Increase in charity support and donations
E F.A.S.T campaign collaboration with Department of Health		E Coverage featuring spokespeople more than twice as positive	Record website visitors significantly correlated with media coverage	Feedback from individuals who have been helped	Stroke mortality decreased by 46% since 1990
S Social media engagement		E 185 articles mentioned website URL			Improved understanding of how to reach black and minority ethnic groups
		E Coverage reached 80% of UK adults			Secured budget for future campaigns in environment of austerity measures
		E 7 percentage point increase in exposure to BMEs			