

Raising Stroke Awareness

- How to run a PR campaign-

This presentation is about...

Elements of PR campaign

- Setting goal(s)
- Communication strategy
- Key messages
- Communication channels
- PR tools & Communication toolkit
- Monitoring and evaluation
- Reporting

+ Bonus: Communication Plan Template



First:



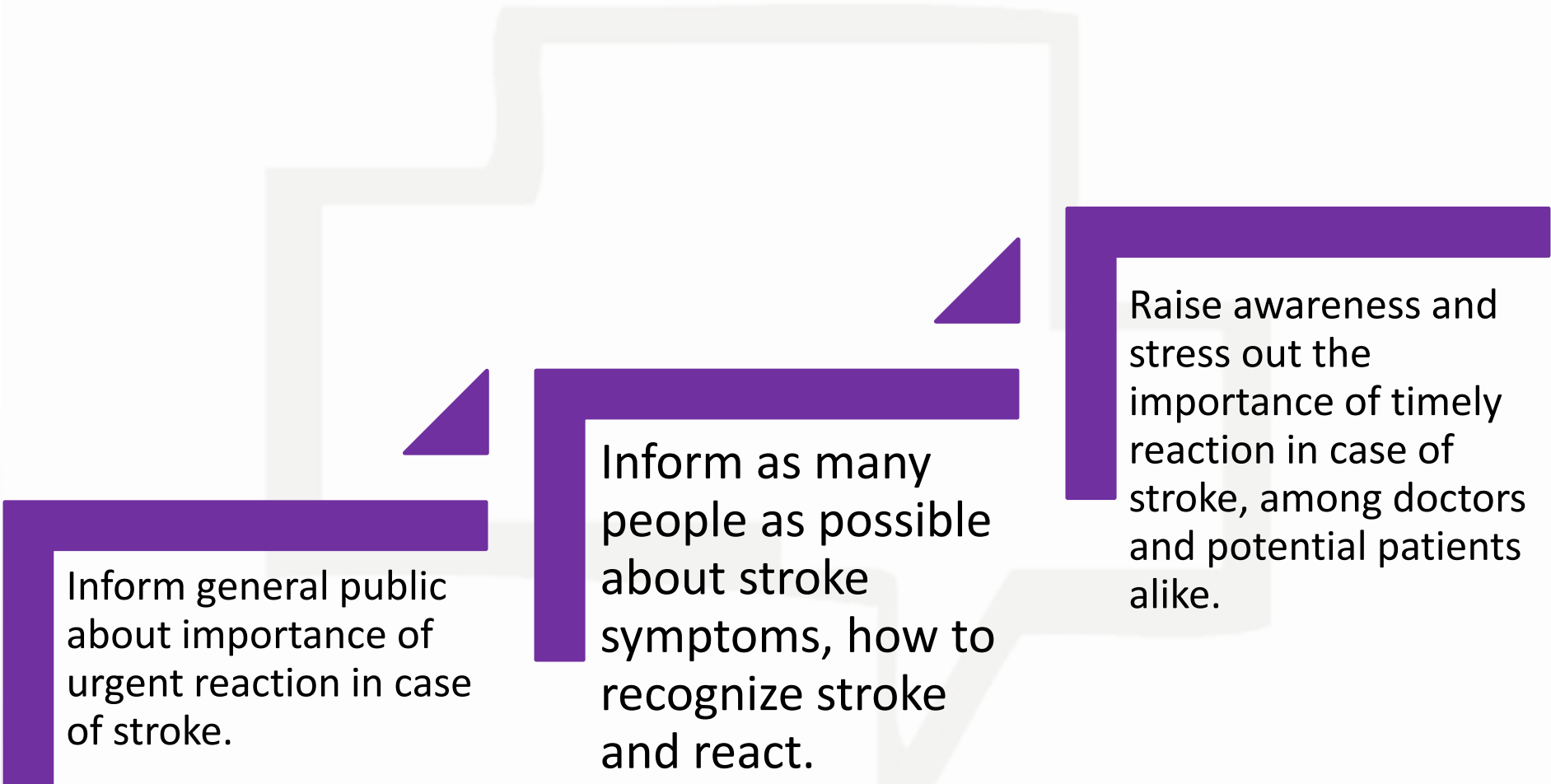
Management Lesson

Never start a project unless all resources are available

PR campaign

- ... Requires that:
 - You know **WHAT** you want to communicate
 - To **WHOM** and **HOW**
 - For which **PURPOSE**
 - Using which **RESOURCES**
 - Over which period of **TIME**
 - Properly evaluating and measuring **ACHIEVEMENT**

Communication Goals*



Inform general public about importance of urgent reaction in case of stroke.

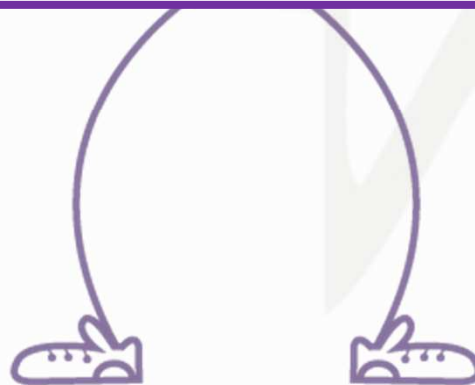
Inform as many people as possible about stroke symptoms, how to recognize stroke and react.

Raise awareness and stress out the importance of timely reaction in case of stroke, among doctors and potential patients alike.

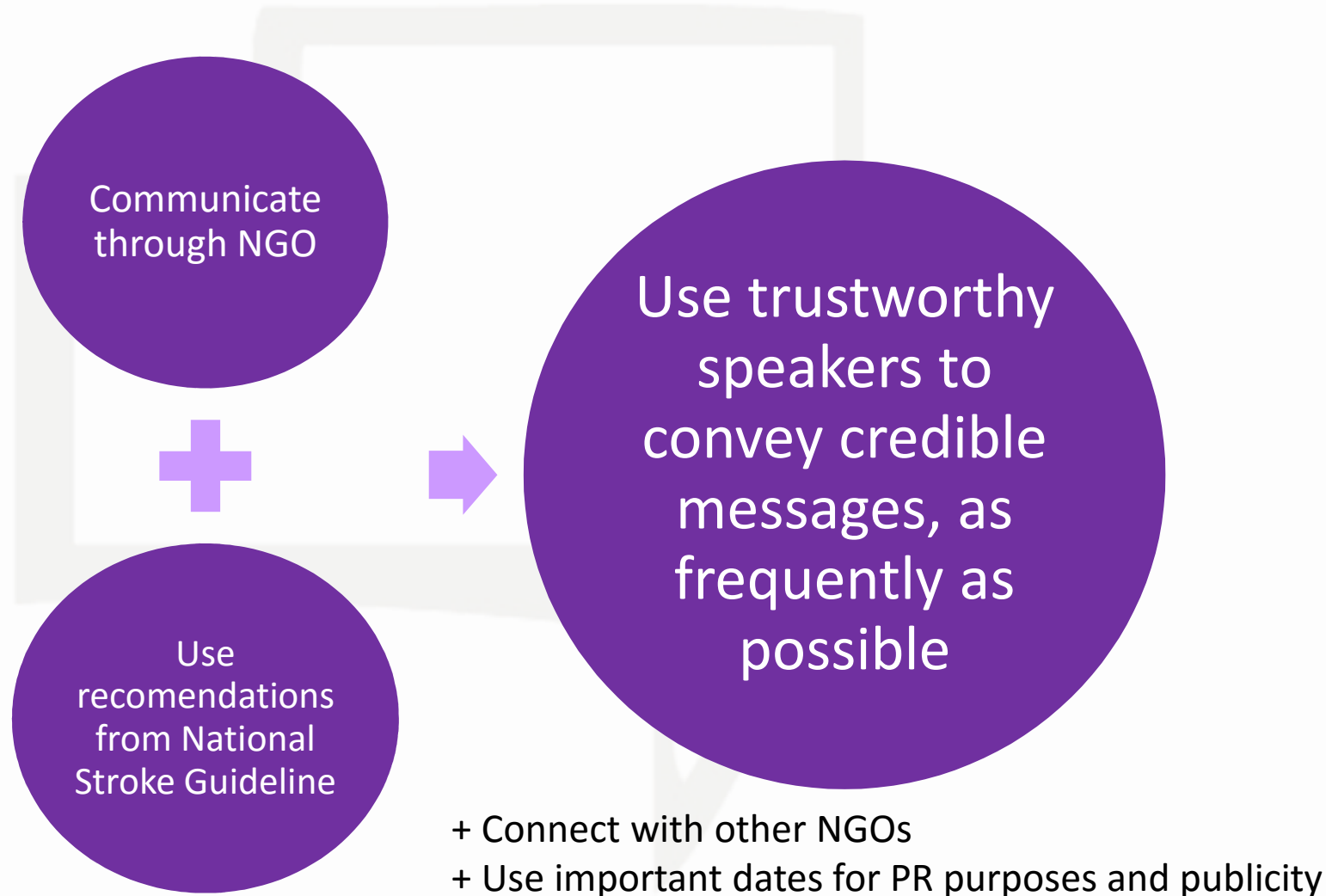
*Examples

Communication strategy

- Focus on 45+ years old, shape the most of messages for them, but include 35+ and younger.
- Side groups to be treated with less media attention- but still keep them included for covering multiple story angles (e.g. risk factors).
- Use National Stroke Guidelines as raw key messages: shape them up and put in appropriate context, in accordance with media which you are using as a channel of communication.



Communication Tactics



Key Messages*

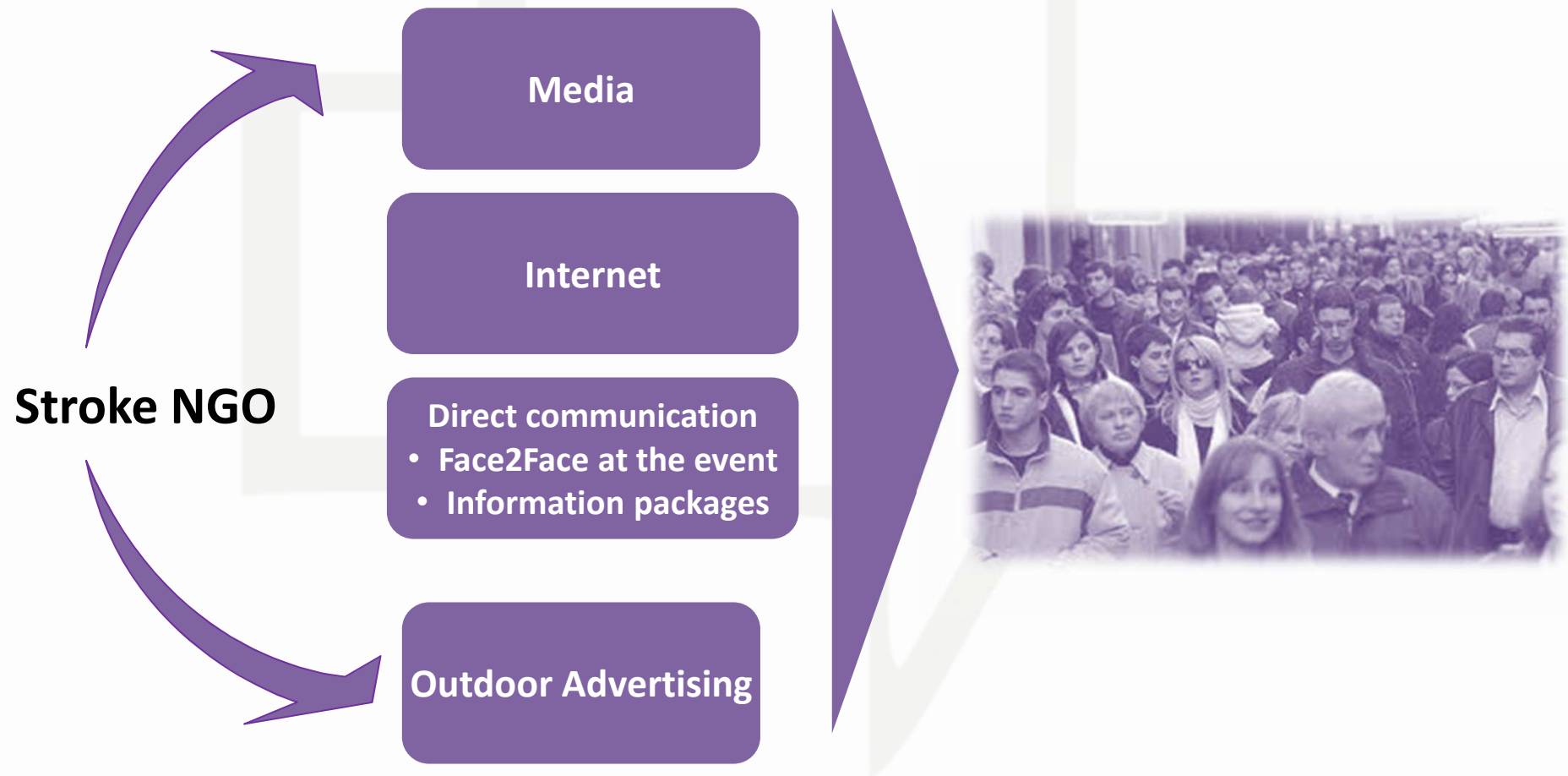
Stroke treatment requires URGENT reaction immediately after symptoms start.

Stroke can be treated if patient gets to the hospital on time.

Stroke symptoms are...

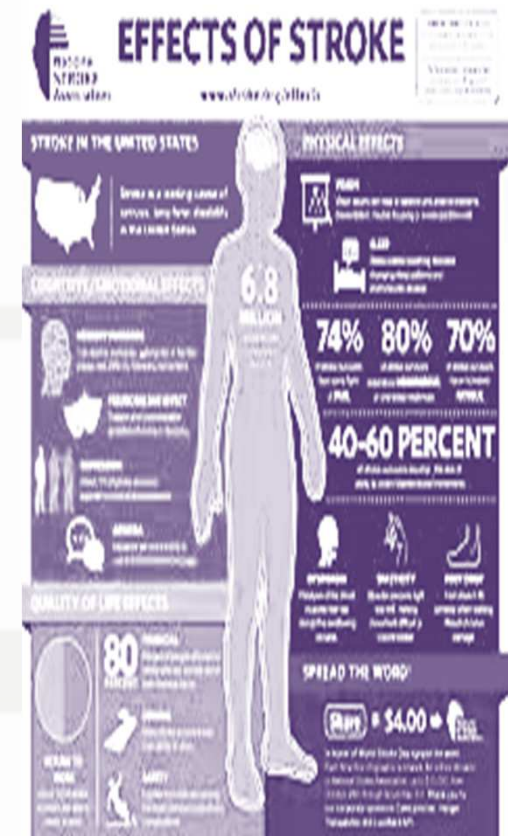
*Examples

Communication channels



PR Tools

- Story pitching
- Street events
- Social networks activities
- Creating/ generating news
- Third persons' endorsment (Doctors, celebs...)
- Free stroke prevention lectures for elderly people in retirement facilities and nursing homes
- A survey (offline/online) about stroke symptoms and urgency of reaction (for the purpose of exploitation in media)
- Infographics combined with press releases



Communication Toolkit

News / reports

TV Appearance

Corporate Design

Corporate advertising

Outdoor advertising

Photos

Interviews / statements

Open (public) and closed (target) discussion

Public appearances/ speeches

Press conferences

Events, visits and trips (to water treatment facilities)
for media representatives

Verbal information (word of mouth)

Press releases

Newsletter

Corporate periodicals

Brochures and manuals

Annual reports

Corporate advertising



Web site

Social media

Blogs / forums

Online content

E-mail

Sms



LET'S SUM UP...

PR activities you should perform



1. Strategic planning:

- Situation analysis
- Defining target groups and activities based on strategy and goals
- Media relations development
- Proactive creation of topics to attract media's attention
- Regular update of communication plans and tactics

2. Media relations:

- Preparation of media lists and targeting important journalists
- Maintaining and improving good relations with national and local media
- Story pitching and press releases
- Organization of media appearances for third party endorsers (medical doctors)
- Generating theme articles
- Story pitching, arranging interviews, realization of media reports
- Writing media invitations, press releases
- Briefing doctors for media appearances and interviews
- Organizing media events

3. Lobbying:

Establishment of cooperation with important stakeholders

4. Press clipping and media monitoring

Project evaluation

- Realize the evaluation after each important event
- Evaluation of the complete PR campaign when it ends
- Parameters to be taken into account during evaluation:

- Total number of people who have taken part in activities
- Number of people reached through media (rating, circulation, other if possible)
- Number of partners and supporters of the project
- Number of people who have followed the project online
- Partners' opinion on activities – a questionnaire
- Opinion of the media on activities – a questionnaire
- Online questionnaire on the campaign website (if any)
- Number of distributed brochures, leaflets, booklets and personal contacts made
- Total media coverage

Reporting*

- To be done 15-30 days after the campaign
- Performed activities
- Achieved publicity
- Used resources
- Overall result

*Usually required by campaign sponsors

Communication Plan Template

Communication Goal		Target Public	Speaker	Key Message	Comm. channels	PR Activities & Materials	Deadline for implementation	Service / Person Responsible	Budget per Activity in EUR
...									
W26									
W27									
W28									



Thank you!

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