

Join the Movement to prevent stroke!

Language English

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Over the last decade, the lifetime risk of stroke for people aged 25 and over has increased from 1 in 6 to 1 in 4. Yet, 90% of strokes are associated with modifiable and preventable risk factors. This year's campaign focuses on exercise as a method of prevention. That's why the World Stroke Organization (WSO) is calling everyone to #JointheMovement and be a part of the world's biggest dance chain on #WorldStrokeDay.

Stroke - what are the facts?

According to the Global Burden of Disease Study (2016) "[stroke has become the second leading cause of disability and death worldwide, with 80 million stroke survivors](#) [1]". Yet, 90% of strokes are associated with modifiable risk factors from physical inactivity, hypertension, smoking, and an unhealthy diet.

[Our latest policy brief on stroke and NCDs](#) [2] explores the impact of stroke in society, highlighting the need for awareness on how to prevent and treat stroke before, during and after its occurrence.

#WorldStrokeDay, 29 October

Last year, the campaign message focused on risk and prevention, with a core message of #DontBeTheOne. This year, it's about being active to help prevent and reduce our risk from stroke. [We've joined the world's biggest dance chain](#) [3] ahead of 29 October, to show why it's so important to be active.

To support virtual and offline awareness activities, [a range of communication resources have been developed](#) [4]. [5] You can also find a range of posters, social media posts, videos to infographics to help!

Did you know #1in4 adults will have a #stroke in their lifetime? On #WorldStrokeDay #JointheMovement. Together we can #ActOnNCDs to #beatNCDs. <https://world-stroke.org/world-stroke-day-campaign> [6]

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- [1] https://ncdalliance.org/sites/default/files/resource_files/ActingOnStroke%26NCDs_FINAL.pdf
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