

# PROJECT **BEFORE IT STRIKES**

Lecturer: Ms. Nguyen Phuong Huynh

Subject: SSG104

## \* Executive Summary

- Project Title
- Summary

## \* Problem Statement

- Context
- Problem Statement

01

# EXECUTIVE SUMMARY & PROBLEM STATEMENT

# EXECUTIVE SUMMARY

*“Stroke is currently the leading cause of death and disability in Vietnam”.*

## Project Title

“Before It Strikes”

Expert-Led Stroke Prevention Initiative

A specialized seminar connecting students directly with neurologists to build a defense line against stroke through awareness and emergency preparedness

—  
Immersive Engagement

Emergency Readiness

Focus on Prevention

## Timeline

- Planning: Week 2, 3
- Offline Booth: 28/02/2026
- Talkshow & Tournament 05/03/2026

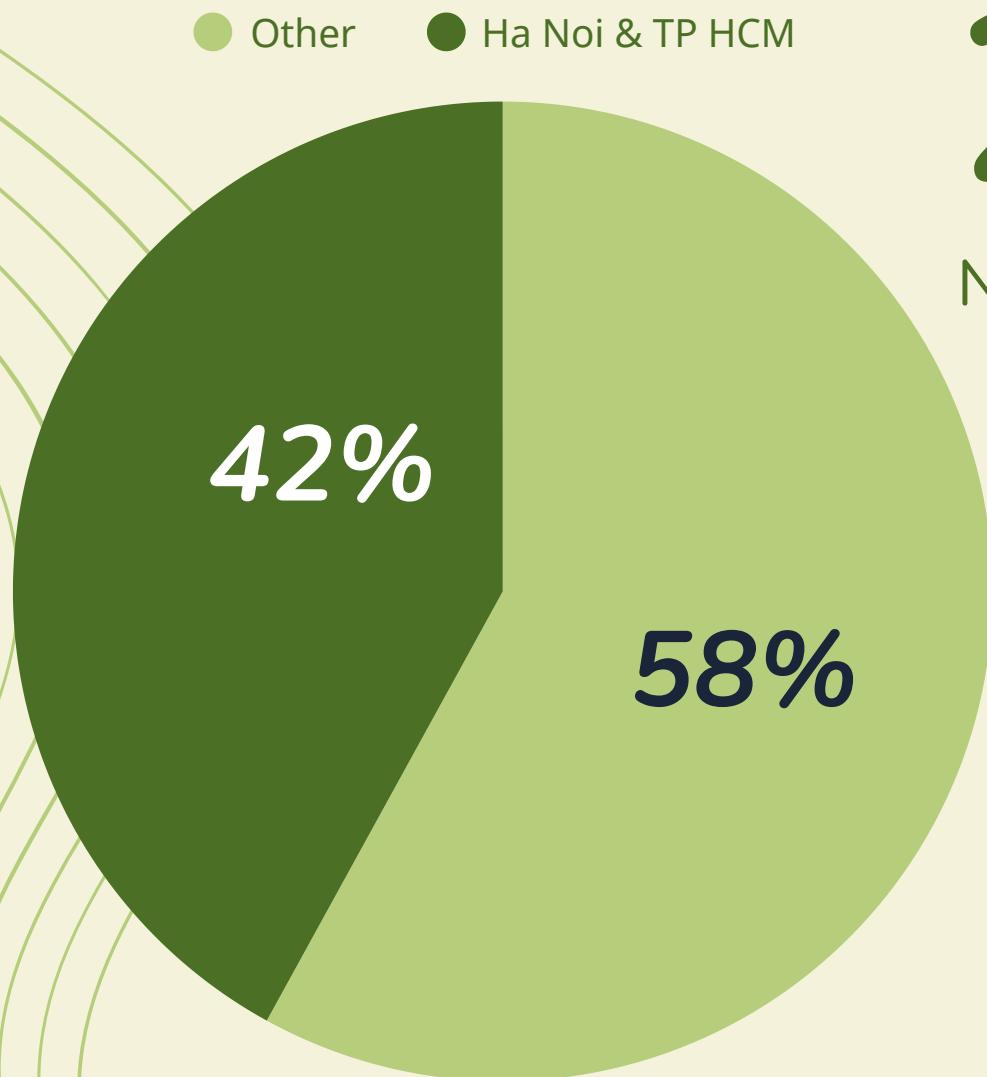
## Objectives

To raise awareness, and initiate preventive behaviors regarding stroke

## Target Audience

Young people aged 20–30 in Ho Chi Minh City, particularly students and young professionals

# Context



**High Risk in Major Cities**

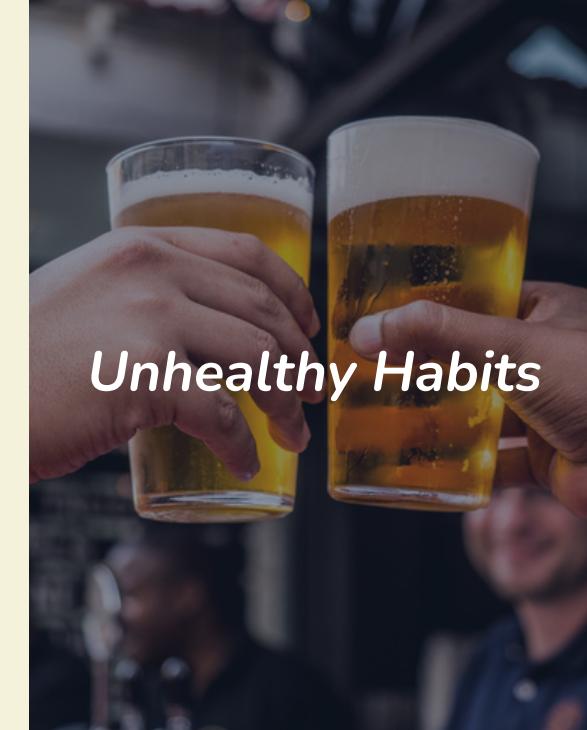
*Leading cause of death & disability in Vietnam*

# 200.000

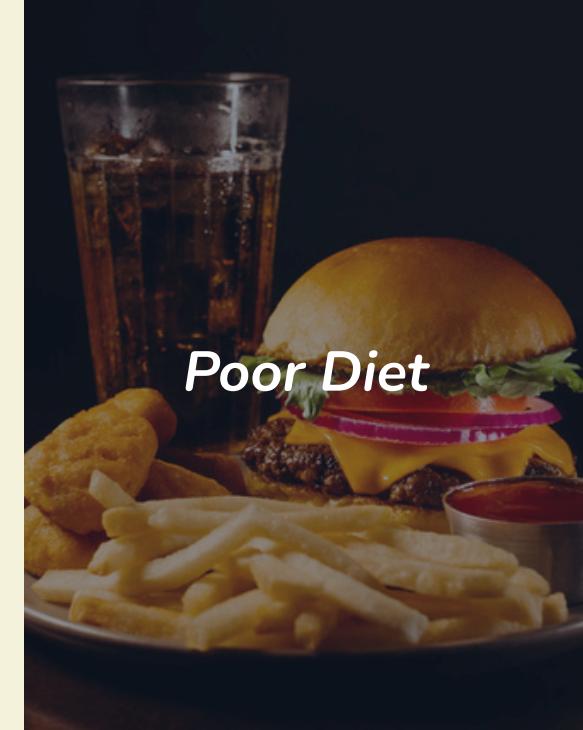
New cases per year

# 170.000

Deaths



*Unhealthy Habits*



*Poor Diet*



*High Pressure*

## Problem Statement

- An unhealthy lifestyle and subjectivity can lead to undesirable health conditions in the long run.
- Therefore, our group project aims to raise young people's awareness regarding stroke, hoping to contribute to better community health.

# GOALS, OBJECTIVES & TARGET BENEFICIARIES

## \* Goals & Objectives

- SMART Goal
- Objectives

## \* Target Beneficiaries

- Who are they?
- Attitudinal Effects & Behavioral Effects

# SMART GOAL

# S

- **Breaking Myths:** Stroke is not just for the elderly.
- **Knowledge:** Early signs recognition & F.A.S.T method.
- **Attitude:** Proactive health management.

# M

- 200 - 500 young people reached
- 150+ direct participants
- 60% can apply F.A.S.T
- 40 - 50% of workshop participants commit to lifestyle changes

# A

- Focuses on young people within the student community
- Small-scale offline activities that allowing easy control of manpower and costs.

# R

- Stroke is increasingly affecting younger populations in Vietnam.
- *Young people tend to prioritize studies and work over disease prevention.*  
→ *Raise awareness and lay the foundation for behavioral change,*

# T

- A four-week period
- Awareness-raising communication activities
  - An interactive on-site booth.
  - One in-depth educational workshop on stroke preventio

# STRATEGY

02

Reframing Stroke as a Contemporary Lifestyle-Related Health Risk

01

Experiential Awareness through Interactive and Immersive Engagement

Facilitating the Transition from Awareness to Initial Preventive Action

03

# TACTICS



01. Raise awareness on Social Platform

02. Offline Booth increase the engagement through direct experience

03. Tournament simulated stroke-related risks and cognitive understanding.

04. An expert-led talkshow providing practical guidance

**Offline Booth  
28/02/2026**

01. Launching Stroke risk screening device
02. Experience Activities to recognize Stroke risk, and an experience brochure for attendees about their bad habits that can lead to Stroke.



**The tournament** will based on Werewolf format but customized to be suitable for our topic

## Tournament & Talkshow

**05/03/2026**

**Talkshow:** An expert from Genetica will talk about stroke risk and practical guidance.



CHÍNH PHỦ NƯỚC CỘNG HÒA XÃ HỘI CHỦ NGHĨA VIỆT NAM  
**Báo Điện tử Chính phủ**  
Thứ năm, 29/1/2026 | English | 中文

TRANG CHỦ CHÍNH TRỊ KINH TẾ VĂN HÓA XÃ HỘI KHOA GIÁO QUỐC TẾ GÓP Ý HIẾN KẾ

80 năm Quốc hội Việt Nam gắn bó với nhân dân, đồng h...

KHOA GIÁO • KHOA HỌC - CÔNG NGHỆ

Genetica và Oasis Labs ký kết trong lĩnh vực giải mã gene hướng đến y học chính xác

(Chinhphu.vn) - Dưới sự chứng kiến của đoàn công tác Thủ tướng Chính phủ trong chuyến thăm và làm việc tại Hoa Kỳ, ngày 17/5, tại San Francisco (Mỹ), Genetica cùng Oasis Labs chính thức ký kết thỏa thuận hợp tác.

# TARGET BENEFICIARIES

## WHO THEY ARE ?

- Young adults (20 - 30 years old).
- University students and early-career professionals in Ho Chi Minh City.

## PSYCHOGRAPHICS

- People perceive stroke as a condition affecting mainly older adults
- Health is often deprioritized as academic achievement, work performance, and career advancement take precedence.

## BEHAVIORAL

- The target audience commonly maintains an unhealthy lifestyle marked by frequent late nights, long working or studying hours
- They rarely seek medical information proactively unless clear health problems arise.

# TARGET BENEFICIARIES

## ATTITUDINAL EFFECTS

On an attitudinal level, Before It Strikes aims to shift mindsets from complacency to proactive prevention

- View health as a fundamental foundation for learning and working
- Fosters a stronger sense of responsibility toward both personal well-being and community safety

## BEHAVIORAL EFFECTS

Behaviorally, the campaign seeks to drive tangible changes

- Improved reflexes when witnessing stroke symptoms, and a healthier lifestyle
- Participants are encouraged to share stroke-related knowledge

03

# ACTION PLAN, TIMELINE & RESOURCES, BUDGET

## \* Action Plan, Timeline

- Planning
- Offline Booth
- Workshop

## \* Resources

- Human resources
- Materials

## \* Budget

- Plan A
- Plan B

# ACTION PLAN & TIMELINE

## PLANNING

- Focused on establishing the operational foundation and defining the overall strategic direction of the project.
- Developed a detailed media plan, proposal, and outlined initial budgeting and logistical requirements.

- 3 main activities
- Planning
  - Offline Booth
  - Talkshow & Tournament

SPRINT	TASKS	TEAM	P.I.C	PLANNING STEP			OUTPUT
				START DAY	DEADLINE	STATUS	
PRE-EVENT							
WEEK 2	Assign tasks to team members	Admin	Minh Quân, Gia Hân	11/01/2026	17/01/2026	Done	Information of team members; assign task to member
	Select theme and event direction	Event	Gia Hân	11/01/2026	18/01/2026	Done	Theme name and content to be executed
WEEK 3	Select key visual and color palette	Media	Gia Bảo, Hoàn Mỹ	18/01/2026	21/01/2026	Done	Main colors and visuals of the project
	Register / Book Hall or Seminar room	Admin	Gia Thái	19/01/2026	22/01/2026	Done	Confirmation email from the School
	Develop media plan	Media	Hoàn Mỹ, Gia Bảo	19/01/2026	25/01/2026	Done	Detailed content plan (captions, images/videos, posting dates)
	Sponsorship Proposal	ER	Gia Hân, Tuấn Vinh	19/01/2026	25/01/2026	Done	PDF slide includes important informations

# OFFLINE BOOTH

- Focused on planning the booth experience, and the onsite of the Experience Booth
- Implementing and launching the Stroke risk screening device

## OUTPUT:

- A interactives booth that raise awareness of Students about stroke.
- Students join the tournament

OFFLINE BOOTH 28/02/2026							
SPRINT	TASKS	TEAM	P.I.C	START DAY	DEADLINE	STATUS	OUTPUT
PRE-EVENT							
WEEK 4-5	Planning for Stroke risk screening device	Admin	Phúc Nguyễn	26/01/2026	29/01/2026	In Progress	A detailed plan of the conducting process
	Planning Event Experience zone	Event	Tường Văn, Đức Trung	26/01/2026	30/01/2026	In Progress	A detailed plan of the activities which is connected with the theme
	Media plan for Tournament	Media	Hoàn Mỹ, Gia Bảo	31/01/2026	03/02/2026	Not Started	A master timeline for content management
	Implement communication post for Offline Booth	Media	Hoàn Mỹ, Gia Bảo	03/02/2026	28/02/2026	Not Started	A content management list for the social post
	Standee, poster for Offline booth	Media	Hoàn Mỹ, Gia Bảo	29/01/2026	01/03/2026	Not Started	60x160cm (Standee, file .TIFF) A3 Poster (File .TIFF)
	Implement Stroke risk screening device	Admin	Phúc Nguyễn	29/01/2026	09/02/2026	Not Started	A real Stroke risk screening device
	Logistics & Budget	Event	Minh Quân, Tuấn Vinh	29/01/2026	04/02/2026	Not Started	A detailed budget plan and check-list for the materials
	Testing & Adjusting & Launching	Admin	Phúc Nguyễn	09/02/2026	20/02/2026	Not Started	A completed device that can work in real life.
	Form apply the Tournament	Admin	Gia Thái	11/02/2026	20/02/2026	Not Started	QR code for scanning, form includes key information of the candidates
ONSITE							
WEEK 6	Set-up tables and chairs	Event	Tường Văn, Đức Trung, Minh Quân, Gia Thái	28/02/2026	28/02/2026	Not Started	Tables and chairs are put in right place.
	Set-up booth (event experience)	Event	Hoàn Mỹ, Tuấn Vinh			Not Started	
	Check-in	Admin, Event	Gia Bảo, Gia Thái			Not Started	List of attendees join the offline booth
	Booth 1 (Stroke risk screening device) - Morning	Admin, Event	Phúc Nguyễn, Gia Hân (morning)			Not Started	
			Minh Quân, Đức Trung (afternoon)			Not Started	
	Booth 2 (interactive activities)	Event	Hồng Phúc, Tường Văn (morning)			Not Started	A good experience for the Attendees when they join the activities
			Tuấn Vinh, Phúc Nguyễn (afternoon)			Not Started	
	Photo, video	Media	Hoàn Mỹ			Not Started	- At least 100 photos (JPG) - 5 short videos content (720p)
	Cleaning	All team	Hoàn Mỹ, Hồng Phúc, Gia Thái, Gia Hân, Gia Bảo, Đức Trung, Phúc Nguyễn, Tuấn Vinh, Tường Văn, Minh Quân			Not Started	Cleaning zone without tables, chairs, rubbish

# WORKSHOP

WORKSHOP 05/03/2026							
PRE-EVENT							
WEEK 4-5	Design avatar, cover photo and communication materials	Media	Hoàn Mỹ	21/01/2026	01/02/2026	In Progress	2 materials posted on kick-off Fanpage (JPG)
	Develop Talkshow program content	Curation	Gia Bảo, Phúc Nguyễn	25/01/2026	06/02/2026	In Progress	Event day agenda
	Develop Tournament program content	Curation	Hoàn Mỹ	28/01/2026	06/02/2026	In Progress	A detailed report about: - Form of participation - Game regulations - Prize
	Execute Talkshow media content series	Media	Hoàn Mỹ, Gia Bảo	27/01/2026	08/02/2026	In Progress	3 media posts (JPG); 2 media videos (720p)
	Contact sponsors	ER	Gia Hân, Hồng Phúc, Tuấn Vinh	15/01/2026	15/02/2026	In progress	Sponsor responses and confirmation emails
	Contact media sponsors	Media	Hoàn Mỹ, Gia Bảo	28/01/2026	15/02/2026	In progress	Confirmed media sponsorship emails and posters posted on fanpages
	Design Poster materials	Media	Hoàn Mỹ	19/01/2026	08/02/2026	In progress	1 poster size 1200x1200 (JPG)
	Create participant registration form	Admin	Gia Thái	20/01/2026	24/02/2026	In progress	Participant information registration platform
	Manage Candidates team	Admin	Gia Thái	11/02/2026	05/03/2026	Not started	Candidates information and activity briefings
WEEK 6	Finalize sponsor list	ER	Gia Hân, Hồng Phúc, Tuấn Vinh	15/02/2026	25/02/2026	Not started	Signed sponsorship contracts
	Assign onsite tasks and onsite timeline	Event	Gia Hân, Tường Văn	25/01/2026	28/02/2026	In progress	Task assignment list for members and CTV
WEEK 7	Finalize participant list	Admin	Gia Thái	25/02/2026	01/03/2026	Not started	Number of participants
	Send registration confirmation emails	Admin / Media	Minh Quân	01/03/2026	03/03/2026	Not started	Confirmation emails to members, CTVs, attendees, speakers
SET-UP							
WEEK 7	Create program quality survey form	Admin	Gia Thái	03/03/2026	04/03/2026	Not started	Participant feedback collection platform
	Prepare presentation slides	Media / Curation	Hoàn Mỹ	06/02/2026	04/03/2026	Not started	Opening slide, speaker content slides, sponsor appreciation slide
	Volunteers briefing meeting	Event	Gia Hân, Tường Văn	01/02/2026	03/03/2026	Not started	Attendee list, meeting link, time, agenda
	Organizing committee meeting	Event	Gia Hân	04/03/2026	04/03/2026	Not started	Attendee list, time and location
	Set up seating arrangement	Event	Tuấn Vinh	05/03/2026	05/03/2026	Not started	Enough seats for all participants
	Set up projector and sound system	Event	Đức Trung	05/03/2026	05/03/2026	Not started	Clear projector display, music and microphones working properly
	Set up lighting system	Event	Tường Văn			Not started	Lights operational and switches identified
ONSITE							
WEEK 7	Coordinate participants	Event	Đức Trung	05/03/2026	05/03/2026	Not started	Participants seated correctly
	Check-in participants	Admin	Gia Thái, Minh Quân			Not started	Number of Talkshow participants
	Take care of sponsors	ER	Gia Hân			Not started	Escort sponsors and speakers to appropriate seats
	Take care of speakers	ER	Hồng Phúc			Not started	
	Adjust slides during event	Media	Tuấn Vinh			Not started	Slides match spoken content
	Adjust sound system	Event	Đức Trung			Not started	Sound suitable for hall
	Adjust lighting	Event	Tường Văn			Not started	Lighting suitable for stage content
	Onsite photography	Media	Phúc Nguyễn			Not started	Minimum 150 raw photos
POST-EVENT							
WEEK 8	Evaluate program quality	Admin	Minh Quân	06/03/2026	12/03/2026	Not started	Participant data, satisfaction level, project reach
	Deliver sponsor benefits	ER	Hồng Phúc, Gia Hân	05/03/2026	20/03/2026	Not started	Deliver benefits as per signed contracts
	Send thank-you email to sponsors	ER	Tuấn Vinh	06/03/2026	08/03/2026	Not started	Thank-you letter from Organizing Committee
	Send thank-you email to participants	Admin	Gia Thái	07/03/2026	09/03/2026	Not started	
	Thank-you appreciation post	Media	Hoàn Mỹ	06/03/2026	10/03/2026	Not started	1 post size 1200x1200 (JPG)
	Onsite recap images and video	Media	Gia Bảo	06/03/2026	11/03/2026	Not started	Minimum 20 recap images; 1 recap video (720p)
	Budget review	ER	Hồng Phúc	07/03/2026	12/03/2026	Not started	Project budget summary

## OUTPUT:

- A good experience Tournament and Talkshow.
- After the Workshop, attendees aware regarding stroke.

# HUMAN RESOURCES

## EXTERNAL RELATIONS

### SPONSORSHIP

Manage sponsor relations and ensure benefit fulfillment

### ACCOUNT

Manage cash flow, revenue streams, and approve project expenditures

## PROFESSIONAL EXPERTISE

Collaborate with Medical Advisors and Doctors to ensure the accuracy of the content framework

## CURATION

### REVIEW & SHARING

Verify medical facts in media content and serve as moderators/speakers during the workshop

## EVENT

### OPERATIONS

Develop detailed event scripts and agendas. Oversee all preparations for the on-site day

### LOGISTICS

Manage venue setup, including stage arrangement, sound, and lighting systems

## ADMIN

### PARTICIPANT MANAGEMENT

Manage registration forms and on-site check-in lists

### REPORTING

Compile post-event evaluation reports and analyze feedback data.

## MEDIA

### VISUAL

Design key visuals and promotional assets to engage the target audience

### CONTENT

Develop and create Content Plan for the project Fanpage

# MATERIALS

## Venue & Technical Facilities

- School's auditorium
- Sound system
- Lighting system
- Projection system

## Medical & Safety Equipment

Blood pressure monitor.

## Operational Equipment

- Laptops
- Presentation clickers
- Connectivity devices



# BUDGET

## Plan A: Sponsorship

- IoT device for stroke screening and diagnosis support: ~100,000 VND
  - On-site photography: 200,000 VND
  - Teabreak: ~1,000,000 VND
  - Standee: ~330,000 VND
  - Design & visual materials: 300,000 VND
- Estimated total budget: 1,930,000 VND

## Plan B: Recycle available materials

- Carton
- Hand-drawings
- Water color
- Color

04

# EVALUATION & MEASUREMENT

\* Purpose

\* Evaluation criteria

# PURPOSE

"The **Before It Strikes** project evaluates the achievement of **health communication** goals by **tracking** young participants' **awareness, attitudes**, and behavioral **intentions**. Conducted throughout **implementation**, it uses both **quantitative** and **qualitative** methods suited to **small-scale community contexts**.

# EVALUATION CRITERIA

- **Output Evaluation** – Assessment of Implementation and Reach
- **Outcome Evaluation** - Awareness, Knowledge & Skills
- **Impact-oriented Indicators**

# EVALUATION CRITERIA

## OUTPUT EVALUATION

- Online data: total reach and engagement from the fanpage and student communities.
- Offline data: number of visitors at the booth, number of registered and actual workshop participants.
- Activity implementation: one interactive booth and one in-depth workshop or talkshow.
- Medical expert involvement: direct participation and sharing from experts.

# EVALUATION CRITERIA

## OUTCOME EVALUATION

- Short multiple-choice questions at the booth.
  - Mini quizzes.
  - Scenario-based questions in the workshop.
  - Post-event QR surveys, minigames.
- Awareness that **stroke** can affect **young people** but is preventable, recognition of early warning signs, and correct understanding of the **F.A.S.T** method.

# EVALUATION CRITERIA

## IMPACT-ORIENTED INDICATORS

- Improve sleep habits.
  - Reduce stress.
  - Pay more attention to nutrition.
  - Take initiative in regular health check-ups.
  - Share stroke-related knowledge with family members and friends.
- This stage gauges **readiness for change and builds** a foundation for **future** preventive behaviors.

# THANK YOU