

The
STROKE
Association

A stylized white profile of a human head facing right, set against a blue background. The letter 'O' in the word 'STROKE' is replaced by a graphic of concentric circles, representing a brain scan or a target. The word 'The' is in a cursive font above 'STROKE', and 'Association' is in a cursive font below it. Horizontal bars are positioned above and below the 'STROKE' text.

How to improve awareness, recognition and presentation of TIA and Stroke patients

12 February 2009

Joe Korner

Director of Communications

The Stroke Association

Stroke helpline
0845 3033 100

Website
www.stroke.org.uk



“What could have led up to these symptoms? They only lasted 35 minutes and then went completely. Did I suffer a stroke? Or was it a TIA?”

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“It is difficult to write about stroke without a degree of anger. Anger at the lack of knowledge about recognition of stroke even in the medical profession. Anger at the lack of medical response...”

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Five Demands for Action

The Stroke Survivor's View



A booklet based on responses to the consultation for the National Stroke Strategy for England

March 2008

“...a nurse practitioner missed the obvious signs and symptoms of my stroke and I drove 60 miles before suffering another stroke”

“I was told by my doctor to have a couple of days off work and when the situation got worse he refused to visit. I had to wait until lunchtime the next day before anything was done. By then I was paralysed all down my right side”

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Awareness levels

The National Audit Office report “Reducing Brain Damage: Faster Access to Better Stroke Care” (Nov 05) revealed:

- 40% more women mentioned breast cancer than mentioned stroke when asked to list top causes of death**
- only 21% of men and women listed stroke in the top four causes of death**
- only 20% mentioned reducing blood pressure as a way to reduce their risk of stroke**

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Awareness levels

The Stroke Association's awareness tracking public opinion polling reveals that:

- **61% of the population can describe what a stroke is, up from under 50% in 2005**

BUT...

- **13% think a stroke is a blood clot in any part of the body – a reduction of 10% since 2005**
- **15% think a stroke is caused by a clot or bleed in the heart and this figure has remained at around this rate since 2005**

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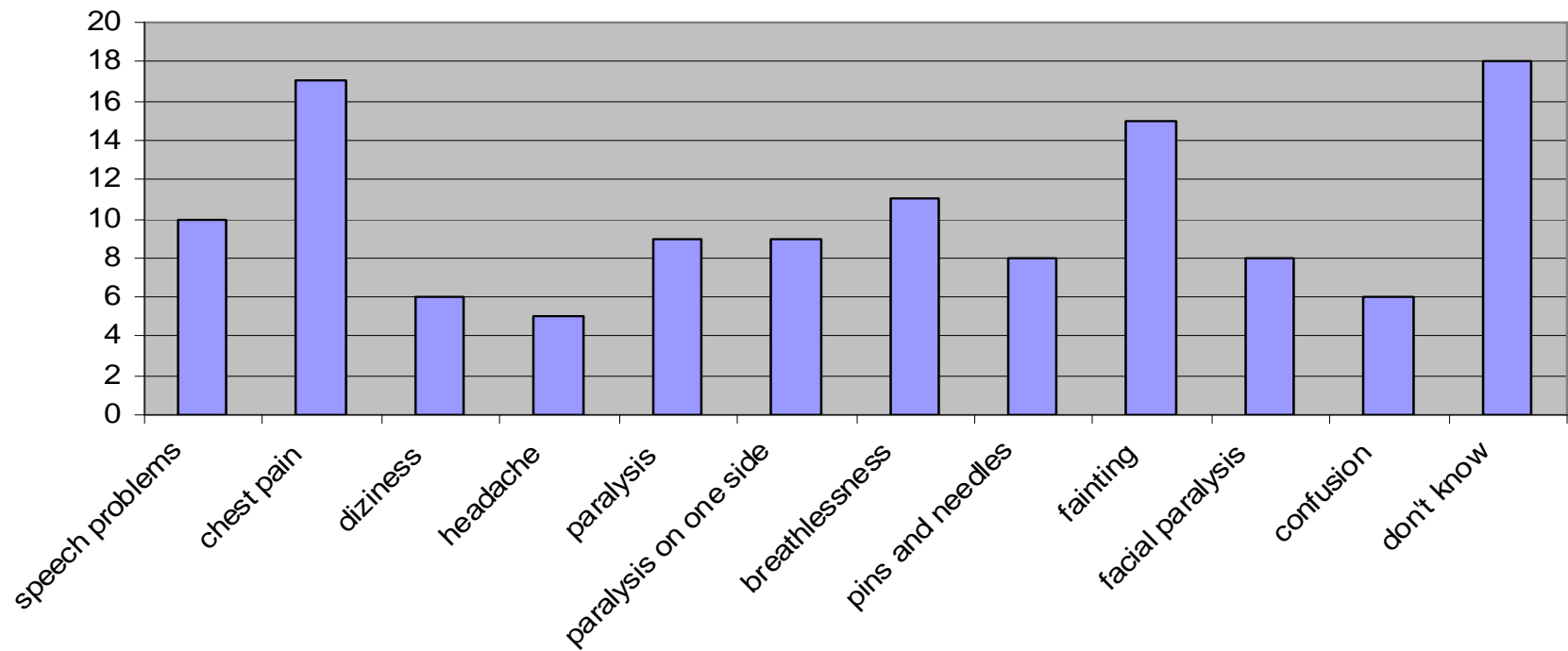
Awareness levels of FAST



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Knowledge of stroke symptoms



GfK NOP 10TH - 12TH OCTOBER 2008 for the Stroke Association

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Why is awareness low and confusion high?

Stroke and heart

when people see these two words together they only remember heart

Fear of stroke

stroke, and the prospect of long term, serious disability, is frightening – people would rather ignore or forget it

Stroke myths

stroke is untreatable

stroke is unpreventable

stroke only affects older people

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Tackling the awareness deficit

The Stroke Association has specific strategic objectives on raising awareness.

Our task is to increase awareness of stroke from 48% in 2005 to 70% in 2010.

As a charity with finite resources, our awareness raising activity relies on marketing, campaigning and media relations.

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Stroke Association awareness raising

Media coverage in the press (we do not have broadcast or web figures)

2005 average monthly circulation figures: 15,450,000

2006 average monthly circulation figures: 16,480,000

2007 average monthly circulation figures: 17,645,000

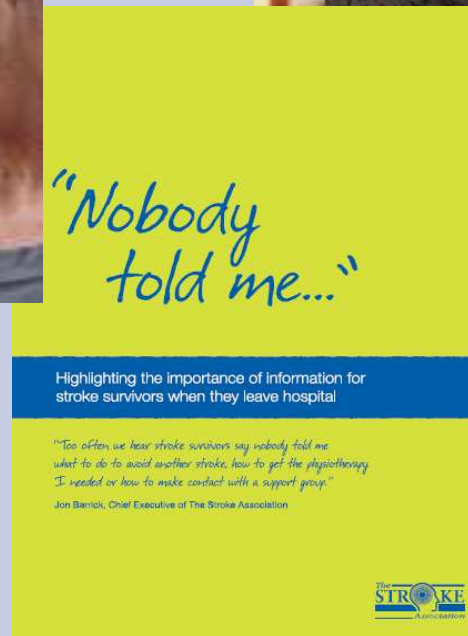
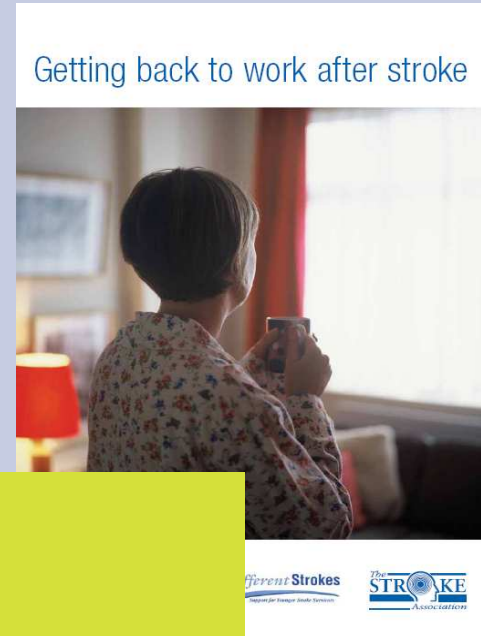
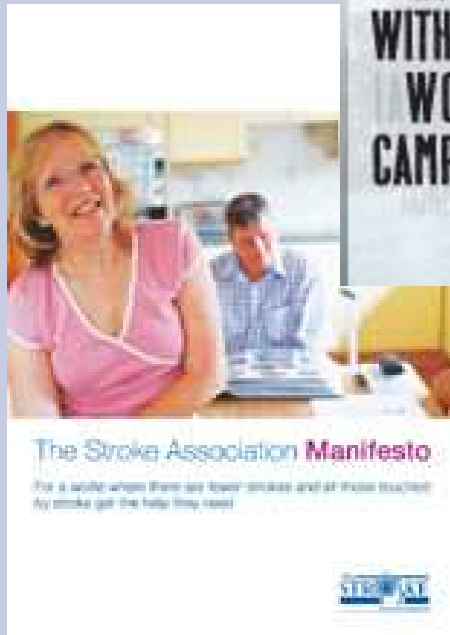
2008 average monthly circulation figures: 21,258,000

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Stroke Association awareness raising

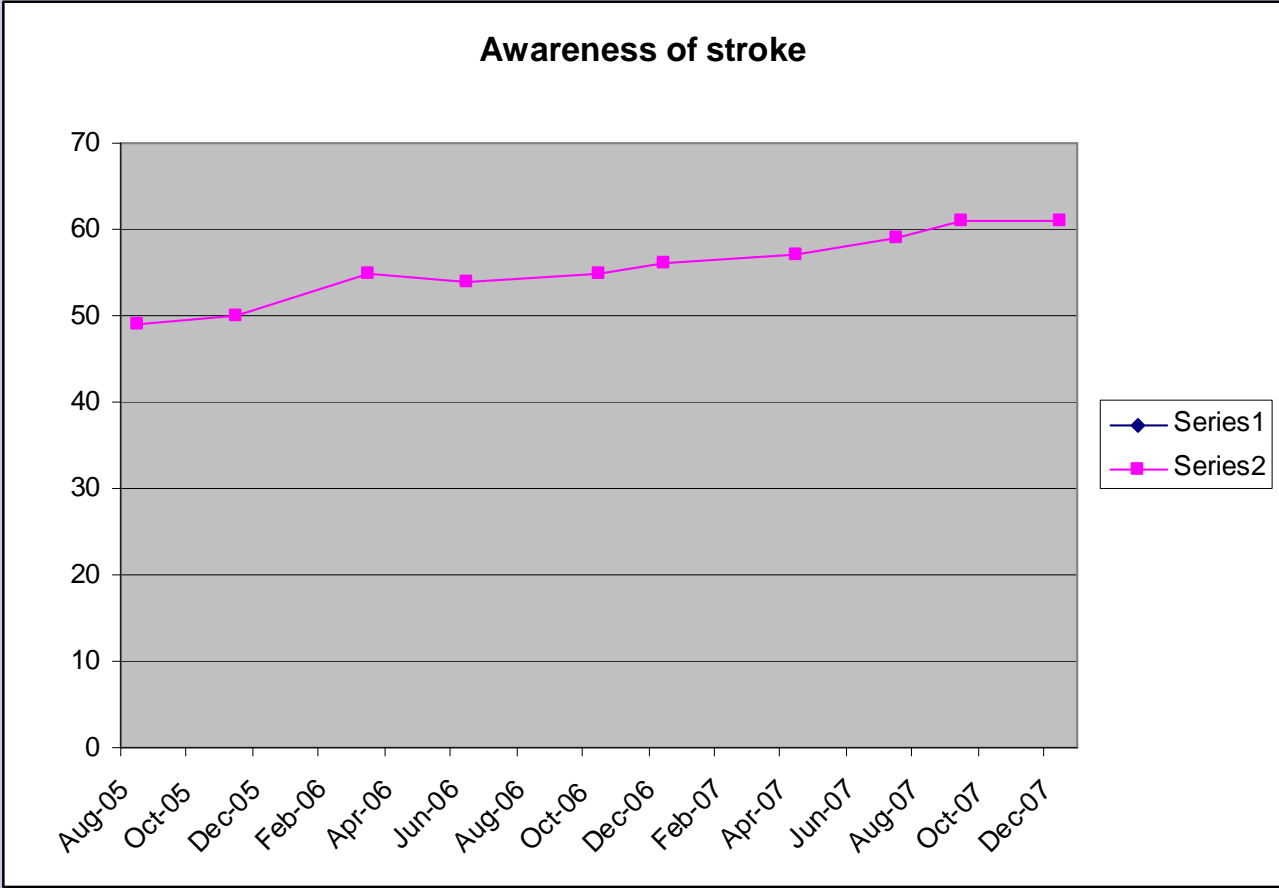


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Stroke Association awareness raising

**The Face, Arm, Speech Test (FAST)
can help you recognise the symptoms of a stroke**

F

Facial weakness

Can the person smile? Has their mouth or eye drooped?

A

Arm weakness

Can the person raise both arms?

S

Speech problems

Can the person speak clearly and understand what you say?

T

Test all three symptoms

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Promoting FAST in Barking and Dagenham

Between 26 September and 25 October 2008 The Stroke Association worked in partnership with Barking and Dagenham PCT to promote awareness of stroke symptoms.

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Promoting FAST in Barking and Dagenham

FAST leaflets were delivered to 70,000 households in the borough.

We conducted community based workshops delivered of stroke related information.

We carried out blood pressure tests as part of general stroke and stroke prevention awareness raising.

FAST adverts appeared on buses and bus stops.

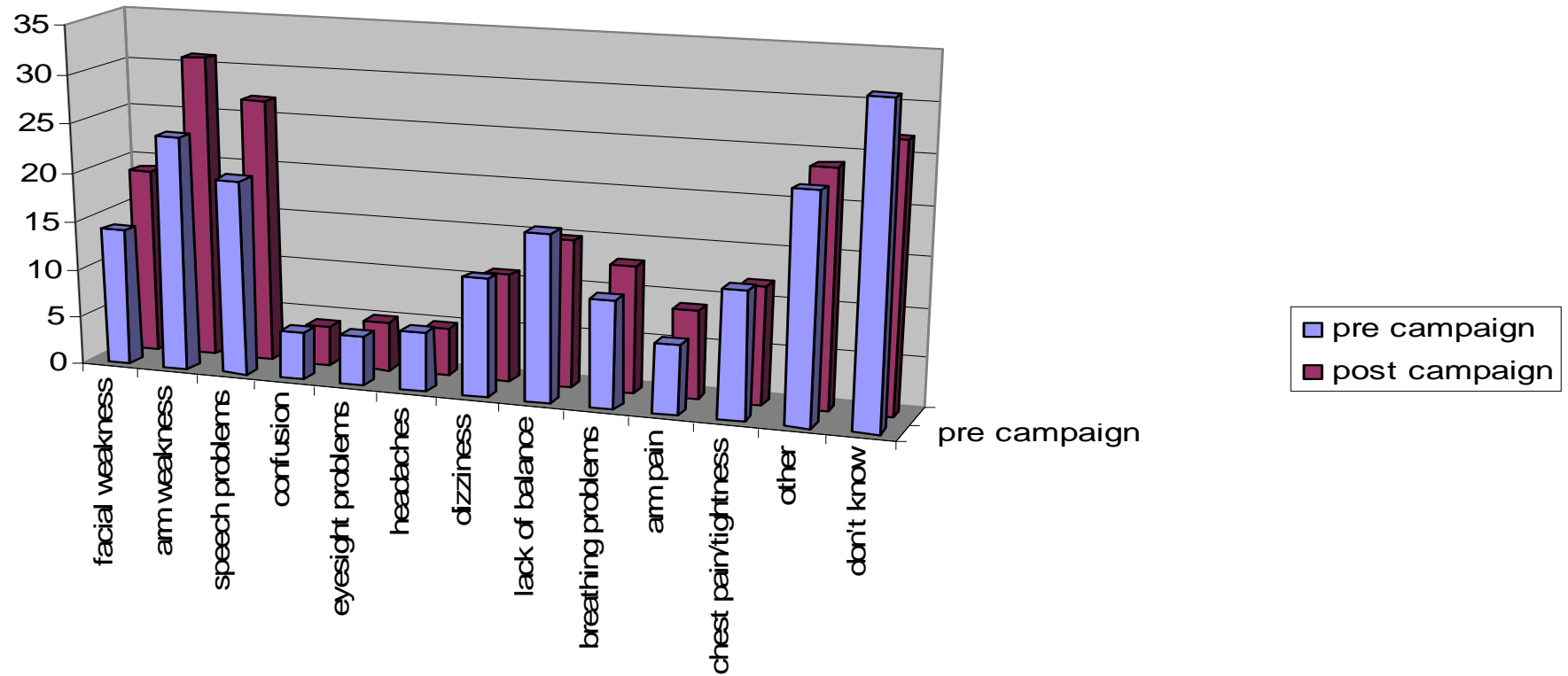
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Barking and Dagenham Results



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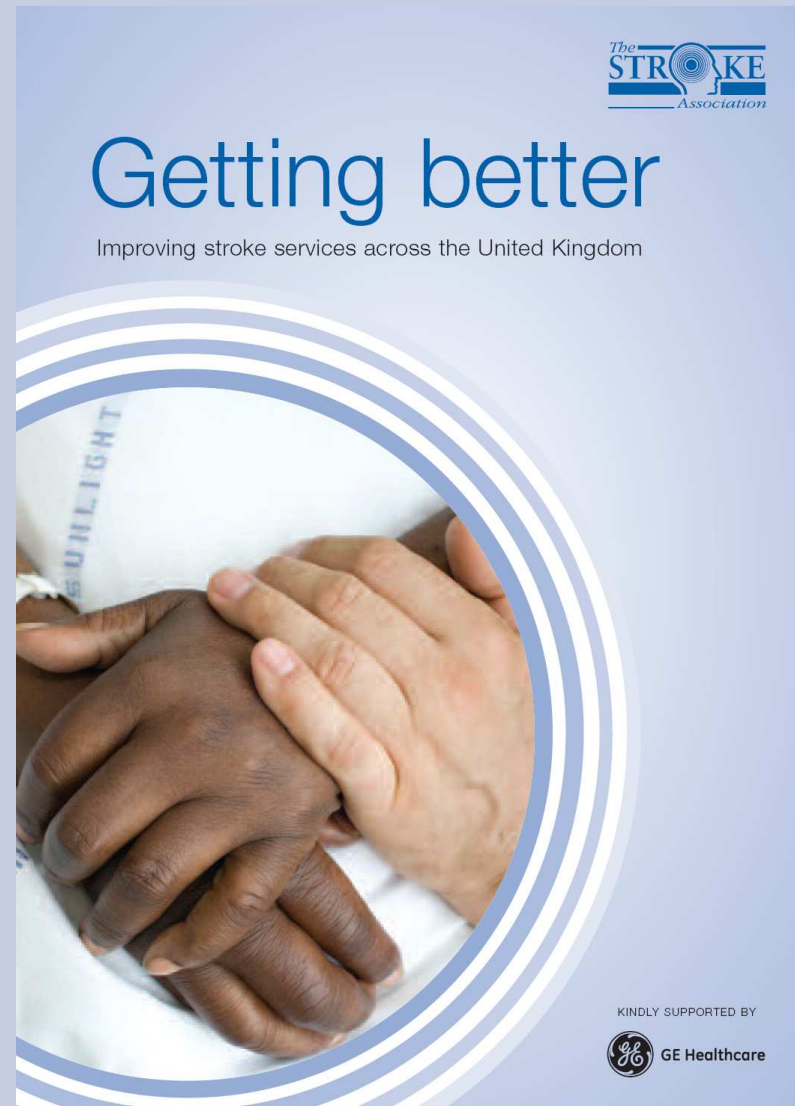
Getting Better

Our report, to be formally launched in Parliament on 24th February, tackles the myth that stroke isn't treatable, with examples of good practice across the whole stroke care pathway.

We have already received good PR as part of the media coverage for the Government's FAST advertising campaign.

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The Department of Health FAST campaign



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FAST campaign

**The key challenge for the campaign:
to get FAST to stick in people's minds. If they come across
someone having a stroke they need to recognise it and dial 999.**

**The campaign needs to translate awareness into behavioural
change.**

**Unlike most advertising, the behavioural change we want to see
is not immediate, but needs to be triggered at an unspecified
time in the future.**

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FAST campaign

FAST awareness →

Behavioural change →

More people calling 999 →

Pressure to speed up hyper-acute stroke care improvement →

Faster implementation of the whole Stroke Strategy.

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FAST campaign

This campaign is:

A step towards a better overall understanding of stroke.

A step to raising the priority of stroke in public consciousness

And a step towards scotching the myths about stroke which have been holding back improved care for far too long.

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