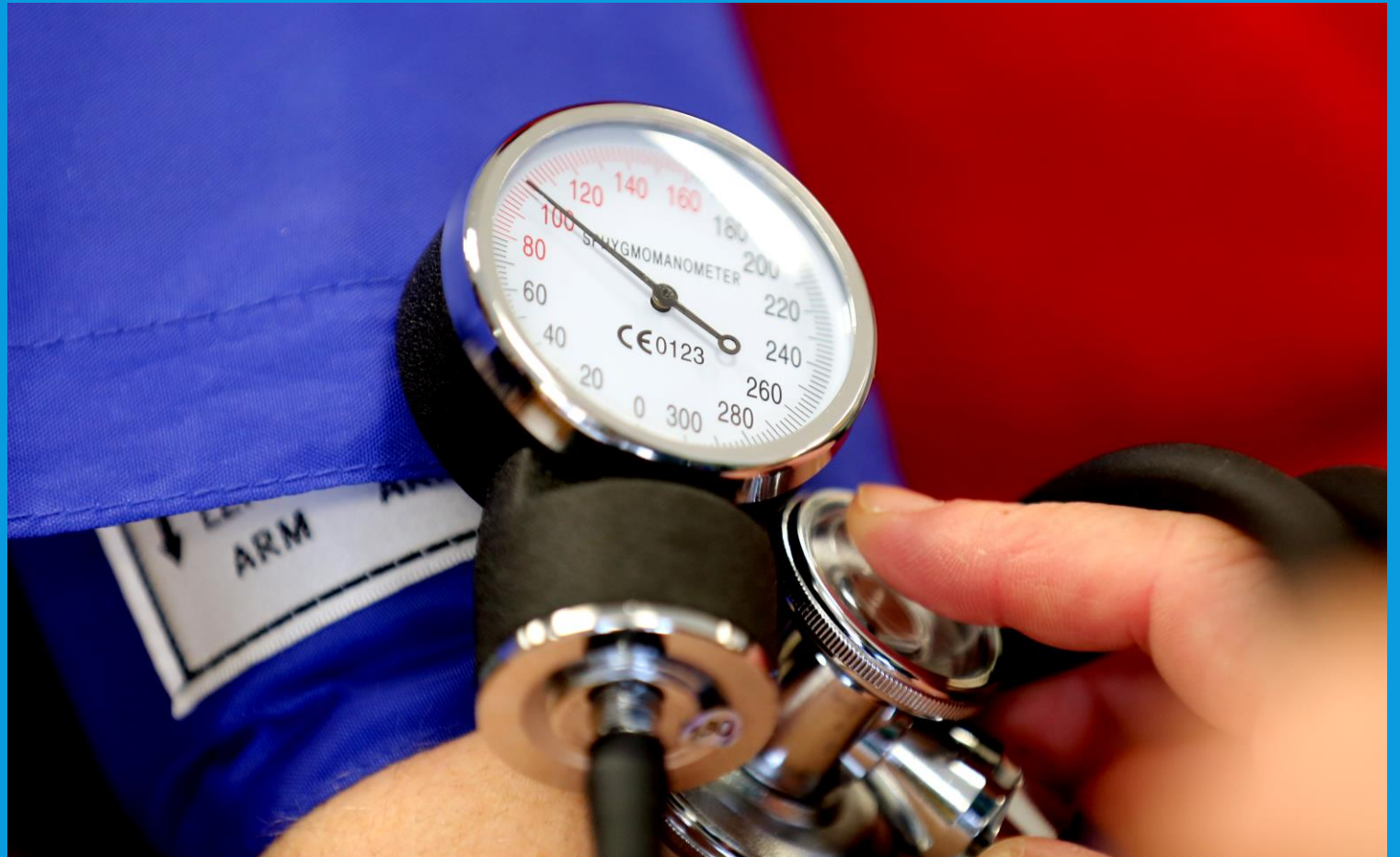




STROKE STATS



- Stroke – the third largest killer in NZ
- About 24 people have a stroke each day in New Zealand. That's nearly 9000 strokes a year!
- 3000 deaths from stroke annually
- About one third of strokes are caused by high blood pressure
- At least 20% of New Zealanders have high blood pressure



THE CAMPAIGN



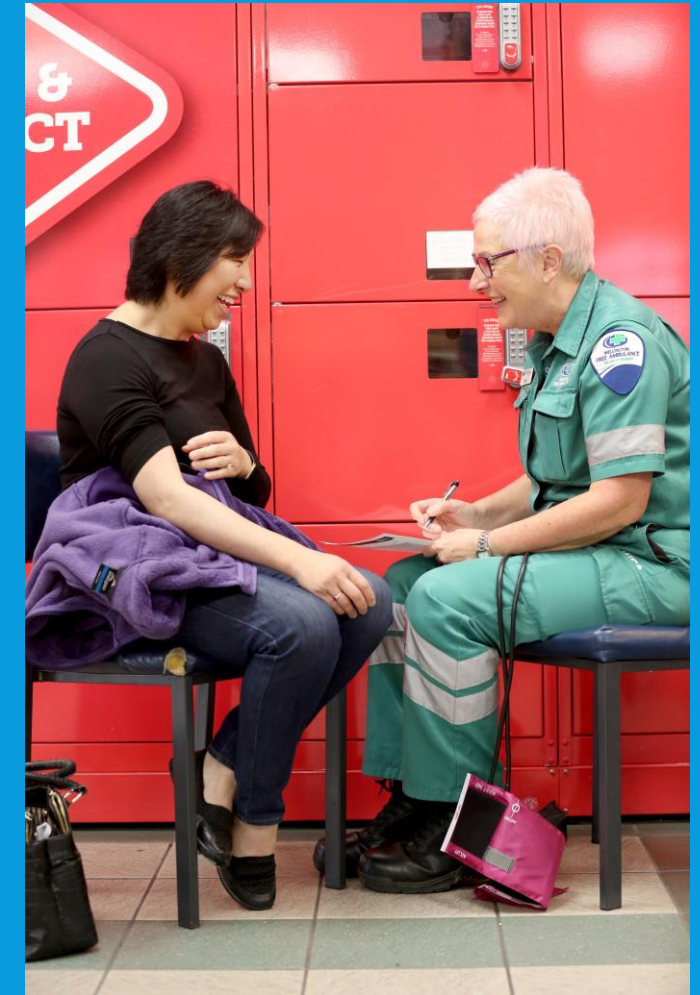
- Free blood pressure checks nationwide
- 10th anniversary in 2018
- 1st Saturday each October; 10.00 am – 2.00pm



CAMPAIGN AIMS



- Raise awareness about the relationship between high blood pressure and stroke
- Encourage people to check their blood pressure regularly and reduce other key risk factors for stroke
- Offer free blood pressure checks to the public



CAMPAIGN PARTNERS



- **Stroke Foundation**
Campaign coordination
- **St John & Wellington Free Ambulance**
Checking & recording blood pressures
- **Rotary**
Arranging sites; managing paperwork
- **Foodstuffs**
Providing venues for blood pressure testing sites



CAMPAIGN PARTNERS



- Medical professionals
Nurses, doctors
- Students
Paramedic & nursing students from Polytechnics/Universities
- Maori Health Providers
- Pharmacies



KEY CAMPAIGN RESULTS



- 2013-2018: >100,000 people tested
- >10,000 referred to a GP
- 53% of respondents indicated they were taking action
- Over 80% of respondents were able to identify ways to reduce their risk of stroke

