



Annual Report

2009



OF NEW ZEALAND INC

0800 78 76 53
www.stroke.org.nz

Foreword

Each day, seven New Zealanders die from stroke. That is more than 2,500 people a year. By 2011, experts tell us there will be 45,000 stroke survivors in New Zealand. Stroke continues to be a major health issue in this country.

While the health issues of stroke are huge, the Stroke Foundation is encouraged by the success achieved this latest reporting year, which has easily been one of our best. Measured in terms of demand for resources, website usage, media coverage, District Health Board (DHB) improvements and donor support – we have had an outstanding year.

Of course, we realise this year's successes have been built on an increasing network of dedicated supporters who have helped build on last year's work. Increased support is reflected in our income, and the range of work we are undertaking in partnership with the Ministry of Health and the National Stroke Foundation of Australia.

We are particularly thankful for the generous support of Omron, Bupa (previously Guardian Healthcare), Pfizer, Lottery Grants Board, Ryman Healthcare, SPARC and the David Ellison Charitable Trust. Many of our important stroke awareness-raising and risk-reducing resources were enabled by these partnerships, and by the crucial support of thousands of individual donors throughout New Zealand.

We are very grateful to our supporters, together with everyone at the Stroke Foundation, for contributing to another effective and fruitful year. There is no question that we need your ongoing support to continue to reduce risk and improve outcomes for thousands of New Zealanders.

Derek McCormack

Stroke Foundation National President

Mark Vivian

Stroke Foundation CEO

The Year in Focus

Media and personal visibility of stroke is at an all-time high – with regular media attention on stroke and its surrounding issues such as salt and blood pressure. Demand for our resources rose each month.

Throughout the year, we continued to spread our core message of prevention and recognition.

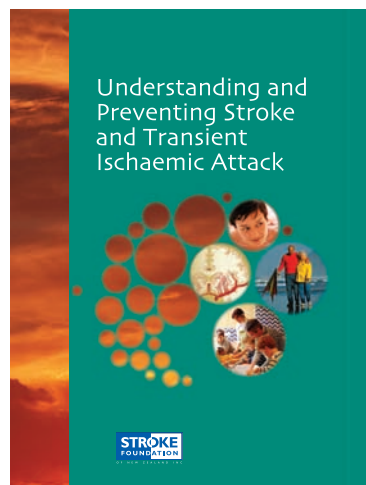
We direct-mailed a further 600,000 households with stroke-awareness and risk-reduction information – this means we are close to our goal of contacting every household in New Zealand. We are starting to see the benefits of this, with increased awareness of stroke as a health issue reflected in media exposure and response to our appeals.

In the second half of 2008, we continued our fruitful relationship with Health TV, which promotes health messages in doctors' surgeries throughout New Zealand. We received significant coverage of our FAST message and blood pressure awareness animations. These animations are now also attached to the national website. Research into awareness has shown a high recall of stroke awareness and risk reduction.

In September 2008, our annual awareness week focused on the issue of blood pressure. Amongst a range of activities nationwide, we held a launch at the Beehive, hosted by the then Associate Health Minister, Hon Ruth Dyson, and successfully trialled free blood pressure sites at some 60 locations nationally in partnership with Lions.

In early 2009, we were able to build towards this year's blood pressure campaign through an exciting partnership with St John to provide volunteers to take blood pressure readings in the 2009 campaign.

We work hard to provide the latest and most useful information about stroke. An important milestone for us has been the increase in our website usage nationally and internationally – with particular usage of awareness and prevention messages. Also, our *Understanding and Preventing Stroke and Transient Ischaemic Attack* booklet has been requested by more than 40,000 New Zealanders in the last year, reflecting a significant rise in stroke awareness during this time.



This booklet was requested by 40,000 New Zealanders during the year.



Stroke Foundation CEO Mark Vivian (left), St John CEO Jaimes Wood.

Improving Outcomes

Stroke Foundation medical advisers found that too many people ignore the symptoms of Transient Ischaemic Attacks (TIAs) when they actually present an opportunity to avert a major stroke. To remedy this, the Foundation created a unique set of guidelines during the year, to help GPs and DHBs deal more effectively with TIAs. This initiative – endorsed by the Ministry of Health and the Royal NZ College of General Practitioners – is an effort to save lives and avert the real danger of thousands of New Zealanders unnecessarily suffering the impact of a full stroke.

The year 2008 proved a watershed for stroke services, with a significant increase in the amount of organised services in DHBs. While there is still a lot of work to do, the tide has turned and the impetus towards improvement has greatly increased.

On the other side of the ledger however, is the paucity of rehabilitation services nationally. While there are some promising signs of change here, it needs to be noted that New Zealand is still way behind the international standards regarding rehabilitation services.

In keeping with our ongoing commitment to strengthening and improving stroke services nationally, New Zealand's first combined Stroke Forum and Nursing Symposium successfully took place in Wellington, 23–24 October 2008. Nearly 150 stroke physicians, therapists, nurses and other stroke experts, both national and international took part in this timely initiative. Presenters included Dr Clay Johnston, world stroke expert based at the University of California, and Dr Lin Perry, an Australian-based stroke nursing expert. Feedback on the event was overwhelmingly positive.

In the first half of 2009, we began an audit programme for acute stroke services amongst all 21 DHBs. For the first time, New Zealand will have an accurate report on what stroke services are in place nationally. Each DHB will have a report on how their service compares to international best practice and the national average. We will be reporting back to DHBs before the end of 2009.



International TIA expert, Dr Clay Johnston, and stroke nursing expert, Dr Lin Perry, were key presenters at the October 2008 Stroke Forum and Nursing Symposium, Wellington.

Providing Support and Information

We continued to support long-term community-based services in numerous ways. First, we revamped and improved a range of resources for use in the post-stroke community: *Information for Carers of those who have had a stroke*, *Coping with Stress after Stroke*, *Emotional and Behavioural Changes after Stroke* and *Fatigue-Tiredness*. Demand for these resources has significantly increased in the last year.

Also, we continued to support our four regions to maintain their nationwide Field Officer service, supported their stroke clubs, and raised awareness of stroke symptoms and how to reduce stroke risk.

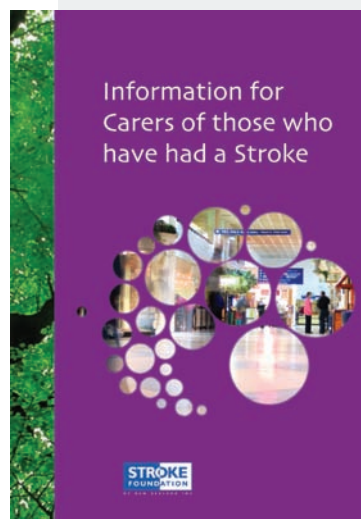
We ensured our website was up-to-date and raised awareness of needs for improved rehabilitation services via media nationwide.

Our Supporters

We are now two years into an ambitious fundraising and supporters' campaign. From a trimmed database of just 4,900 active supporters, we reached 37,000 by the close of this financial year. And while the economic downturn has had an impact on the level of giving, we are pleased to report that the majority of our supporters see us as having a very positive impact on this important health issue.

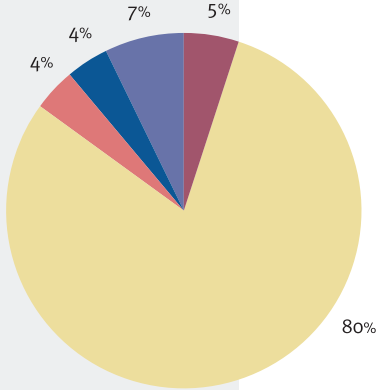
While this is clearly reflected in our income, it is also reflected in the increased awareness of the Stroke Foundation and the important health messages we promote. Building on this support will enable a wider range of options in our continued work to reduce risk and improve outcomes, as well as positioning us for some longer-term partnerships with potential sponsors and health providers.

The website continues to be updated and adapted to make it current, accurate and user-friendly. Downloads of stroke information from the website have continued to increase each month, as has the print-run of our quarterly newsletter, *forward*.



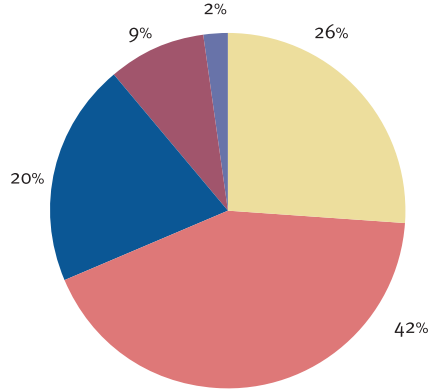
Income and Expenditure

Donations & other income



Grants	\$89,584
Donations	\$1,403,192
Contracts	\$76,222
Sponsorship	\$62,000
Other	\$128,457
Total	\$1,759,455

Operating expenditure



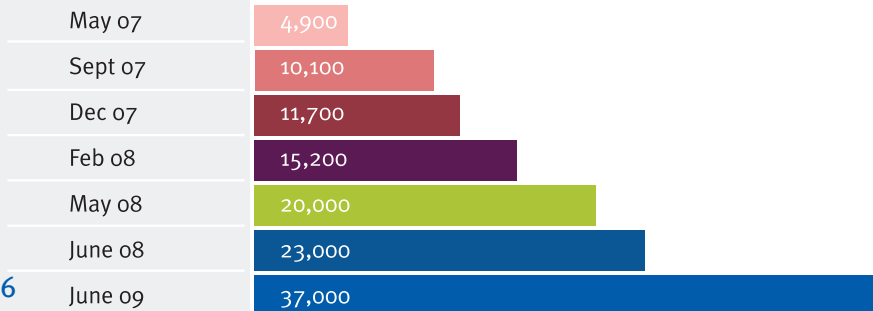
Operating Costs	\$146,147
Donations	\$424,602
Information Services	\$684,819
Staffing	\$329,106
Other	\$37,351
Total	\$1,622,025

Year ended 30 June	Income	Donations as % of income
2005	359,421	25.7% (\$92,202)
2006	384,744	30.8% (\$118,351)
2007	410,083	40.3% (\$165,060)
2008	1,324,220	66.3% (\$878,082)
2009	1,708,241	80.0% (\$1,354,856)

- Donation revenue has increased by \$476,774.
- This has supported a very significant expansion of information services, which has included new programmes (eg, blood pressure awareness) new resources (eg, TIA guidelines) and revision and expansion of existing resources.
- We've achieved a 7.8 percent surplus, which has been added to our reserves for future new initiatives or financial downturn.

Active supporter database

Date Number of active supporters



Looking Ahead

Having achieved one of our best years ever, the Stroke Foundation is well placed to continue building on this progress in the coming year. In 2009/2010, we expect to develop in the following ways.

Stroke Awareness

We have an increasingly positive base of stroke awareness. We will review the look and impact of our FAST message to ensure its vitality and relevance.

The major focus for the first quarter of the 2009/10 financial year will be the Down with Blood Pressure campaign, culminating in more than 100 free blood pressure monitoring sites nationwide on Saturday 12 September 2009. Blood pressure contributes to at least one-third of stroke deaths in New Zealand, yet this need not be the case. A feature of this year's campaign is the close working relationship with St John, who will provide volunteers to take the blood pressures at each site. We are also very pleased to be again working in partnership with Lions.

Salt is one of the leading contributors to high blood pressure. We will work with other New Zealand and international agencies to lower salt consumption in New Zealand.

One of the most exciting initiatives for us will be the completion of stroke awareness resources for Māori. This is a significant first step for the Foundation in seeking to work more closely with health providers in enabling Māori communities to improve their future health outcomes. Next year we plan to commission a project focused on stroke and the health of Pacific peoples.

Guidelines and Audit

We will update the New Zealand acute and rehabilitation guidelines for stroke and will continue to look for opportunities to assist DHB compliance with stroke management guidelines.

The Acute Stroke Audit of New Zealand's 21 DHBs will be completed and published by the end of 2009. For the first time, New Zealand will have an accurate report on what stroke services are in place nationally, and each DHB, on receipt of the report, will be able to compare themselves nationally and internationally against standards of best practice. The audit will also provide an excellent benchmark for future measurement of services.

Enhancing Life After Stroke

We are planning new and amended resources for the post-stroke community. Part of our role will also be to keep promoting the need for greater stroke rehabilitation capacity throughout New Zealand. Life after stroke is still seriously under-resourced and needs urgent attention nationally.



*Stroke survivor Ricky Te Whare with Associate Minister of Health Hon Tariana Turia
Photo: Renee Kiriona*

Mission

Reducing risk – improving outcomes

What does the Stroke Foundation do?

The primary purpose of the Stroke Foundation is to reduce risk of stroke and improve outcomes for the stroke-affected.

We focus on three main areas:

- saving lives
- improving outcomes
- enhancing life after stroke.

Contact details

Freetel: 0800 78 76 53

Email: strokenz@stroke.org.nz

Website: www.stroke.org.nz

Office: Level 1, Thorndon Rise,
95-99 Molesworth St, Wellington

Post: PO Box 12-482, Wellington, 6144



Is it a Stroke? Act FAST. Call 111.



Face - SMILE
(Is one side droopy?)

Arms - RAISE BOTH ARMS
(Is one side weak?)

Speech - SPEAK A SIMPLE SENTENCE
(Slurred? Unable to?)

Time - Lost time
could be lost brain,
get to hospital FAST



David Ellison
Charitable Trust

We are grateful for the support of these organisations