



Stroke Foundation Annual Report

2007



OF NEW ZEALAND INC

0800 78 76 53
www.stroke.org.nz

Introduction

Thank you to all of our supporters. You have helped make the year ending 30 June 2007 one of exciting growth and transformation. It was a year where we can proudly say we have greatly improved on our previous financial year, and we're well set up for increased service delivery and development.

We have achieved a lot, especially given our tight resources. With your support we spent most of our time, effort and funds on raising stroke awareness, improving outcomes for the stroke-affected, and enhancing life after stroke.

We warmly acknowledge the generous financial support of sponsors such as PubCharity, Lottery Welfare, Pfizer, Guardian Healthcare, JR McKenzie and the Perry Foundation. These partnerships enabled us to produce many of the important resources and publications that raise awareness of stroke symptoms and risk reduction.

This year you – our supporters - together with everyone at the Stroke Foundation, contributed to making our year an effective and fruitful one. Thank you once again, and we look forward to your continuing support in the years ahead.

Dr Jonathan Baskett

Stroke Foundation National President

Mark Vivian

Stroke Foundation CEO

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**

Looking Ahead

Lifting our gaze to 2007/2008, we expect to build on this year's significant progress.

Saving Lives

We will continue to communicate stroke awareness and risk reduction, producing 60,000 fridge magnets with the FAST message, and send Stroke awareness information to 400,000 households nationwide. Also, our baseline research of stroke awareness will be complete. This will be our reference point for any future comparison of awareness levels and will provide some guidance on any changes to our awareness planning.

Our major focus for 2008 will be our blood pressure campaign - *'Take the Pressure off Stroke'*. Blood pressure contributes to at least a third of stroke deaths in New Zealand, yet this need not be the case. Individuals can usually do something about their blood pressure, but too many people either don't know their blood pressure or fail to do something about it. This campaign will focus on exposure of the issue and will provide the community with free blood pressure testing in partnership with Lions NZ.

Improving Outcomes

As part of our support for the medical fraternity, we will produce a Transient Ischaemic Attack (TIA) resource for Emergency Departments and Primary Health doctors. We will continue to network with hospital clinicians and planners, and consult to hospitals on improving acute and rehabilitation delivery.

We will plan a new initiative with GP's and PHO's to improve stroke risk factor management and post-stroke care. Also, we will continue to look for opportunities to assist DHB compliance with stroke management guidelines.

Enhancing Life After Stroke

Life after stroke is seriously under-resourced in New Zealand. To help caregivers and stroke survivors, we will create a booklet for children and teenagers, as well as a web-based discussion forum.

In early 2008, we will release a significant post-stroke rehabilitation tool: a Bilateral Isokinematic Training (BIT) manual and DVD. The BIT therapy is shown to improve post-stroke upper limb movement by as much as four times the impact of conventional occupational therapy techniques.

Capacity Building

To lift our income and support, we will continue to grow our donor list by an estimated 15,000 new donors in the coming year. This will greatly increase our resource options for awareness raising and long-term support.

By the end of 2007, our website will be fully upgraded to a much greater level of user-friendliness, interactivity and national networking capability.

Contact details

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The Year in Focus

What does the Stroke Foundation do?

The primary purpose of the Stroke Foundation is to reduce risks of stroke and improve outcomes for the stroke-affected. We focus on four main areas:

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

Saving Lives

Prevention and clear recognition of Stroke is the Foundation's most important goal. If risk reduction strategies were fully taken on board by the community, the incidence of stroke would be halved – what an important target to aim for.

In the last 12 months - to spread the message of awareness and risk reduction - we have distributed 200,000 FAST cards, 10,000 fridge magnets and mailed 135,000 households with stroke awareness information. Also, Awareness Week in September 2006 promoted Stroke recognition and the FAST response message. Our national newsletter has been revamped, as has the database of recipients, spreading the message of awareness and risk reduction.

It's crucial that everyone understands stroke and can recognize symptoms. Early recognition leads to early intervention, which can save lives and improve outcomes. It is therefore important to know levels of stroke awareness and recognition so we can correctly target our communication and measure any resulting changes of awareness. To this end, Colmar Brunton began baseline research into stroke awareness levels throughout New Zealand in the first half of 2007. The results of this will be reported in the second half of 2007. We will continue to track awareness levels in the coming years as we promote stroke and risk reduction nationally.

Improving Outcomes

A key part of our work to improve outcomes is promoting DHB compliance with nationally approved guidelines for specialized stroke acute and rehabilitation services. While it is encouraging to see greater improvement in stroke care, DHBs are generally a long way from the standard of care set out in the Guidelines, adopted by the MOH in 2003. Stroke specialists, Drs Alan Barber and John Fink, reviewed and upgraded the *Life After Stroke* acute guidelines, ensuring they still reflect the best standards of international stroke care.

During the year, we participated in MOH Quality Improvement review for cardiovascular diseased and diabetes. We expect this to lead to enhanced acute and rehabilitation service delivery nationally, and improved outcomes for those who have a stroke. Our national conference at the end of 2006 was very successful. Papers were high quality and input at the health professionals day confirmed the Foundation is recognized as being at the leading edge of health practice developments.

Enhancing Life After Stroke

Our deep commitment to long term community based services continued throughout the year: our four regions maintained our nationwide Field Officer service, supported their stroke clubs, and raised stroke awareness and risk reduction throughout their regions.

Region	Direct members	Members via clubs	Total membership	Percent of national total
Northern	550	622	1172	30
Midland	138	266	404	10
Central	860	420	1280	33
Southern	316	737	1053	27
Total	1864	2045	3909	100%

Region	New referrals	Home visits	Hospital visits	Kilometres traveled
Northern	1377	900	561	47294
Midland	283	1150	364	63011
Central	409	2444	815	42263
Southern	741	1375	520	27753
Total	2810	5869	2260	180321

In support of caregivers and life after stroke, the Foundation published two new booklets: *Intimacy After Stroke*, and *Information for Carers of People with Stroke*. Both booklets meet specific needs and fill a clear gap in information for caregivers and the stroke affected.

Capacity Building

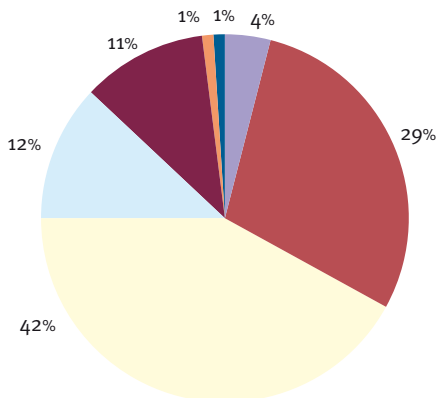
Some wise person once said: “If you always do what you’ve always done, you’ll always get what you always got.” We needed to do something different to improve our financial situation so in early 2007, we embarked on an ambitious fundraising and supporters campaign. We have greatly encouraged by the goodwill and support given to us by so many New Zealanders. This programme has currently exceeded projections and is expected to triple our appeal income in the next financial year. This will enable a wider range of options in our work to reduce risks and improve outcomes.

We also began a review of our website to make it more user-friendly and useful for networking across New Zealand. An upgrade is currently underway, with completion projected for late 2007.

Financials

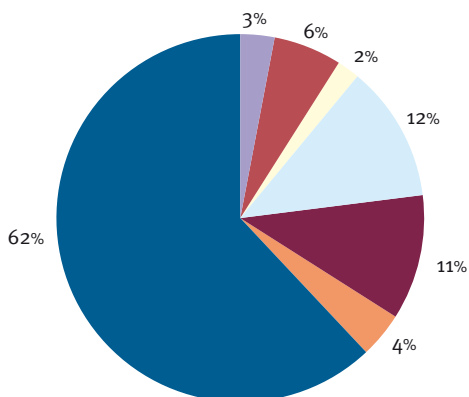
Donations and other income

Total income - \$410,000



- Regional Contributions
- Grants
- Appeals and donations
- Contracts
- Sponsorship
- Sales
- Other

Operating Expenditure



- Accounting & audit fees
- Depreciation
- General
- Information & communication services
- Operating costs
- Governance
- Other

If you would like a full set of Stroke Foundation financial accounts, please contact the Stroke Foundation national office.

Reduce your Stroke Risk:

- Reduce salt
- Eat a healthy diet
- Don't smoke
- Check cholesterol
- Limit alcohol
- Check blood pressure and heart rate