



A SIMPLE MESSAGE MAKING A BIG DIFFERENCE

Stroke can affect anyone at any time, and acting F.A.S.T. can dramatically improve outcomes. That is why the Stroke Foundation's F.A.S.T. campaign, in partnership with Te Hiringa Hauora/Health Promotion Agency and Ministry of Health, is so important.

With 11,000 strokes expected to be experienced each year in New Zealand, the more people who understand the key signs of a stroke, and take action, the better:

F – Face Drooping on one side. A – Arm Weakness on one side. S – Speech Mixed up, slurred or lost. T – Take Action at any sign of a stroke, call 111 immediately.

Every day we hear about people whose lives were suddenly impacted by stroke, and how the F.A.S.T. message was critical in providing them, or someone they love, the best chance of recovery.

KIWI KIDS LEARNING F.A.S.T.

Knowing the F.A.S.T. message is important for people of all ages. Over the past few years, we've heard numerous heartwarming stories of children recognising the signs of stroke in their parents or grandparents, then responding quickly to ensure their loved one got treated quickly, improving their recovery and potentially saving their life.

To ensure more of our tamariki understand the F.A.S.T. mnemonic, and act quickly, we worked with Te Hiringa Hauora/The Health Promotion Agency, the Ministry of Health and St John, to develop special material to be delivered through the established ASB St John in Schools programme and their 'Responding in an Emergency' module.

This work will ensure over 140,000 children are taught the F.A.S.T. message, and have their uptake and retention of the messages monitored. In little over three months, 64 primary and intermediate schools, along with youth groups like scouts and keas, have received the training.

"This was a wonderful opportunity to extend the reach of this vital campaign. Children have an incredible capacity to learn and retain information. They often don't hesitate to act when they see a loved one in trouble," says Julia Rout, the Stroke Foundation's National Health Promotion Manager.

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TE ANIWA – SOMETHING’S NOT RIGHT WITH DAD

My dad’s first stroke came completely out of the blue. I had taken him to the hospital to get a colonoscopy, but on the way I noticed he was repeating his questions. He was also shuffling while walking, was weak on his left side, and couldn’t put his seatbelt on.

I could feel something was wrong, so I mentioned it to the hospital staff, but they shrugged it off and went ahead with the procedure. When I saw my dad again, he was on the floor with a white sheet over him. He had tried to get dressed, and had fallen. It was about four-and-a-half hours between us reporting his symptoms to the hospital, and him receiving any attention, and his scan revealed that he had a brain bleed.

One positive to come of it was that the neurologist educated us on the signs to look out for with dad. A few weeks later, he slumped over the table unresponsive. I took one look at him and dialled 111. The ambulance was there really quickly and by the time I arrived, they were already taking him for an MRI. He then went straight into surgery to drain a huge brain bleed.

Our two experiences with stroke couldn’t have been more different. The first time was really traumatic for our whānau. The second time we knew what to look out for, and when we called the ambulance we knew exactly what to say. As a result, dad got the treatment he needed extremely quickly.



In the six months since his last stroke, dad’s come out of it with very little deficit – he’s got no paralysis or speech difficulties. The biggest change is that he gets tired really easily, and sometimes can be repetitive in his thoughts. To us that just goes to show how knowing the signs of stroke, and acting quickly, had a hugely positive impact on dad’s health. After our experience, and with our new knowledge around F.A.S.T., we’re hyper-vigilant around his healthcare and are always watching out for any signs of stroke.

Our F.A.S.T. campaign is on again now. Read more about our efforts to reach Māori and Pacific communities below, and watch out for our new branding. Your generous support of the Stroke Foundation ensures that we can continue to provide vital health promotion messages, not just to stroke survivors, but to all New Zealanders.

F.A.S.T. 2021

Since we first started the F.A.S.T. campaign it has had tremendous success, as the public’s awareness about the signs of stroke and the action to take has increased. However, we know that within Māori and Pacific communities awareness around stroke prevention and recognition is lower (compared with NZ Europeans), while numbers of those who experience stroke are disproportionately high. Over the years, this gap has been decreasing – thanks to campaigns like F.A.S.T.

This year, we are aiming to see even greater results by placing a priority focus on reaching Māori and Pacific communities and appealing to their cultural preferences. For example, we know that these communities generally prefer to gain their knowledge from people they trust rather than national advertising campaigns. So we are taking a more community-based approach. Our staff are working with Māori and Pacific communities throughout New Zealand, tapping into available networks, engaging face-to-face with leaders and groups. We expect this will improve message longevity and create a deeper understanding.

F.A.S.T. is one of the simplest and most accessible health

promotion campaigns there is, and at the same time, can have a life-changing effect on the lives of Kiwis and their whānau. While many other health promotion campaigns ask Kiwis to change something about their lives, F.A.S.T. only asks people to learn the mnemonic and be aware of what to look out for.

It has always been our vision for F.A.S.T. to be as well recognised as campaigns such as ‘Slip, Slop, Slap’ and ‘Drop, Cover and Hold’. We are working to embed it in our national psyche so more of us know it and will react to improve outcomes for those who experience stroke!

To find out more about F.A.S.T., visit: stroke.org.nz/fast

MEET JO LAMBERT, OUR NEW CEO

We're excited to welcome Jo Lambert as our new CEO. Jo has spent her career working in both the private and public sector and has considerable experience in the health and disability, education, and social services sectors. Most recently, Jo worked for Barnardos, New Zealand's largest children's charity, and one of New Zealand's largest NGOs. She is also very familiar with the Stroke Foundation, having served on our Board for over two years.



It's an absolute honour to be serving this organisation as CEO. Without being aware of it, I believe it's a role I've been preparing for since I was a young woman.

When I was 19, my mother experienced a stroke. At just 50, she became permanently disabled. My father took early retirement and became her main carer, until he passed away from a fatal stroke 30 years later.

When mum had her stroke, it was a tremendous shock for our whānau. It quite simply rocked our world. I can still vividly remember visiting her in the hospital when

it became clear that she was only going to make a limited recovery, and asking myself, "When is this ever going to feel 'normal' to us?"

I've always wanted to contribute to the fight against stroke, so I took the opportunity to join the Board. I worked closely with Mark, the previous CEO, to set the organisation's current strategy. What became clear to me was that the Stroke Foundation has built a great reputation. I am also acutely aware that we are woefully under-resourced for the existing level of need – let alone the future need.

I'm excited to be leading our organisation at what I believe is a pivotal time. With the strength of our supporters, partners, and staff, there is much more we can do to make an even greater impact for New Zealand's stroke affected community. To do this we'll focus on enhancing the awareness and outreach of our services, growing our fundraising income, and advocating to government and the health sector to prioritise stroke. We need to show that the work of the Foundation in stroke prevention and recovery is critical to the wellbeing of this country.

We couldn't do any of this without our supporters. You are the lifeblood of this organisation. Thank you for all that you do, and will continue to do with us in the future.

SIR BOB PARKER'S STORY

The Stroke Foundation and CEO Jo Lambert featured in TVNZ Sunday's story on Sir Bob Parker and his journey after stroke.

A huge thank you to Sir Bob and fellow stroke survivor Seanoa Ilaoa for sharing your stories with New Zealand, and to the TVNZ Sunday team for highlighting the importance of reducing your risk and understanding the signs of stroke. You've created a huge groundswell of emotion and discussion that may well save lives.

If you didn't get a chance to see the story, you can watch it here: stroke.org.nz/sir-bob-parker



REACHING RURAL COMMUNITIES AT FIELDDAYS®

The Stroke Foundation takes every opportunity to get out into communities throughout the country, especially at large events that offer the opportunity to access hard to reach or high priority groups of New Zealanders.

In June, our team was excited to take part in national Fielddays in Hamilton. This is always an extremely popular event, and this year, one day saw a record crowd of **44,044** visitors! It's a great opportunity for the Stroke Foundation to engage with the harder to reach rural community. The Fielddays offer the perfect opportunity to provide a large group with vital information on the signs and risk factors of stroke, along with the ways our team supports people and their families nationwide.

Both of our Big Blood Pressure Check Vans were present, delivering free blood pressure and atrial fibrillation checks to anyone who wanted them. These walk-in checks are an accessible and non-threatening way for many people to access important healthcare checkups. Our experienced staff made everyone feel comfortable about getting checked, and then explained their results and made recommendations that could save their lives.

Our approach proved to be extremely popular, as during the four-day event our team performed **722** blood pressure and atrial fibrillation checks! Of those, we found three people who were in hypertensive crisis and needed to take immediate action. We also welcomed Minister of Health Andrew Little to one of our vans. He had his blood pressure checked and discussed the importance of our work, particularly around stroke prevention, with SFNZ National Health Promotion Manager Julia Rout.

Fielddays was a perfect way for us to promote our Beanie Up campaign too. Our warm beanies proved to be a very desirable item in the cold and wet winter weather, and we ended up selling over **370** beanies!

THANKS TO EVERYONE WHO VISITED US, GOT THEIR BLOOD PRESSURE CHECKED, AND BOUGHT A BEANIE TO SUPPORT OUR CRITICAL STROKE SURVIVOR SERVICES!



UPCOMING SPORT EVENTS – A GREAT WAY TO FUNDRAISE!

Taking part in your local sport event by running, walking or cycling a chosen distance is not only a brilliant way to improve your health – it's a great way you can help raise vital funds for the Stroke Foundation as a Stroke Champion.

Here are some of the events coming up that you can start training for now:

- Dunedin Marathon – 12 September
- Tauranga Marathon – 19 September
- Auckland Marathon – 31 October
- Queenstown Marathon – 20 November
- Lake Taupo Cycle Challenge – 27 November

To find out more information, and learn how you can easily create your own fundraising webpage, go to stroke.org.nz/fundraising-events

Sign up now and receive a free Stroke Champion T-shirt to wear on the day!

We can't thank our supporters enough for continuing to make an incredible difference to the lives of stroke survivors, and the health and well-being of all New Zealanders.

National Office, PO Box 12482, Wellington 6144
0800 STROKE (0800 78 76 53) / strokenz@stroke.org.nz / stroke.org.nz

BEANIES SELLING FAST!

Beanie Up 2021 started with a bang when it launched in June! By the end of the first week, we'd sold an incredible **3,500** beanies. As we go to print, over **9,000** of the **15,500** limited-edition beanies are out the door – with our adult pom-pom style selling out completely!

We can't thank New Zealanders enough for getting behind Beanie Up. If you haven't had a chance yet... Get in quick before they're all gone.

This year we set ourselves an ambitious target of increasing beanie sales by over 65%, with much-needed proceeds from this campaign going towards funding critical stroke survivor services to meet the growing need.

In the last three years, the number of people experiencing a stroke has risen by **24%**. "We've already experienced a **14%** increase in the number of referrals compared to this time last year," says Marketing and Fundraising Manager Robbie Ross. "The money raised from Beanie Up will help us to meet the immediate demand by funding more hours of support and new Community Stroke Advisors for high-demand regions."

You can help us reach our goal of **\$348,000** by purchasing your beanie today or by taking a beanie box for your work or your local sports/hobby club. All the details you need to help stroke survivors and their families are listed on the right!



Let's BEANIE UP NZ!

Ward off the cold weather with one of our limited-edition beanies. Available in 5 new styles – including an adorable pom-pom kids' beanie and a charcoal 100% wool beanie. Prices from just \$10.

Order yours today at [BEANIEUP.CO.NZ](https://beanieup.co.nz)

Or help us sell beanies by ordering a box of 20 beanies at

[STROKE.ORG.NZ/BEANIEUPORDER](https://stroke.org.nz/beanieuporder)



BIG BLOOD PRESSURE CHECK ROAD TRIP SUCCESS

The Stroke Foundation's Big Blood Pressure Check has been running for 13 years. It's an incredibly important campaign because high blood pressure is the number one modifiable risk factor for stroke. Stroke is known as the "silent killer" because high blood pressure often shows no symptoms – the only way to know if you have it is to get a blood pressure check.

The national Big Blood Pressure Check campaign offers free blood pressure and atrial fibrillation (AF) checks via dedicated sites at supermarkets and our Big Blood Pressure Check Vans. It provides a vital service for those people who wouldn't otherwise have the time or money to get tested – two factors that have been exacerbated by the COVID pandemic.

COVID made it difficult to safely host multiple sites on a single day, manned by volunteers. But rather than postpone the event, we decided to turn it into a national road trip with our vans instead – a safer and more controlled environment to run checks! Our two vans toured the length and breadth of Aotearoa for seven months, which gave us more flexibility and the chance to visit all 59 PAK'nSAVE supermarkets, among other places, along the way. Over the course of the road trip we were able to offer **3,859** blood pressure checks and **345** AF checks.

It also allowed us to triple the amount of time spent with a client. This extra time allowed us to take multiple



readings, giving us a more accurate result and enabling us to provide more in-depth health advice. National Health Promotion Manager Julia Rout explained, "We know that more than half of the people who visit our vans go on to improve their health, so we were able to better equip them to do this."

In the future, we're going to operate a hybrid of our usual campaign and our new road trip model to harness the benefits of both systems.

To check out where our vans are headed next, visit stroke.org.nz/big-blood-pressure-check-vans

NO MORE CHEQUES!

Sadly, the Stroke Foundation is no longer able to accept cheques because now all major New Zealand banks have stopped processing them.

This change poses a significant challenge for the Stroke Foundation, as a large percentage of our donations have traditionally come via cheques. A massive **89%** of funding for our critical services comes from generous supporters, alongside corporate supporters and trusts. If you have previously donated via cheque we ask that you please

continue your support so that together we can help prevent stroke and improve outcomes for thousands of stroke survivors.

Here are several easy ways you can continue being part of our country's fight against stroke.

USING CREDIT CARD:

1. Regular Giving (via Credit Card)
2. Appeal Letters (via the donation slip)
3. Online (at stroke.org.nz)
4. Phone (0800 78 76 53)

DIRECT FROM YOUR BANK ACCOUNT:

1. Regular Giving
2. Appeal Letter
3. Online Banking (with the Stroke Foundation as a Payee)

To download more information on these options, visit stroke.org.nz/cheque-alternatives, call us on 0800 78 76 53, or send us an email at supportercare@stroke.org.nz