



STROKES WILL COST NZ \$1.1 BILLION IN 2020

New research commissioned by the Stroke Foundation has estimated the cost of stroke on our country will top **\$1.1 billion in 2020** and will rise to **\$1.7 billion by 2038**. Alongside this enormous financial cost, the New Zealand Institute of Economic Research (NZIER) report shows the staggering human cost for those experiencing stroke. The research forecasts that by the end of 2020, 11,169 people will experience a stroke this year – a 24% increase in the last three years.

This will not only significantly affect the lives of many more New Zealanders, but their immediate and wider families as well, putting additional pressure on our services.

invested in stroke prevention initiatives, which will ensure significantly less people are affected by stroke.

Stroke is often associated with those of an older age group, but of the **11,169 who are predicted to experience a stroke this year, 25%-30% are likely to be under the age of 65**. This figure is even higher for Māori and Pacific people, who are likely to experience a stroke 15 years younger than New Zealand Europeans. Many of those who experience a stroke will be of working age, and this will continue to have a considerable effect on the overall cost of stroke to New Zealand.

But we know that **over 75% of strokes are preventable**. To reduce both the social and economic cost of stroke to New Zealand, more needs to be



...Research story continues inside...

The Stroke Foundation's new vision, developed as part of our strategic plan in 2020, is for a New Zealand where: significant steps are taken to reduce the number of strokes, everyone understands and responds to key stroke risk factors, and anyone affected by stroke is supported and empowered.

Thanks to your donations, the Stroke Foundation is enabled to operate critical services to measure, inform and provide resources about stroke to communities throughout the country. We know that high blood pressure is the number one modifiable risk factor for stroke, and this is a key focus for us. Our annual Big Blood Pressure Check campaign and our Big Blood Pressure Check Vans play an incredibly important role – a role we will expand in the coming years.

Last year, **10,490 people were tested for high blood pressure in our first Big Blood Pressure Check Van. Of those, 1% were referred to a GP that day for**

immediate medical attention. We estimate the **van helped to save almost 150 lives and over \$2,205,000.**

We're also calling on the government to increase investment for **disease prevention from 2%-3% to 5% of their health spending by 2023.**

This new research not only shows the task ahead, but also just how important the role of the Stroke Foundation will continue to be in the next few years. We also hope this research shows you just how important your continued support of the Stroke Foundation will be, with your help we will continue to expand and adapt our services to fight stroke on all fronts, for the health and well-being of New Zealand and all New Zealanders.

Our summary report and the full NZIER report can be found on our website: stroke.org.nz/stroke-foundation-and-nzier-research

THE PREDICTED COST OF STROKE FOR NEW ZEALAND
IN 2020 IS APPROXIMATELY

\$1.1 BILLION

THIS FIGURE IS EXPECTED TO INCREASE TO

\$1.7 BILLION
BY 2038

TWO VANS ON THE ROAD

As highlighted in the opening item of this newsletter, our Big Blood Pressure Check Van is an incredibly important part of the work we do around stroke prevention and health promotion.

Expanding this initiative has been a major goal for us this year, and we're very excited to let you know that we'll soon have a second van on the road, offering free blood pressure and atrial fibrillation checks to thousands more New Zealanders!

Based in Auckland and servicing the upper North Island, our new van was made possible thanks to Perpetual Guardian.

Our first van, launched in October 2018 and proudly supported by Ryman Healthcare, will now be based in Wellington and look after the lower North Island, visiting communities and attending various events from Gisborne down to Wellington.

Our next goal is to have a third van operating in the South Island!

We will be adhering to COVID-19 Alert Level measures as necessary and any changes to the van whereabouts will be shared on our website. Check out where you can get your free check with us at stroke.org.nz/big-blood-pressure-check-van



HOW OUR VANS SUPPORT COMMUNITIES

Our Big Blood Pressure Check Vans make getting a blood pressure check accessible to people in communities across the country. New Zealanders see our van on the road, and it's a great reminder for them to get their annual check.

Angela visited our Auckland based Big Blood Pressure Check Van earlier this year and was thrilled to find that she had a normal reading. After seeing many family members suffer from stroke and hypertension, she didn't want to find herself down the same path, so over a decade ago made significant changes to her lifestyle to better manage her health.

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I THINK THE VAN IS A GREAT INITIATIVE AND HELPS TO EDUCATE PEOPLE ABOUT HIGH BLOOD PRESSURE AND STROKE. I HAVE MY BLOOD PRESSURE TAKEN REGULARLY AS I UNDERSTAND THE IMPORTANCE OF THIS, BUT MY NEIGHBOUR WASN'T AWARE THAT THE ONLY WAY TO KNOW IF YOU HAVE HIGH BLOOD PRESSURE IS TO GET TESTED.

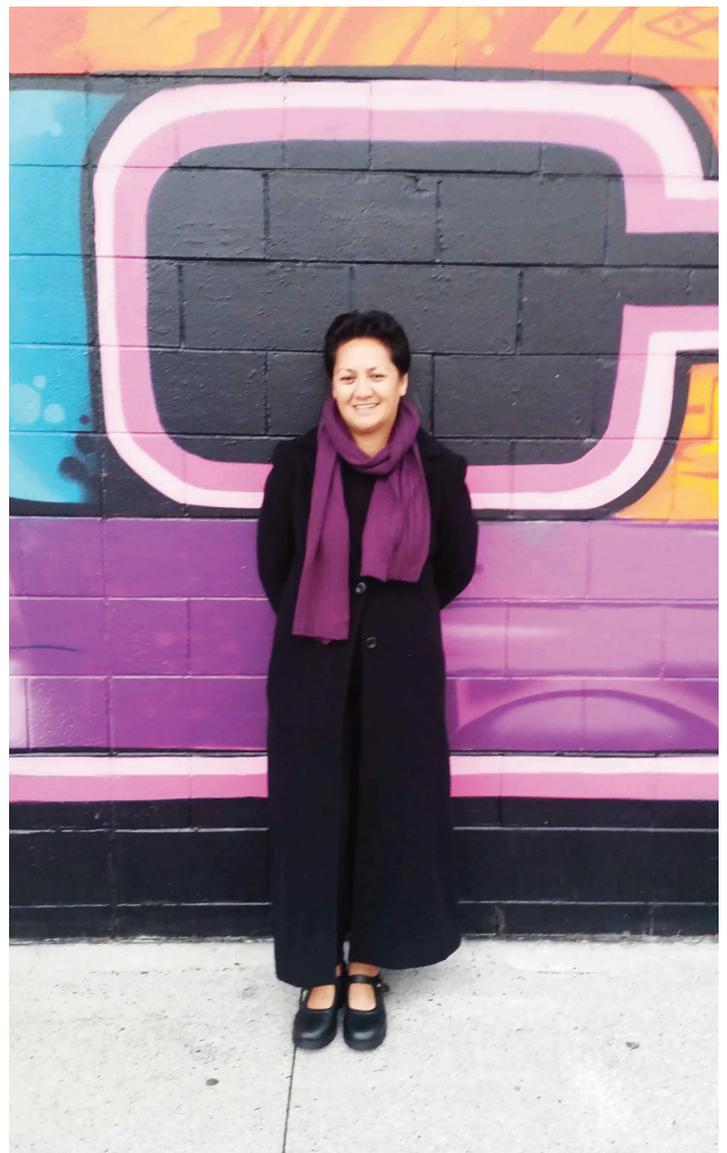
Tragically, Angela's older sister and father both died after experiencing a stroke. Angela told us, "I miss them terribly and the hole they left when they passed devastated our family. But it also made me think, what can I do to ensure that this doesn't happen to me?"

Before her sister passed away, she was in the stroke rehab centre and Angela would visit often. During this time, Angela read pamphlets about how to reduce her risk of stroke and took note of ways to lead a healthier lifestyle, including being more active and eating a healthier diet.

Recognising our Big Blood Pressure Check Van outside her window in February, Angela was not only able to easily get her regular check, she also took her neighbour down so they could get tested together. Angela explained: "I think the van is a great initiative and helps to educate people about high blood pressure and stroke. I have my blood pressure taken regularly as I understand the importance of this, but my neighbour wasn't aware that the only way to know if you have high blood pressure is to get tested."

Learning more about stroke risk factors in the van, Angela and her neighbour decided to round up other neighbours to take a stroll each evening to keep up their fitness and reduce their risk. It's not just her neighbours that Angela has influenced, she's encouraged her family too. Angela told us: "I share my knowledge. They have all seen what happened to our family members and I don't want that to happen to them."

Many people who get their free check in the van tell us how thankful they are for helping them towards better health and raising awareness of stroke risk factors. Your generosity supports this service, meaning we can help more Kiwis across the country.



A LIFE SAVED BY THINKING F.A.S.T.

John works at Orangebox, the company that prints and distributes Stroke Foundation material. Interested in reading the material coming off the printer, John learnt the important F.A.S.T. message which later saved someone's life.

In December, John met Dave at a local Bowling Club, and they agreed to meet up to play a game of lawn bowls together after Christmas. In the new year, John rang the Bowling Club and asked to speak to Dave to get a date in the diary.

John explained: "I noticed that Dave's sentences were mixed up. I didn't think anything of it until he really started to slur his words. I asked him if he was alright, and he said that his arm felt funny. The phone suddenly went quiet and another man answered.

Then it suddenly hit me, I thought, oh hang on, the speech, the arm. So, I asked the man on the phone to check Dave's face. It sounded like Dave was trying to brush it off, so I explained that this could be a stroke and they needed to hang up and call for an ambulance straight away."

Dave's stroke was recognised on the way to the hospital. He received immediate treatment, so was incredibly lucky that John noticed the signs of a stroke in him, even over the phone.



John told us: "I've helped to print the F.A.S.T. fridge magnets and other Stroke Foundation resources so I've seen that message a lot and understand the importance of acting quickly. It's good to have this knowledge, I just never thought I'd have to put it into practise."

The Bowling Club managed to speak to John a few weeks later to let him know that he had saved Dave's life.

"A stroke can happen at any time, as I found out," John explained. "Everyone should know and understand the F.A.S.T. message. I'm pleased I was able to help and hope that by sharing my story, others will learn this important message too."

We are working with the Ministry of Health and Health Promotion Agency (HPA) to continue to spread the F.A.S.T. message to New Zealanders across the country with a nationwide campaign launching in September.

EVENTS

The team is keeping a close eye on changes to COVID-19 Alert Levels and how this may impact planned fundraising activity. With events currently going ahead, here's an update on some events across the country.

ROTORUA GOLF CLUB

Lakeview Golf and Country Club supported the Stroke Foundation through their charity fundraiser 'stroke play' throughout July and August. Green fees were reduced, and a portion of the fee was donated to us. Throughout the two months **\$2,500** was raised! Thank you to all those who went along to show your support!

AUCKLAND MARATHON

Daniela will be taking part in the event and told us: "My

Dad had a stroke when he was my age and despite a lot of improvement from years of physiotherapy he never regained full use of his left arm and hand among other issues. He passed away two and a half years ago so in his memory I'd like to support the Foundation and contribute to spreading stroke awareness in the community. No better way to do it than demonstrating the importance of exercise in daily life!"

Thank you, Daniela, and good luck!

BEANIE UP

We've been completely blown away by the level of support we've had for our Beanie Up campaign this year. Launched in June, and running until August, we introduced three new beanie styles for Kiwis to choose from, alongside our popular grey beanie.

We sold out of our new dark blue beanies and limited-edition blue pom-pom beanies by July and have raised an incredible **\$216,000** overall!

It was fantastic to see so many of you #beanieup, and we loved seeing all the photos coming in of individuals, families, colleagues and groups across the country wearing their beanies!

The Waitakere City Rugby and Netball team all purchased a beanie to keep warm during practice. Snip Salon in Wellington sold beanies in store to customers and many companies bought beanies for staff members, including the teams at Hunter Withers Chartered Accountants in Pukekohe and Allproof Industries in Auckland.

Your generous support of Beanie Up continues to make an incredible difference to over 5,500 stroke survivors

each year, so thank you! This has been a tough year for so many New Zealanders, but we're pleased that an incredible amount has been raised to help those who have been affected by stroke.



WELCOME DOMINIC

A bequest or legacy is a gift left in your will and is a simple and effective way of supporting your favourite charity beyond your lifetime. A bequest has no effect on your financial situation now but will mean so much to the people who we care for in the future.

At the end of August, the Stroke Foundation welcomed a new team member to the fold, Dominic Barrington Prowse, for the role of Donor Relations and Bequests Coordinator. Originally born in Scotland, Dominic is now in his second stint of living and working in New Zealand. Although this time around, it is with a young family and no plan to return to the UK!

Dominic comes to us with an extensive background in sales and financial services and has a passion to help people within the community at large, connecting with them and helping them reach their goals.

"I feel very grateful and excited to be working for such a successful charity. The opportunity to work within the New Zealand community and have an opportunity to give back is a real privilege." Dom loves to travel, explore our amazing country, and stay active.

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MESSAGE FROM OUR CEO



Things have somewhat turned on their heads, as we're all having to once again deal with changes to our day-to-day. While things remain uncertain for now, as always, our priority is to continue supporting those affected by stroke and continue our efforts to reduce stroke through important health promotion messages and campaigns.

The NZIER research has confirmed that our work to date has been on-point, and that we'll have to redouble our efforts to support the increasing number of those affected by stroke.

Over 11,000 New Zealanders are predicted to experience a stroke this year. This figure supports the work of Professor Anna Ranta, whose 2018 research forecast a 40% increase in strokes over the next decade. Alarming, the NZIER research has shown a 24% increase in the last three years alone, so we need to act urgently.

Clearly, we need to significantly increase our work to prevent strokes and we have already developed some existing extensions to our blood pressure campaigns. However, we need the next government to commit to stroke prevention also and so we're stepping up our work to persuade them of this priority. We also have to increase the number of Community Stroke Advisors we employ if we are going to be able to support the vastly increased number of stroke survivors.

We will only be able to have the required impact with your support. Thank you for all you've made possible to date. We're making a difference already, but we need your support in order to expand our work significantly, and quickly.

Mark Vivian
Chief Executive Officer

SUPPORT US

DONATE ONLINE

You can donate securely online via credit card, simply follow this link:

secure.fundraiserpro.com/Donate/Stroke

SET UP AN AUTOMATIC PAYMENT

You can set this up via internet banking.

Our details are below:

Registered name:

Stroke Foundation of New Zealand

Account number: 02 1269 0023111 01

MONTHLY GIVING

A monthly gift, no matter how large or small, is a fantastic way to support us. You can set up a payment by visiting

stroke.org.nz/give-monthly

AUCKLAND MARATHON

Help us to raise important funds to support stroke survivors and their families, by signing up for the Auckland Marathon on 1 November. Find out more information at [stroke.org.nz/](https://stroke.org.nz/Auckland-marathon-2020)

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