



Stroke prevention

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2007 – 2009 Projects



- Primary prevention, raising awareness of high blood pressure and the risk of stroke within African Caribbean and South Asian communities
- Engaging with primary care in order to encourage at risk patients to make lifestyle changes, to avoid the need to take medication.

Pilot Areas



- Brent
- Ealing
- Hillingdon
- Tower Hamlets

Starting point – working with ethnic minority communities



- Mapping local communities
- Providing advice that is relevant to specific communities
- Working with other stakeholders
- Engaging with local health professionals
- Tapping into existing resources; not re-inventing the wheel

Active Intervention – engaging with primary care



- Mapping existing services and health promotion activities
- Identifying gaps in primary health care information around stroke and blood pressure
- Developing tools to encourage lifestyle changes
- Working alongside primary care where possible

Achievements



- Awareness sessions in the pilot areas aimed specifically at ethnic minority groups. Some of these have taken place alongside other organisations such as Diabetes UK and Afiya Trust
- Additional translation of the 'Preventing a stroke' leaflet in Somali
- A dvd of vox pops aimed at the Bangladeshi community is in development to be shown at an awareness session in Tower Hamlets
- Health trainers are being trained in stroke prevention
- Healthy recipe cards developed alongside student chefs at Thames Valley University in Ealing
- A patient blood pressure toolkit is being developed with the involvement of the NWL stroke network
- Creation of a network of grass root workers from different charities in order to share best practice

The future



- Sustainability of project work
- Mainstreaming policy around 'bme' groups
- Tackling inequalities
- Working alongside national initiatives such as the stroke strategy and the government's cardiovascular risk assessments

Strategy development



- Assessing need and prioritising
- Engaging with local community organisations, existing networks and the third sector
- Setting up focus groups; talking to stroke survivors and at risk groups about gaps in stroke prevention
- Training:- The recent publication of the National Stroke Strategy talks of the role of primary care and highlights the lack of knowledge even amongst health professionals
- A shift from an NHS centred approach to more involvement from local authorities, with a more “**pro-active approach to preventing ill health**” (commissioning framework for health and well being)
- Use of terminology:- The difference between ‘hard to reach’ and ‘don’t know how to reach’
- Don’t expect people to come to you
- What do you/they do once you’ve reached them?

The Stroke Association services



As an organisation we offer a number of different services:

- Health promotion
- BME service
- Family and carer support
- Communication support
- Community integration
- People of working age service