

# Your Rotary Club is invited to make a difference at **NATIONAL STROKE WEEK** 4-10 September 2017

## What is National Stroke Week?

National Stroke Week is the Stroke Foundation's annual awareness campaign. This year with the help of Medtronic International, the Stroke Foundation is focussing on delivering a grass roots campaign in regional and rural communities across Australia as a part of National Stroke Week on 4-10 September.

## Did you know?

- › Stroke kills more women than breast cancer and more men than prostate cancer. It is one of the leading causes of adult disability in Australia.
- › More than 80 percent of strokes can be prevented.
- › Over 4.1 million Australians suffer from high blood pressure, a key risk factor for stroke. The lower your blood pressure, the lower your risk of stroke.

Bringing the spotlight on stroke in September, we need your help to reach Australians with lifesaving messages on how they can identify the signs of stroke as well as reduce their own risk of stroke. Small changes like a regular health check, maintaining a healthy diet, daily exercise or reducing salt can make a big difference.

## How can your Club help?

As a national charity, reaching regional and rural communities can be challenging due to resourcing and the sheer size of Australia. Research shows us there is no postcode untouched by stroke.

We are looking to partner with Rotary Clubs around Australia – particularly those located in regional and rural locations – to support our grassroots campaign by hosting an activity so their local community doesn't miss out on vital health messages.

These activities would take place during September 2017 in line with the national campaign.



## What does an awareness activity involve?

Raising awareness of stroke in your community could save someone's life.

A stroke awareness activity might include:

- › Setting up a public awareness display in your local shopping centre.
- › Hosting a public morning/afternoon tea.
- › Organising a healthy event i.e. social walk around the park or a healthy bake sale.
- › You can also add a health check to your activity. We provide the tools to make this simple.

Blood pressure, otherwise known as the 'silent killer', is a known risk factor for stroke. By participating in a health check individuals are able to gain a better understanding of their risk factors, including high blood pressure, cardiovascular disease and type 2 diabetes. If they are identified to be at high risk the health professional can refer them to their doctor for a comprehensive assessment.

A health check is a great value-add to a Stroke Week activity. We can assist you to find a local pharmacy, hospital or health care worker to undertake the checks.

The check includes a short questionnaire followed by a blood pressure check undertaken by a health professional.

## What about promotion and resources?

Depending on which activity you nominate, we will provide your designated contact with a detailed Coordinator Kit filled with tools, tips and ideas to assist in the planning of your clubs activity. This will be sent in March/April.

Closer to Stroke Week a promotional kit including resources, media release, posters and merchandise will be sent to your designated contact to assist with local promotion.

We will also be approaching major media to help spread the message and your involvement as a part of Stroke Week promotions. This will generate community awareness of the program being offered by participating clubs.

## How do you get involved?

It's simple! Register your Rotary club online now at [strokefoundation.org.au/strokeweek](https://strokefoundation.org.au/strokeweek) or email [strokeweek@strokefoundation.org.au](mailto:strokeweek@strokefoundation.org.au)

## Questions?

If you have any questions please contact the Stroke Foundation Marketing team at:

✉ [strokeweek@strokefoundation.org.au](mailto:strokeweek@strokefoundation.org.au)

☎ 1300 194 196

