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Stroke  
association

# Impact report

## 2015-16



# Stroke Association **Impact** report 2015-16

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# Welcome

Stroke is one of the greatest health challenges of our time. Every year, there are about **152,000 strokes in the UK**, and over half of all stroke survivors are left with a long term disability.

However, while the demand for on-going care and support grows, funding for health and social care services is decreasing. At the Stroke Association, we are committed to supporting stroke survivors: in 2015-16, we helped more than 62,000 people directly through our Life After Stroke Services and approximately 15,000 more people used our helpline. We have also worked across the UK to make stroke a political priority, campaigning to ensure that vital treatments and services are accessible throughout the country.

A stroke can happen to anyone at any time. Last year, we engaged more people than ever before through the Act FAST campaign to help people to recognise the signs of a stroke, and through Know Your Blood Pressure events to help people understand their risk of stroke.

I joined the Stroke Association in June 2016 and am honoured to lead a charity that makes such a difference to people's lives. The more I learn about stroke survivors' and carers' experiences, the more inspired and impressed I am at the incredible courage and positivity that so many show in the face of adversity. I would like to thank all of our amazing volunteers, fundraisers, campaigners, donors and staff for their hard work and commitment to improving the lives of stroke survivors and their families.

**Together we can conquer stroke**



**Juliet Bouverie**  
Chief Executive, Stroke Association



# Together we ... made a difference

We are the UK's leading charity dedicated to conquering stroke.

From our helpline to our Life After Stroke services, we provide information, support and advice every step of the way to enable stroke survivors to make the best recovery they can. We rely on your support to provide these vital services, campaign for better stroke care and to fund research so we can improve the lives of people affected by stroke.

“Thank you for your help. It's so important to be able to ask for help from 'people in the know' and not have to keep going back to the GP. I am so grateful.”

**Stroke Information Service user**

In 2015-16, with your support we've:

- **informed, advised and supported more than 80,000** people affected by stroke through our website, helpline and vital stroke information resources
- **helped prevent avoidable strokes** by enabling over 60,000 people to understand their risk of stroke through our Know Your Blood Pressure campaign – and helped a fifth of those to take action by referring them to their GP
- **engaged, encouraged and supported 3,885** dedicated volunteers, who generously gave their time and helped us to support more people affected by stroke
- **raised £36.5m total income** to benefit stroke across across the UK .



# Together we ... prevented avoidable strokes

We informed more people about stroke by:

- **Working with Public Health England (PHE) to create a new FAST test animation** about recognising the signs of stroke, which increased understanding of the message by 19%. PHE also supported our FAST Forward campaign in February 2015, which reached over 1 million people. FAST messages were included on emergency vehicles throughout Wales thanks to our partnership with the Welsh Ambulance Trust.
- **Expanding our Know Your Blood Pressure (KYBP) events.** Over half of all strokes are caused by high blood pressure. Thanks to partnerships with Rotary International in Great Britain and Ireland, Vision Express, Royal Mail and BUPA we ran a record 1,814 KYBP events in 2015-16.
- **Checking more than 60,000 people's blood pressure.** We referred 12,000 people with high blood pressure to their GP, including 3,000 urgent referrals.
- **Developing AF: How can we do better?** Atrial Fibrillation (AF), a type of irregular heartbeat, increases a person's risk of stroke five-fold, but is preventable with anti-coagulation medication. Working with PHE and other stakeholders, we developed AF resource packs for local commissioners to show how they were performing in preventing these devastating strokes in their area. These have since been downloaded more than 3,500 times.

"I was with my 4 year old nephew when I had my stroke, but he knew what was going on and got help. That proves the adverts work."

Stroke Club volunteer

# FAST

Face



Arm



Speech



Time



# Together we ... worked to ensure best support and care

We fought for better stroke care by:

- **Influencing support for stroke at the highest level.** Our work with the All Party Parliamentary Group on Stroke led to a House of Lords debate on the need for a National Stroke Strategy for England in November 2015. In March 2016, we also launched campaigns in Scotland, Wales and Northern Ireland to commit political parties to doing more to prevent strokes.
- **Surveying stroke survivors treated with mechanical thrombectomy.** We conducted and submitted the first ever survey of people treated with this revolutionary treatment to the National Institute for Health and Clinical Excellence. The findings were used to give this vital treatment the greenlight for use on the NHS. We are working with NHS England to make this more widely available.
- **Influencing work on clinical guidelines on the treatment of stroke in children,** which for the first time will include both ischemic and haemorrhagic stroke. This is important because half of children who experience stroke have a bleed, compared to fewer than 15% in adults.

“[A new national strategy] must push the reorganisation of acute care, tackle the unacceptable variation in after-stroke care and drive new advances in prevention, treatment and research.”

**Baroness Wheeler**



# Together we ... extended our services and long term support

In 2015-16, we helped people to cope with the long-term effects of stroke by:

- **Ensuring anyone affected by stroke could access the information they need**, at any time, free of charge. More than 80,000 people sought guidance from our website, factsheets and telephone helpline.

“I was feeling desperate but the lady I spoke to was reassuring and took time to understand my needs. She sent through lots of helpful information very quickly.”

Helpline caller



- **Offering direct support to stroke survivors, families and carers.** Our expert Life After Stroke co-ordinators worked across 300 UK locations and supported around 60,000 people. Working on a recovery plan with us helped 94% of stroke survivors achieve one or more of the recovery goals that mattered most to them. We helped 88% of carers increase their confidence in caring for their loved one. Our helpline also supported 15,000 enquiries.
- **Growing our network of stroke clubs and groups in local communities from 428 to 457.** This includes voluntary groups specifically for stroke survivors with communication difficulties following our merger with Speakability in April 2015.



“The Stroke Association and this group gave me my life back ...”

Stroke Group member

- **Encouraging and supporting 3,885 volunteers**, who gave 136,000 hours of their time, enabling us to support more people.
- **Giving stroke survivors opportunities to re-engage with their communities.** We piloted a Back to Work Service and increased our training for volunteers wanting to help run clubs and groups.
- **Helping stroke survivors to help each other.** In its first year, My Stroke Guide offered online information, advice and a space to share and learn from experiences to around 1,000 stroke survivors and carers.
- **Tackling financial hardship.** Thanks to Royal Mail's fundraising, we distributed more than £230,000 in Life After Stroke Grants to 1,013 people struggling with the financial aftermath of stroke.

# Together we ... built research and promoted knowledge

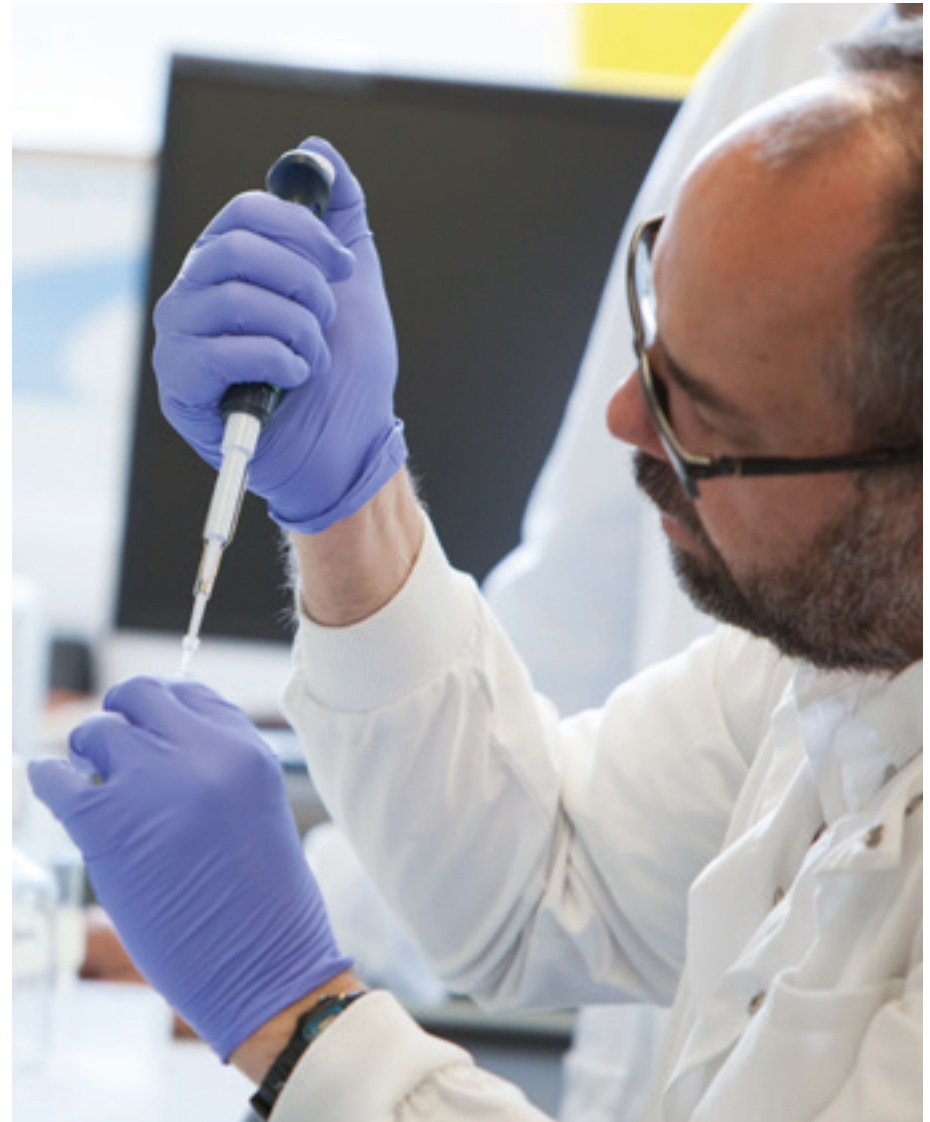
In 2015-16:

- **Our researchers were able to gain £14.19m** of further funding after receiving £13.61m for their research from the Stroke Association.
- **We invested £3.65m into new research awards**, of which just over £1m was gained through matched and joint funding from others.
- **We supported two lectureships and four fellowships** to support the careers of stroke researchers, building capacity and developing the next generation of stroke research leaders.

“[The lectureships have] given me protected time to do writing, thinking and build collaborations. [The Stroke Association] as a brand carries weight too; it’s like a kite mark of quality.”

## Health care professional

- **We launched a new £2.2m priority programme** called ACT-VAD in collaboration with Alzheimer’s Society and the British Heart Foundation to support research into vascular dementia, the type of dementia that is closely linked to stroke.
- **We have worked in consortia to gain greater funding for three stroke research projects through the EU’s Horizon 2020 programme**, winning our largest project to date worth €4.4m for a seven-country consortium on the use of technology in stroke self-management.





# Together we ... trained and resourced health and social care professionals

A third of stroke survivors in the UK are dependent on others. We work with professionals across disciplines to ensure they understand the effects of stroke and the needs of those in their care:

- **Our UK Stroke Forum and Northern Ireland Stroke Conference** brought 1,600 stroke professionals and researchers together to share ideas through talks, meetings and workshops, with the aim of improving care standards for stroke survivors.
- **In Scotland, we delivered a Vascular Health Training project** with 79 social care providers and 147 Stroke Awareness Leads, who in turn reached 900 staff with stroke awareness and prevention messages.
- **We helped more health professionals to gain stroke training.** Solihull became the first stroke rehabilitation ward in the UK to get their health care assistants and qualified staff stroke trained to QCF Level 2 and Level 3. We aim to replicate this in five more stroke wards across two regions.
- **We established our 'Training for Trainers' course**, enabling those responsible for learning and development within their organisation to deliver a half-day stroke awareness session. With funding from Allergan, we held master-class events in London, Cardiff and Stirling, reaching 200 stroke professionals.
- **We developed an award scheme to raise standards in care homes**, to help staff and residents to understand the needs of stroke survivors, promote stroke prevention and react quickly to stroke warning signs.



**“The Stroke Association’s Stroke Care Management Qualification should be the benchmark for all stroke wards.”**

**Stroke Ward Manager**

# Together we ... took steps to become world class

We've focused on enhancing the capability and effectiveness of our people:

- New induction programmes for staff and volunteers help us make an impact from day one.
- We developed and launched a new database to provide valuable information to colleagues about the full range of stroke support across the UK.

"I'm so pleased to be able to roll up my sleeves and Give a Hand and Bake for the Stroke Association. Baking is such an important part of my life now, and I wouldn't be where I am without the support of this fantastic charity."

**Stroke Association fundraiser**



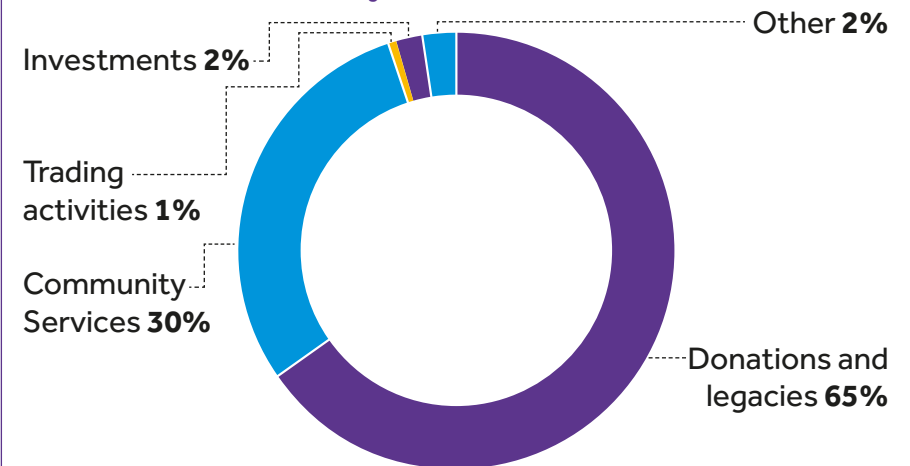
## We've raised funds efficiently and creatively to support people affected by stroke. In 2015-16:

- we achieved a total income of £36.5m
- we raised a total overall voluntary income of £23.9m, despite external challenges such as a stagnant economy, political uncertainty in the lead up to a general election and wider negative publicity about the voluntary sector and fundraising techniques
- legacy income reached £10.7m, our second highest total ever. This remains our biggest source of the fundraised income
- income from corporate partnerships increased by 50% from £1m to £1.5m, thanks to our partnership with Royal Mail, which continues into 2016-17 with the aim of raising £2m
- we held a gala dinner at Buckingham Palace that raised over £700,000 in gifts to fund our Moving Forward project promoting physical activity for stroke survivors.

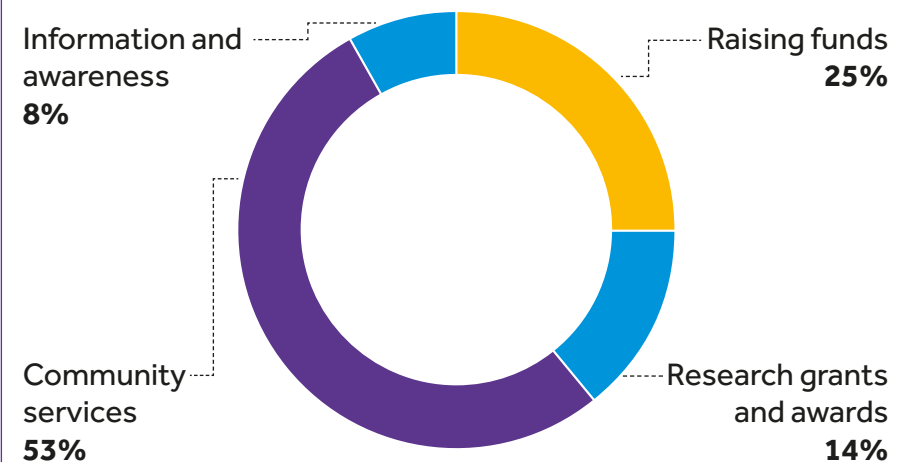
## We've made it easy for people to support our work:

- In 2015-16, more than 10,400 people took part in abseils, runs, walks, cycle rides and other fun community activities, raising nearly £4m, 4% more than 2014-15.
- We also launched two new fundraising ideas for our community and events supporters, including Give a Hand, which encourages people to try an activity, like baking, with their non-dominant hand, and Bring Me Sunshine, which saw people hosting summer themed parties in February to banish the winter blues.

### How we raised our money



### How the money was spent



# Together we ... can conquer stroke

## We are the Stroke Association

We believe in life after stroke. That's why we support stroke survivors to make the best recovery they can. It's why we campaign for better stroke care. And it's why we fund research to develop new treatments and ways of preventing stroke.

**We're here for you. Together we can conquer stroke.  
If you'd like to know more please get in touch.**

**Stroke Helpline:** 0303 3033 100

**Website:** [stroke.org.uk](http://stroke.org.uk)

**Email:** [info@stroke.org.uk](mailto:info@stroke.org.uk)

**From a textphone:** 18001 0303 3033 100

We are a charity and we rely on your support to change the lives of people affected by stroke and reduce the number of people who are struck down by this devastating condition.  
**Please help us to make a difference today.**

## Together we can conquer stroke.

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