

Copeland Community

stroke
prevention
project





Who are we?

A group of people and organisations who are concerned about the high numbers of people having a stroke in our area. It is suggested that up to 85% of strokes have the potential to be avoided, so we wanted to do something to help people find out if they have risk factors that can be identified and treated, and raise awareness of lifestyle choices that can improve their health.

We have looked at which areas have really high numbers of members of their community having a stroke and working with 4 pharmacies to offer free drop-in testing. They are:

- Mirehouse Pharmacy - 59 Meadow Road, Mirehouse, Whitehaven
- Seacliffe Pharmacy - High Road, Kells, Whitehaven
- Seascale Pharmacy- Gosforth Road, Seascale
- Whitehaven Late Night Pharmacy, Whitehaven



Feedback

We have held events in Whitehaven and Distington.

14th June 2019

Whitehaven Traders Day in St Nicholas Gardens



We had two testers from Community Pharmacy Cumbria from 10.30-4.00, who saw the following numbers and made appropriate referrals.

	Results	Comments
Number of people seen	80	
No who had BP checked in the last 6 months	21	
Age Range	19-80	
Health Promotion given	75	BHF – Blood Pressure / Cholesterol One You card tried to catch everyone !
AF detected	2	Both checked by JH - Pt 1 - referred to GP surgery DOB 20/11/52 - Pt 2- No action needed DOB 12/8/99
Number referred to pharmacy	11	Patients recommended and referred to one of the 3 pharmacies within the project. Further checks will take place and home monitoring given if required. Once patient returns with monitor and depending on results reassurance or refer to GP. Health promotion advice discussed with each patient.
Feedback forms		Positive

“ Feedback and Follow ups:

A patient arrived here (Seacliffe pharmacy) on Friday. She was retested, reassured and received a home monitor to check her BP over the coming week.

A thank you from one young man who had lost a close family member with heart problems but had been putting off getting tested.

A business owner who has struggled to find the time to visit the GP who has been referred to the community pharmacy project.

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We had three community pharmacy testers between 10.30-14.00, and John Howarth tested from 2.00-4.00.

	Results	Comments
Number of people seen	135	
Age Range	31-80+	
Irregular heart rate / pulse	1	Checked by John Howarth - referred to GP Practice for ECG
Number referred to pharmacy	10	
Feedback forms		Positive

Feedback and Follow ups:

One lady encouraged her husband to take the test only to find out that she needs a further referral.

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From the Feedback forms received we have the following demographic data.

Whitehaven Traders Day

Age profile:

up to 20	3
21-30	5
31-40	4
41-50	10
51-60	15
61-70	19
71-80	3
80 plus	0

Would have been checked if not here:

Yes	24%	15
No	57%	36

Gender profile:

Female	63%	40
Male	29%	18

Distington Vintage Rally

Age profile:

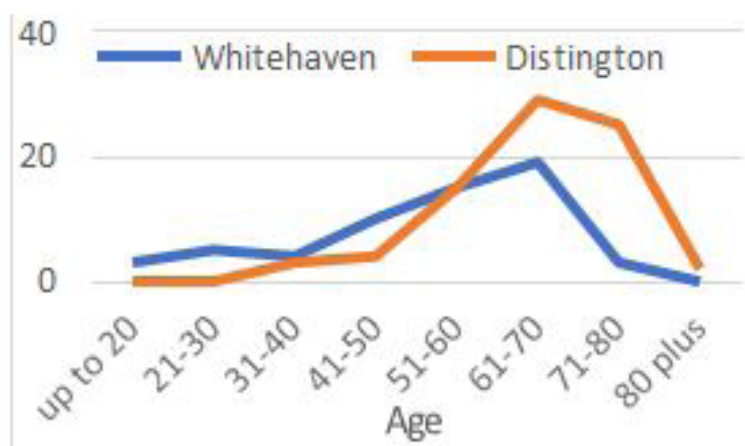
up to 20	0
21-30	0
31-40	3
41-50	4
51-60	15
61-70	29
71-80	25
80 plus	2

Would have been checked if not here:

Yes	40%	34
No	58%	49

Gender profile:

Female	38%	32
Male	60%	51



Almost everyone who took part found the service and excellent or good.



What have we experienced and what next?

The **age and gender profiles** for the Whitehaven trader's day differs from that at the Vintage Rally, as we would expect.

We need to find a **mix of events** to make sure we are enabling as wide a group of people to access the service as possible and consider the wards we know from public health have high attendances for stroke.

How they heard about us? Most people were either just walking past the Gazebos or heard about us by **word of mouth**, both from volunteers and family or friends. Many people at the Whitehaven event found out about us through social media. Few people heard about

us through radio or local newspapers. We need to explore targeted paid for **social media**.

Crucial to success are the **chatty volunteers** who are customer-facing and engage with passers-by.

Why were people getting tested? Many had existing medical conditions and took the **opportunity** to have a check-up. Others wanted some peace of mind. Many were **encouraged to take part by family members**. Only a few said that they can't get to a GP, but it is clear that many don't have regular tests / visits to their GP's.

What are people going to do next?

Overall 20% of those seen were referred to Pharmacy or GP, with one being referred ASAP to A&E. Referral in Whitehaven was 13.8% (11) and 23.7% (32) in Distington.

There were many who said they would do nothing following the visit. This may be OK for most but only a small number said they would make any changes to behaviours losing weight, stopping smoking or taking more exercise. I wonder if we should make sure that we are more proactive in talking to people about behaviours choices.



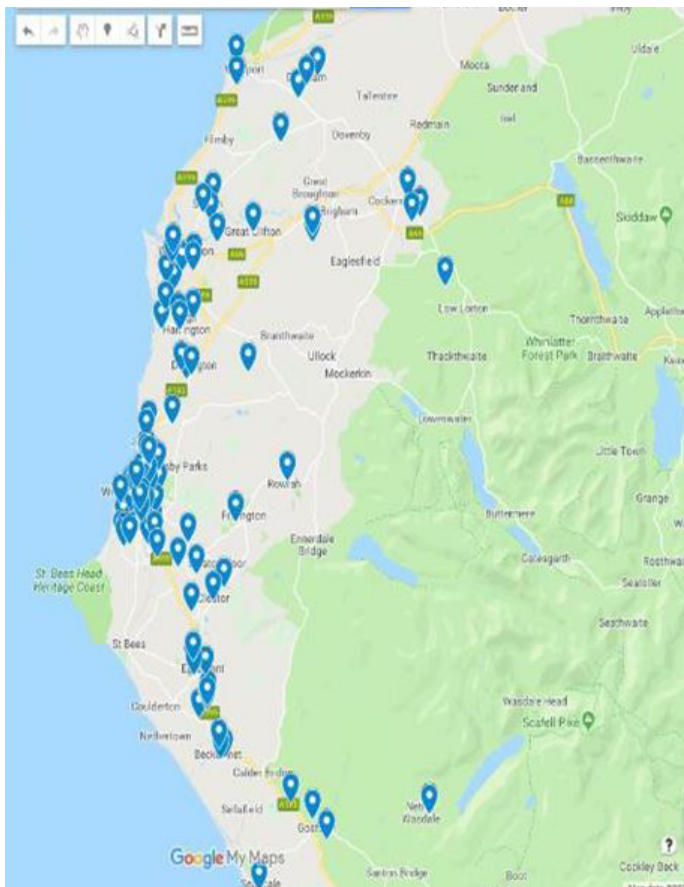
Why did people find it useful?

Most were reassured and received better understanding of their personal health issues. Many, particularly at Whitehaven hadn't been to their GPs regularly but many understood that having a check-up is good thing to do.

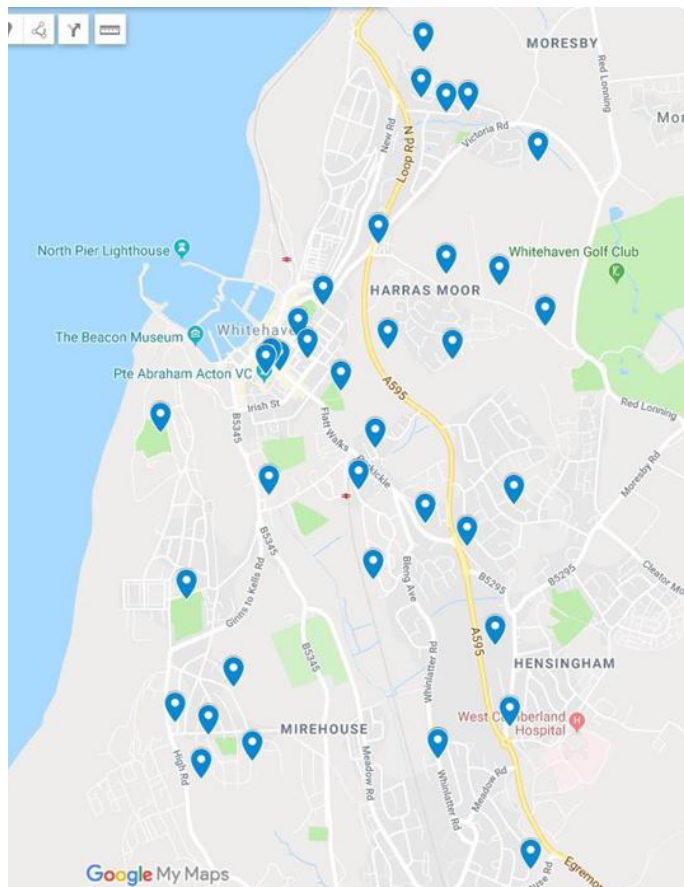
Where did people come from?

Overall these were two really good community centred days. Many of those visiting the stands were reassured and / or referred. Whilst we cannot be certain we have avoided any strokes from taking place we have enabled a better understanding of the issues. We have also shown that this form of community engagement can work, and several people have come forward willing to help take the idea forward.

Whitehaven Traders Day



Distington Vintage Rally



As expected, particularly at the Distington event people were from a wide geographical area. Given that the initiative is aimed at improving the situation in Copeland. We can map the location of most respondents.

