

THU 11 OCTOBER 2018

2018 National AF Awareness Week



Map Overlay - Audience



“

Stroke Foundation media activity in support of Atrial Fibrillation Awareness Week generated an estimated 117 media mentions, reaching 901,402 Australians.

Coverage was attained across print, radio and online media.

Regional radio news coverage generated the greatest results with news grabs featuring on more than one hundred stations over the week reaching more than 737,400 Australians. Please note this coverage is not depicted on the above graphic as Mediaportal has limited ability to pick up this type of coverage.

Media was generated via national and state media releases, as well as pre-recorded radio news grabs.

This was built on by social activity. The campaign had a reach of 147,300 on Twitter, Stroke Foundation Facebook content reached 3,400 Australians.



Keeping Healthy

Northern Valleys News, WA, General News

01 Sep 2018

Page 36 • 1414 words • Photo: Yes • Type: News Item • Size: 103.00 cm² • WA • Australia • AF Awareness Week • ID: 1007580490

Think! - a healthy living lever you can pull Dr Keith Brown, Proactive Health Chiropractic

[View original](#) - [Full text: 1414 word\(s\), ~5 mins](#)

Audience

N/A CIRCULATION



Keeping stroke front of mind

South Sydney Herald, Sydney, General News, Marie Healy

01 Sep 2018

Page 4 • 342 words • Photo: No • Type: News Item • Size: 157.00 cm² • NSW • Australia • AF Awareness Week • ID: 1007592941

HEALTH MY last column stressed the importance of getting urgent attention if you suspect a stroke.

[View original](#) - [Full text: 342 word\(s\), ~1 min](#)

Audience

16,000 CIRCULATION



Five tips to reduce stroke risk

Hopetoun Courier & Mallee Pioneer, Hopetoun VIC, General News

06 Sep 2018

Page 3 • 492 words • Photo: No • Type: News Item • Size: 246.00 cm² • VIC • Australia • AF Awareness Week • ID: 1004763405

THE Stroke Foundation is urging Victorians to follow the five top tips for a healthy lifestyle to help reduce their stroke risk this National Stroke Week (September 3-9). Stroke attacks the brain - the human control centre - it can strike in an instant and change the lives of those impacted and their loved ones forever.

[View original](#) - [Full text: 492 word\(s\), ~1 min](#)

Audience

383 CIRCULATION



Survivor states stroke risk

Mandurah Mail, Mandurah WA, General News, Carla Hildebrandt

06 Sep 2018

Page 6 • 447 words • Photo: Yes • Type: News Item • Size: 448.00 cm² • WA • Australia • AF Awareness Week • ID: 1004974899

A MANDURAH man has shared his nightmare experience of having a "massive stroke", which left him fighting for his life, in the hopes of encouraging others to act earlier than he did. Richard Haley has called for the community to be aware of their risk ahead of National Stroke Week, which runs from September 3 to 9.

[View original](#) - [Full text: 447 word\(s\), ~1 min](#)

Audience

37,400 CIRCULATION



Top tips for National Stroke Week:

Coober Pedy Regional Times, Coober Pedy, General News

06 Sep 2018

Page 11 • 188 words • Photo: No • Type: News Item • Size: 115.00 cm² • SA • Australia • AF Awareness Week • ID: 1006511702

Stay active - Too much body fat can contribute to high blood pressure and high cholesterol. Get moving and aim to raise your heart rate through exercise at least 2.5 to 5 hours a week. Eat well - Fuel your body with a balanced diet. Drop the salt and check the sodium content on packaged foods.

[View original](#) - [Full text: 188 word\(s\), <1 min](#)

Audience

5,000 CIRCULATION



Tips on how you can avoid stroke

Ipswich Advertiser, Ipswich QLD, General News, Ashleigh Howarth

12 Sep 2018

Page 5 • 524 words • Photo: Yes • Type: News Item • Size: 470.00 cm² • QLD • Australia • AF Awareness Week • ID: 1007052086

THE Stroke Foundation is urging Queenslanders to take control of their health and to take steps to reduce their chance of suffering a stroke. Stroke attacks the brain control centre it can strike in an instant and change the lives of those impacted and their loved ones forever.

[View original](#) - [Full text: 524 word\(s\), ~2 mins](#)

Audience

33,897 CIRCULATION



Get screened this week

Yass Tribune, Yass NSW, General News, SAM HOLLIER

19 Sep 2018

Page 8 • 471 words • Photo: Yes • Type: News Item • Size: 441.00 cm² • NSW • Australia • AF Awareness Week • ID: 1010356877

PHARMACIES aren't just the place to get prescriptions filled and buy other health-related products, they are also somewhere convenient you can go to get checked for certain conditions. Miller's Pharmacy on Comur Street in Yass has three programs in particular that are on right now or starting this week.

[View original](#) - [Full text: 471 word\(s\), ~1 min](#)

Audience

679 CIRCULATION



Fast, simple check could be a life saver

Coffs Coast Advocate, Coffs Harbour, General News

22 Sep 2018

Page 20 • 331 words • Photo: Yes • Type: News Item • Size: 316.00 cm² • NSW • Australia • AF Awareness Week • ID: 1012228441

Cut stroke risk with an atrial fibrillation test HOW is your heartbeat? You may be living with an undetected killer putting you at serious risk of stroke. It's estimated more than 4400 people in the Cowper federal electorate have atrial fibrillation, an irregular heartbeat that can have fatal consequences if left untreated.

[View original](#) - [Full text: 331 word\(s\), ~1 min](#)

Audience

30,340 CIRCULATION



Hundreds at risk: Pharmacists

Barrier Daily Truth, Broken Hill NSW, General News

26 Sep 2018

Page 2 • 155 words • Photo: No • Type: News Item • Size: 83.00 cm² • NSW • Australia • AF Awareness Week • ID: 1013789000

Hundreds of Broken Hill residents may be living with an undetected killer that is putting them at serious risk of stroke, according to local pharmacists. Atrial fibrillation is an irregular heartbeat which can have fatal consequences if left untreated. Almost one in three of those who have the condition don't even know it.

[View original](#) - [Full text: 155 word\(s\), <1 min](#)

Audience

4,945 CIRCULATION



Stroke: manage the risk and act fast

Castlemaine Mail, Castlemaine VIC, General News

28 Sep 2018

Page 12 • 956 words • Photo: Yes • Type: News Item • Size: 479.00 cm² • VIC • Australia • AF Awareness Week • ID: 1015183836

The effects of a stroke are life changing. It's one of our biggest killers and a leading cause of disability. In Australia one stroke occurs every nine minutes, but it's estimated that more than 80 per cent could be prevented by managing risk factors and living a healthy lifestyle. Liz Denniston, occupational therapist and member of the neurological team at Castlemaine Health works with a wide range of specialists and clinicians to meet the needs of people who had a stroke.

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Audience

2,424 CIRCULATION



Keeping Healthy

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Think! - a healthy living lever you can pull

By Kath Brown, Positive Health Champion

We are incredibly powerful - the thoughts we choose to have change us, then we change our world.

Thoughts often come upon us, unbidden, in moments. Like when someone driving behind you comes over the hill and brakes their bleeding headlights on. There's a fraction of a second when we choose what happens next. Do you shield your eyes with a hand, stare some driver through, flash your high beams, or just light up the world with your own bigger question? To choose that all that thinking, including a decision, can be done in much less than a second.

Before we act or react we are able to choose our thoughts and actions. Positive is the word Stephen Covey (The 7 Habits of Highly Effective People) uses to describe this especially human capacity. It means that we can always positively and effectively choose a new way forward.

This is true in the middle of a heated discussion.

It's true each time the fridge door opens.

It's true when a walk and the couch are both options.

Think F.A.S.T and act fast!

National Stroke Week is here again! From the 1st to the 9th of September Biondon and Gingen Pharmacies will be participating in the Australian Stroke Foundation's stroke prevention initiative.

Stroke is one of Australia's biggest killers and a leading cause of disability. One in six people will have a stroke in their lifetime. Last year alone, there were more than 40,000 acute and recurrent strokes - that is 1000 strokes every week or one stroke every 19 minutes. Stroke kills more women than breast cancer and more men than prostate cancer. Around 50% of those living with stroke also suffer a disability that impacts their ability to carry out daily living activities unassisted.

A stroke happens when blood supply to the brain is interrupted. Blood is carried to the brain by blood vessels called arteries. Blood contains oxygen and important nutrients for your brain cells. Blood may be interrupted through an artery, because the artery is blocked (ischemic stroke) or because blood vessels rupture (hemorrhagic stroke). When blood cells do not get enough oxygen or nutrients, they die. The area of brain damage is called a cerebral infarct.

Brain cells usually die shortly after the stroke starts. However, some cells can last a few hours, if the blood supply is not cut off completely. If the blood supply can be restored in the minutes and hours after the stroke, some of these cells may survive.

A 'mini stroke' or transient ischaemic attack (TIA) happens when there is a temporary interruption to the blood supply to the brain. It causes the same symptoms as a stroke, but these go away completely within 24 hours.

The National Stroke Foundation recommends the F.A.S.T. test to so not wait to remember the most common signs of stroke. Using the F.A.S.T. test involves asking three simple questions:

- Face - Check their face. Has their mouth drooped?
- Arms - Can they lift both arms?
- Speech - Is their speech changed? Do they understand you?
- Time - Is it critical. If you are any of these signs call 000 straight away.

A stroke is always a medical emergency.

The longer a stroke remains untreated, the greater the chance of stroke related brain damage. Emergency medical treatment soon after symptoms begin improves the chance of survival and successful rehabilitation.

The risk of stroke and second stroke is influenced by a number of factors. The more stroke risk factors you have, the higher your chances of having a stroke. Stroke risk factors fall into three groups:

1. Stroke risk factors that you cannot control, including age, gender, and a family history of stroke.
2. Medical stroke risk factors including TIA, irregular pulse (atrial fibrillation), diabetes or rheumatoid arthritis.
3. Lifestyle stroke risk factors that you can control.

- High blood pressure (hypertension) - is the most important known risk factor for stroke. High blood pressure can cause damage to blood vessel walls, which may eventually lead to a stroke.
- High cholesterol (hyperlipidaemia / dyslipidaemia) - contributes to blood vessel disease, which often leads to stroke.
- Cigarette smoking - smoking can increase your risk of stroke or further stroke by increasing blood pressure and reducing oxygen in the blood.
- Obesity or being overweight - being overweight or obese can increase the risk of stroke. Too much body fat can contribute to high blood pressure, high cholesterol and can lead to heart disease and Type 2 Diabetes. If you are unable to maintain your weight within recommended levels, ask a doctor or dietitian for help.
- Poor diet and lack of exercise - being inactive, overweight or both can increase your risk of high blood pressure, high blood cholesterol, diabetes, heart disease and stroke.
- Drinking too much alcohol - drinking large amounts of alcohol (six or more standard drinks per day) increases your risk of stroke.

At Biondon and Gingen Pharmacies we will be conducting free health checks for eligible persons to help assess your risk of stroke. Ask to see to see if you qualify. While there, you can get more information on lifestyle stroke risk factors that you can control. Self Care Fact Cards available from these pharmacies include topics such as High Blood Pressure, Weight and Health, and Diabetes Type 2 as well as lifestyle topics such as Fat and Cholesterol, Smoking, Alcohol, Exercise and the Heart.

My Health Record roadshow

A team of My Health Record experts will be visiting Lancolin, Jurien Bay, Meena, Dardanup and Gingen on Monday 10 and Tuesday 11 September to inform the community about the benefits of My Health Record, and how to opt-out, if they wish.

By the end of 2018, every Australian will have a digital My Health Record, unless they choose not to have one. Having a My Health Record means that a summary of a person's important health information like allergies, current conditions and treatments, medication details, pathology reports or diagnostic imaging reports can be digitally stored in one place.

WA Primary Health Alliance general manager, Linda Richardson, said My Health Record will contribute to better patient outcomes and improved patient care.

"Working across the health sector, we see the need for more efficient information sharing. That is one of the significant benefits of My Health Record as it will connect the different health providers through one system and give people more insight and control of their own health information," Ms Richardson said.

Having a My Health Record has many advantages and it is easily accessible to authorised doctors, specialists, hospitals and allied health professionals.

It will be much more convenient, not having to remember and repeat your medical history, including chronic conditions and medications, as all this information can be uploaded to the My Health Record by healthcare providers.

"When medical emergencies arise when

travelling from a regional area to the city or interstate, a hospital can quickly access the person's My Health Record, review their health summary and treat them appropriately, something that currently is not available," Ms Richardson said.

Details for the My Health Record community information sessions are as follows:

Monday 10 September
Lancolin CEC at 10am
Jurien Bay CEC at 3pm
Dardanup Centre, Meena at 4.30pm

Tuesday 11 September
Dardanup CEC, from
Gingen CEC, 11.30am

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EVERY 10 MINUTES

the likelihood of stroke occurring

434 THOUSAND

people in Australia are living with stroke

\$5 BILLION

stroke cost the Australian economy \$5 billion a year

6.1 MILLION

Australian people aged 15 and over



01 Sep 2018

South Sydney Herald, Sydney

Author: Marie Healy • Section: General News • Article type : News Item

Classification : Suburban • Audience : 16,000 • Page: 4 • Printed Size: 157.00cm²

Market: NSW • Country: Australia • ASR: AUD 149 • Words: 342 • Item ID: 1007592941

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Keeping stroke front of mind

HEALTH

MARIE HEALY

MY last column stressed the importance of getting urgent attention if you suspect a stroke. During September there are stroke-awareness campaigns – national Stroke Week from September 3-9 and worldwide AF Awareness Week from September 17-23.

According to the Australian Bureau of Statistics, stroke is our third leading cause of death. Basically, part of the brain dies, and functions controlled by that part are lost or weakened – movement, sensation, speech and/or vision. This results from either infarction (where a clot or plaque blocks a feeding artery), or less

commonly from a bleed.

Conditions that increase the risk of heart disease also increase the risk of stroke: high blood pressure, high cholesterol, diabetes, kidney problems, obesity, smoking and family history.

Atrial fibrillation (AF) is a risk factor for stroke. With age, heart conditions, or even alcohol excess, the left atrium of the heart becomes dilated and beats irregularly and out of sync with the main heart chambers, the ventricles. The fibrillating atrium can develop a clot which can travel to the brain.

Atrial fibrillation may cause palpitations or dizziness, but many cases are picked up by the doctor checking the pulse, or by an ECG. Some people just get occasional episodes of AF, which can be difficult to diagnose. Medication

to slow the heart beat may be prescribed if AF is fast.

Many people need to commence blood thinners, such as warfarin, or newer anti-coagulants. As the world is imperfect, so is medicine – blood thinners reduce the chance of a clot and stroke, but also increase the chance of bleeding (for example a bleed in the brain, stomach or from the nose).

There are formulas used to determine stroke risk in AF, to assist the decision to prescribe. Blood thinning is usually then life-long, with close monitoring along with attention to other risk factors.

Dr Marie Healy is a GP with interests in aged and chronic care and health promotion. This advice is general in nature; please see your GP for specific health advice regarding your individual circumstances.



06 Sep 2018

Hopetoun Courier & Mallee Pioneer, Hopetoun VIC

Section: General News • Article type : News Item • Classification : Regional
Audience : 383 • Page: 3 • Printed Size: 246.00cm² • Market: VIC • Country: Australia
ASR: AUD 1,954 • Words: 492 • Item ID: 1004763405

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Five tips to reduce stroke risk

THE Stroke Foundation is urging Victorians to follow the five top tips for a healthy lifestyle to help reduce their stroke risk this National Stroke Week (September 3-9).

Stroke attacks the brain – the human control centre – it can strike in an instant and change the lives of those impacted and their loved ones forever.

Stroke Foundation Chief Executive Officer Sharon McGowan said the burden of stroke continues to grow across the world and there is now a worrisome trend of younger people having strokes.

“Twenty strokes each day are happening to people of working age, but it does not have to be this way,” Ms McGowan said.

“Stroke can impact anyone of any age, but the good news is more than 80 percent of strokes maybe prevented.”

In Australia, there will be 56,000 strokes this year alone – that is one every nine minutes. Around 14,000 of those strokes will be experienced by residents in Victoria.

Ms McGowan said we must act now to reduce our own stroke risk, the powers is ours.

“We can make the

choice to step up this National Stroke Week and discover how easy it is to fit healthy habits into our daily routine to reduce our stroke risk,” she said.

“An ageing population and our modern lifestyle is putting us at greater risk of stroke and other chronic disease.”

“As a society, we aren’t getting enough exercise and don’t always make the right decisions regarding what we eat and drink.

“As a first step, I encourage Victorians to visit their GP for a health check or take advantage of a free digital health check at your local pharmacy to learn more about your stroke risk factors.

“Then make small changes and stay motivated to reduce your stroke risk. Every step counts towards a healthy life,” she said.

Top tips for National Stroke Week:

- Stay active - Too much body fat can contribute to high blood pressure and high cholesterol. Get moving and aim to exercise at least 2.5 to 5 hours a week.

- Eat well – Fuel your body with a balanced diet. Drop the salt and check the sodium content on packaged foods. Steer clear of sugary drinks and

drink plenty of water.

- Drink alcohol in moderation - Drinking large amounts of alcohol increases your risk of stroke through increased blood pressure, type 2 diabetes, obesity and irregular heart beat (atrial fibrillation). Stick to no more than two standard alcoholic drinks a day for men and one standard drink per day for women.

- Quit smoking - Smokers double their risk of having a stroke. There are immediate and ongoing health benefits from quitting.

- Make time to see your doctor for a health check. Ask for a blood pressure check because high blood pressure is the key risk factor for stroke. Type 2 diabetes, high cholesterol and atrial fibrillation are also stroke risks.

National Stroke Week is the Stroke Foundation’s annual stroke awareness campaign.



06 Sep 2018

Mandurah Mail, Mandurah WA

Author: Carla Hildebrandt • Section: General News • Article type : News Item
Classification : Regional • Audience : 37,400 • Page: 6 • Printed Size: 448.00cm²
Market: WA • Country: Australia • ASR: AUD 953 • Words: 447 • Item ID: 1004974899

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Survivor states stroke risk

BY CARLA HILDEBRANDT

A MANDURAH man has shared his nightmare experience of having a “massive stroke”, which left him fighting for his life, in the hopes of encouraging others to act earlier than he did.

Richard Haley has called for the community to be aware of their risk ahead of National Stroke Week, which runs from September 3 to 9.

Mr Haley said there were no warning signs before his near-death experience nine years ago.

“I was 56 at the time and it wasn’t on my radar at all,” he said.

“I was working in the garden with a big jackhammer taking an old barbecue to pieces, and in an instant I hit the concrete.

“There was no chance for me to stop the fall...I had no idea what was happening.”

Mr Haley said he managed to call triple zero, despite having a “massive stroke”.

“I somehow managed to make it into the house and call for help, and make myself understood,” he said.

Mr Haley was taken to Peel Health Campus, where he drifted in and out of consciousness and experienced

“locked-in syndrome”.

“It’s where you can’t speak, communicate or move,” he said.

“Even though I was feeling very unwell, I couldn’t tell anyone because I couldn’t speak.

“People were walking past and thinking: ‘Oh yeah, he looks alright.”

“I managed to let out this scream and they realised what a mess I was in, and got me into an ambulance, straight up to Fremantle’s stroke ward.”

Mr Haley said he proceeded to have a series of strokes while in hospital.

“There was very little chance of survival. But fortunately, the specialist knew a friend at Royal Perth Hospital who was trying a new

surgical procedure,” he said.

Mr Haley said he had a successful brain operation, while conscious in an MRI machine.

“I was very fortunate to survive,” he said.

Mr Haley says it is important for Mandurah residents to “understand their stroke risk”.

“Everyone is at risk,” he said.

“Mine was caused by atrial

fibrillation, which means I have poor blood flow.

“One in six people will have a stroke in their lifetime and a third die. It’s a frightening statistic.

“The easiest way is to monitor your blood pressure, eat well, stay active, quit smoking and see your doctor for check-ups.

“Over eighty per cent of strokes are completely preventable.”

Mandurah Stroke and Carers Support volunteers will hold a community education event at Bunnings Halls Head on Saturday from 9am to 2pm.

For more information visit www.strokefoundation.org.au.



06 Sep 2018

Mandurah Mail, Mandurah WA

Author: Carla Hildebrandt • Section: General News • Article type : News Item
Classification : Regional • Audience : 37,400 • Page: 6 • Printed Size: 448.00cm²
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TAKE CARE OF YOURSELF: Mandurah man Richard Haley has called on the community to pay more consideration to the potential of suffering a stroke. **Photo: Carla Hildebrandt.**



06 Sep 2018

Coober Pedy Regional Times, Coober Pedy

Section: General News • Article type : News Item • Classification : Regional
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Top tips for National Stroke Week:

- **Stay active** - Too much body fat can contribute to high blood pressure and high cholesterol. Get moving and aim to raise your heart rate through exercise at least 2.5 to 5 hours a week.
- **Eat well** – Fuel your body with a balanced diet. Drop the salt and check the sodium content on packaged foods. Steer clear of sugary drinks and drink plenty of water.
- **Drink alcohol in moderation** - Drinking large amounts of alcohol increases your risk of stroke through increased blood pressure, type 2 diabetes, obesity and irregular heart beat (atrial fibrillation). Stick to no more than two standard alcoholic drinks a day for men and one standard drink per day for women.
- **Quit smoking** - Smokers have twice the risk of having a stroke than non-smokers. There are immediate health benefits from quitting.
- **Make time to see your doctor** for a health check. Ask for a blood pressure check because high blood pressure is the key risk factor for stroke. Type 2 diabetes, high cholesterol and atrial fibrillation are also stroke risks which can be managed with the help of a GP.

www.strokefoundation.org.au



12 Sep 2018

Ipswich Advertiser, Ipswich QLD

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Tips on how you can avoid stroke

Ashleigh Howarth
ashleigh.howarth@qtcn.com.au

THE Stroke Foundation is urging Queenslanders to take control of their health and to take steps to reduce their chance of suffering a stroke.

Stroke attacks the brain – the human control centre – it can strike in an instant and change the lives of those impacted and their loved ones forever.

Stroke Foundation Queensland state manager Andrea Sanders said the burden of stroke had grown quickly during the past two decades and there was a worrying trend of younger people having strokes.

“Twenty strokes each day are happening to people of working age, but it does not have to be this way,” Ms Sanders said.

“Stroke can impact anyone of any age, but the good news is more than 80 per cent of strokes may be prevented.”

In Australia, there will be 56,000 strokes this year alone – that is one every nine minutes. More than 10,000 of those strokes will be experienced by residents in Queensland.

Ms Sanders said we must act now to reduce our own stroke risk; the power is ours.

“We can make the choice to step up and discover how easy it is to fit healthy habits into our daily routine to reduce our stroke risk,” she

said.

“In addition to an aging population, research tells us our modern lifestyle is putting us at greater risk of stroke and other chronic disease.

“As a society, we aren’t getting enough exercise and don’t always make the right decisions regarding diet.

“As a first step, I encourage Queensland residents to visit their GP for a health check or take advantage of a free digital health check at your local pharmacy to learn more about your stroke risk factors.

“Then make small changes and stay motivated to reduce your stroke risk. Every step counts towards a healthy life.”

Top tips for avoiding a stroke include:

Stay active: Too much body fat can contribute to high blood pressure and high cholesterol. Get moving and aim to raise your

heart rate through exercise at least 2.5–5 hours a week.

Eat well: Fuel your body with a balanced diet. Drop the salt and check the sodium content on packaged foods. Steer clear of sugary drinks and drink plenty of water.

Drink alcohol in moderation: Drinking large amounts of alcohol increases your risk of stroke through increased blood pressure, type 2 diabetes,

obesity and irregular heart beat (atrial fibrillation).

Stick to no more than two standard alcoholic drinks a day for men and one standard drink per day for women.

Quit smoking: Smokers have twice the risk of having a stroke than non-smokers. There are immediate health benefits from quitting.

Make time to see your doctor for a health check:

Ask for a blood-pressure check from your doctor because high blood pressure is the key risk factor for stroke. Symptoms like type 2 diabetes, high cholesterol and atrial fibrillation are also stroke risks which can be managed with the help of a GP.



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PLAY IT SAFE: Visit your GP for a health check or take advantage of a free digital health check at your local pharmacy to learn more about your stroke risk factors.

PHOTO: ISTOCK



19 Sep 2018

Yass Tribune, Yass NSW

Author: SAM HOLLIER • Section: General News • Article type : News Item

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Get screened this week

PHARMACIES aren't just the place to get prescriptions filled and buy other health-related products, they are also somewhere convenient you can go to get checked for certain conditions.

Miller's Pharmacy on Comur Street in Yass has three programs in particular that are on right now or starting this week.

At the moment we're already into day three of Atrial Fibrillation Awareness week (September 17 to 24).

As part of this national campaign, you can drop into Miller's Pharmacy – without an appointment and at no cost – to get yourself screened.

"Atrial Fibrillation is a serious heart rhythm condition" says hearts4heart's information sheet, and "a person with AF has a five times higher risk of stroke." Significantly, "Many living with AF do not suffer symptoms".

Pharmacy co-owner Peter Miller says that "anyone can be screened, and a lot of people don't know they've got it."

As part of the screening you'll fill in a cardiovascular risk questionnaire and undergo a simple ECG in the pharmacy, then if anything is identified you'll be referred on to your GP.

"It's a new thing in terms of being able to screen in this sort of setting [the pharmacy]. Previously people needed to see their GP"

Another screening process you can have at the pharma-

cy – again with no appointment and at no cost – is for Chronic Obstructive Pulmonary Disease (COPD).

There's a focus on this through September and October, and if you're over

35 you should go and get checked. It's a simple process of blowing into a spirometry device for six seconds.

Part of an expanded national trial to show that pharmacies can help identify cases, "it allows us to work with people who aren't already recognised by a GP. We can screen them for proper diagnosis and see if treatment is required. We help identify prime [COPD] candidates and it is heavily undiagnosed."

People at the most risk are current or ex-smokers, or anyone over 35 who may have been exposed to chemicals of various kinds.

Thirdly, launching this week is Impromy, a weight loss and lifestyle program designed in conjunction with the CSIRO.

It has been around long enough to know that it works and it's new to Miller's Pharmacy. It costs \$49.95 for a lifetime registration that gives you access to a dietitian helpline plus ongoing in-store support.

Impromy is a program that gets tailored to the individual. After an initial consultation with one of the trained staff certain products may be identified to help you, but mostly you'll be given guidance with regards to food and activities that are the most suitable for you.

BY SAM HOLLIER



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HEAVILY UNDIAGNOSED: COPD screening is free, needs no appointment, and it's just six seconds of blowing into the spirometry device. Go to Miller's Pharmacy and get checked if you're over 35. **Photo: Sam Hollier.**



22 Sep 2018

Coffs Coast Advocate, Coffs Harbour

Section: General News • Article type : News Item • Classification : Regional
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Country: Australia • ASR: AUD 289 • Words: 331 • Item ID: 1012228441

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Fast, simple check could be a life saver

Cut stroke risk with an atrial fibrillation test

HOW is your heartbeat? You may be living with an undetected killer putting you at serious risk of stroke.

It's estimated more than 4400 people in the Cowper federal electorate have atrial fibrillation, an irregular heartbeat that can have fatal consequences if left untreated.

Shockingly, almost one in three of those who have the condition don't even know it.

TerryWhite Chemmart at Park Beach Plaza is offering free screening for atrial fibrillation to local residents through their Atrial Fibrillation Awareness Week today and tomorrow.

Managing partner Tanya Maloney said the fast and simple checks could help identify those at risk of stroke.

"We are partnering with Hearts4heart and Stroke Foundation to help residents find out more about atrial fibrillation and their stroke risk," Ms Maloney said.

"If left untreated or poorly managed, atrial fibrillation may lead to serious health complications, like stroke or heart disease.

"We are urging Coffs Harbour residents to come along to this free screening event or visit their own health provider

to get checked for atrial fibrillation."

Hearts4heart chief executive Tanya Hall said Australians must act now to reduce their risk of stroke and heart

disease caused by AF.

"Atrial fibrillation is the most common type of abnormal heart rhythm but, once detected, it can be managed," Ms Hall said.

"We are urging people to attend a screening event in their local area or visit their own health provider to get checked for atrial fibrillation."

While your risk of AF and stroke increases with age, the diseases could impact anyone of any age.

There is one stroke every nine minutes in Australia. By 2050 this number is expected to increase to one stroke every four minutes.

More than 80 per cent of strokes can be prevented by managing conditions, including AF, and living a healthy lifestyle.

For more information visit hearts4heart.org.au.



22 Sep 2018

Coffs Coast Advocate, Coffs Harbour

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CHECK UP: Visit the team at TerryWhite Chemmart for your free atrial fibrillation check. Photo: Rachel Vercoe



26 Sep 2018

Barrier Daily Truth, Broken Hill NSW

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Hundreds at risk: Pharmacists

Hundreds of Broken Hill residents may be living with an undetected killer that is putting them at serious risk of stroke, according to local pharmacists.

Atrial fibrillation is an irregular heartbeat which can have fatal consequences if left untreated. Almost one in three of those who have the condition don't even know it.

"If left untreated or poorly managed, atrial fibrillation may lead to serious health complications, like stroke or heart disease," said Andrew Johnson, Outback

Pharmacies Pharmacist and Pharmacy Academic at the University Department of Rural Health.

"We are urging Broken Hill residents to come along to this free screening event or visit their own health provider to get checked for atrial fibrillation.

"During Atrial Fibrillation Week put your health first by getting a free and fast check."

The free screening will be given at Tembys Day & Night Pharmacy today, the Good Price Pharmacy Warehouse tomorrow, and CP Peoples Chemist on Friday.



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Castlemaine Mail, Castlemaine VIC

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Stroke: manage the risk and act fast

The effects of a stroke are life changing. It's one of our biggest killers and a leading cause of disability. In Australia one stroke occurs every nine minutes, but it's estimated that more than 80 per cent could be prevented by managing risk factors and living a healthy lifestyle.

Liz Denniston, occupational therapist and member of the neurological team at Castlemaine Health works with a wide range of specialists and clinicians to meet the needs of people who had a stroke. She sees the direct impact on individuals and families every day.

"People are never the same after a stroke," says Liz.

"Many go from being able-bodied, going to work every day and living a normal life to suddenly having severe mobility and communication problems."

"We would certainly much rather help people prevent a stroke than adapt to life after one."

A stroke occurs when the supply of oxygenated blood to the brain is interrupted. This can either be caused by a blockage in one of the blood vessels that feeds the brain, or a rupture, where blood goes out the side of the vessel and into the brain tissue instead of where it's supposed to go.

The brain is very active and uses a lot of oxygen and nutrients. The longer it's without oxygen the more likely a person is to suffer permanent damage.

It's not possible to manage all the risk factors for stroke. Some, including age, family history and a prior stroke, cannot be controlled. However many are lifestyle related and well within most people's ability to manage, simply by taking charge of their health.

Eating well, keeping active, avoiding smoking and heavy consumption of alco-

hol will all help reduce the risk of a stroke. So will visiting your GP to talk about strategies to manage blood pressure, type 2 diabetes and atrial fibrillation (irregular heart beat).

"People can also experience a TIA or transient ischemic attack, often called a mini-stroke," says Liz.

"During a TIA the blood supply to the brain is blocked temporarily. The signs

are the same as for a stroke, but they disappear quickly, sometimes within a few minutes."

"A TIA is a warning that you may have a stroke. It's also an opportunity to engage with your GP and services like ours to prevent this from happening."

According to speech pathologist Emma McLaughlin, who also sits on the neurological team, there's more we can do when a stroke occurs too. New medical treatments can clear or dissolve blockages and restore blood flow but if the stroke has happened more than a few hours ago administering them can be too dangerous.

"We now understand that one of the most effective treatments for stroke is to get into hospital quickly, within a couple of hours if possible," says Emma.

"We've seen some remarkable recoveries, where people have arrived in hospital unconscious, unable to move, or talk, and they walk out pretty much back to their normal selves," says Emma.

"If you even think someone might be having a stroke, ring triple zero," she says. "And make sure you tell the ambulance that's what you believe has happened."

After a stroke the neurological team at Castlemaine Health steps in, drawing on the resources of speech pathologists and occupational therapists, along with physiotherapists, dietitians, podiatrists, continence nurses and social workers to help people set goals for their recovery and integrate back into home life and their community.

"In terms of reducing the risk of another stroke, connecting with community is huge," says Emma.

"Even mild problems with speech or mobility can cause people to withdraw," she says. "And that sense of isolation and loneliness correlates with overall poorer health."

The team visits clients in their environment, whether that's at home, in the garden, down at the bowls club, or at the local shops.

The team also work with families to provide support and can help arrange respite when it's needed.

"It is definitely not just the person who has had the stroke who feels the impact," says Liz.



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"It also changes their relationships with

the people around them. Partners become carers and everyone has to navigate a strange new landscape of specialists and systems."

"We work with people who have just been discharged from hospital but we can also support someone who may be many years into their recovery and wants to see how they're tracking or if there's more they could be doing," she says.

"Situations change. People get older or they might develop other conditions. There's no time limit on our service and people always have the option to re-engage."

If you or someone you know would like to meet with the neurological team speak to your GP about a referral.



Castlemaine Health occupational therapist Liz Denniston and speech pathologist Dr Emma McLaughlin.

Q&A

Q: Do I need treatment after a TIA?

A: Yes. A TIA may not show up on a CT scan and you may feel ok afterwards but it's a serious warning bell that you may have a stroke. Speak to your GP and connect with a service like ours. We can do a needs assessment and work with you to manage your risk.

Q: Will I get better after my stroke?

A: Every stroke is different; just as every person before his or her stroke was different. You can get a good indication as early as three days after a stroke as to whether there will be long-term impairment. Sometimes, even after therapy, the damage is so severe that some things just will not get better. But there may be new ways of doing things, or people and aids to help. Our focus is on getting on with life, but the adjustment can be huge.