Make May Purple for stroke

Get ready for Action on Stroke Month 2015

Join our community Fun for everyone
Welcome

Making May Purple in 2015

Action on Stroke Month gets bigger each year and that means more people than ever are aware of stroke. Plans for 2015 are well underway and we’re asking you to Make May Purple for stroke, have fun, raise money to prevent stroke and support people to live well after stroke.

This magazine is packed with ideas and tips for getting stroke the attention it deserves next May. We’ve got lots of free materials, including balloons, bags, bunting and information for you to order and share.

Remember, whatever you do, whether it’s inviting friends round for coffee, asking your local health centre to put up a FAST poster in their reception or simply wearing purple during the month, you’ll be showing your support for the thousands of stroke survivors across the UK.

We know that many people like yourself are organising coffee mornings with purple cakes and getting your kids’ schools to host a purple-dress up day for stroke. Some people are planting bulbs so their garden will be a sea of purple next May, others are planning purple days at work to help raise lifesaving funds while sharing the FAST message.

We want more people talking about stroke next May and with your support, we’ll ensure that stroke gets the attention it deserves.

Thank you
The Action on Stroke Month Team

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What’s it all about?

May is Action on Stroke Month, when we encourage communities to come together to spread an important message about stroke, while having fun.

There are too many powerful myths about stroke, like it only happens to older people or that people can’t recover. These myths stop people from taking action to prevent stroke and from supporting stroke survivors.

At The Stroke Association we believe in life after stroke and that together we can conquer stroke. We work directly with stroke survivors and their families and carers, with health and social care professionals and with scientists and researchers.

So, we hope that you’ll join our unique community that’s changing the world for people affected by stroke. Whether it’s holding a bake sale, dyeing your hair purple, getting your trainers on and stepping out in a Step out for Stroke event, handing out stroke information in your local GP surgery, doing a sponsored fun-run or wearing a purple hat for the whole of May; there’s a way for everyone to get stuck into Action on Stroke Month.

It’s thanks to people like you, our supporters, that we can take action on stroke.

“As a survivor, you learn that there is life after stroke. I hope you will join me in supporting the Stroke Association’s Action on Stroke Month.”

Kirk Douglas

Did you know?
› Action on Stroke Month is in its fourth year.
› In 2014, you helped hand out 40,000 mini-stroke booklets.
› Our Stroke Helpline received 1,800 enquiries in May 2014 alone.

Printed by Coastline Graphics
Such fun... in purple

10 brilliant ideas that inspired us to Make May Purple for stroke in 2015.

1. It’s never too early to go purple for stroke
2. Purple wigs made everyone smile
3. No Mad Hatters here – just the Purple Brigade
4. Even the pets got involved
5. All fingers and toes looked fabulous
6. Support came in all shapes and sizes
7. This flash mob got people talking
8. Others cycled the Bridges of the Thames
9. Purple rain didn’t stop this office
10. Tinky Winky ran a half marathon

“I’m used to seeing the funny side of things, but I know that a stroke is not a joke.”
Sanjeev Bhaskar

In May 2014, up and down the UK, thousands of you took to your high streets, shopping malls and communities in various shades of purple.

 Stroke is closer than you think. We all know someone affected by this terrible condition. Turn over for more ideas on how to get involved in Action on Stroke Month.

Capture and send us your Purple moments and your photo could be the cover of next year’s magazine. Email strokemonth@stroke.org.uk
Make your May Purple for stroke

We’ve included a selection of easy, fun ideas to help you have a stress-free and fun Action on Stroke Month 2015.

Wear it

Get your stroke solidarity string from the Stroke Association.

With the right clothes, we can conquer stroke. Host a Purple Day and get people in your office to donate £2 for wearing something purple.

Run it


“Stroke can be devastating not only for the survivor of the illness but also for their loved ones. That’s why I’m supporting the Stroke Association’s Action on Stroke Month.”

Baroness Brady

Play it

Get your kid’s class to have a purple dressing up day for stroke. Our bunting will help to decorate the class. You could also offer face painting with another parent or two.

Join it

Stroke clubs and groups up and down the country need your help. Get in touch with the Stroke Association to find your nearest club.

strokemonth@stroke.org.uk

These are a few ideas to help get you thinking about what you can do for Action on Stroke Month. You’ll find many new ideas in the monthly newsletter and also on the website stroke.org.uk/strokemonth.

Remember if you’re planning something special, send the details, including any photos to strokemonth@stroke.org.uk.

Knit it

If you’re a dab hand with a set of needles, you could create a better future for people living with stroke. Whether it be jumpers, cardies, scarves or teddy bears, get your purple wool and needles at the ready.

Plant it

We look forward to seeing your splendid purple flower displays. Let’s Make May Purple for Action on Stroke Month in our gardens and flower pots.

Pin it up

We’ve got free posters and bunting to put up in GP surgeries, health centres and hospitals. With your help we can reach everyone affected by stroke.

STAR BUY
Stroke Solidarity String £2
stroke.org.uk/solidaritystring

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Find out why Making May Purple is so important and how you can be part of something spectacular

Together we can conquer stroke

Super support

In May 2015, the charity’s Life After Stroke Service teams will be reaching out to local communities to raise awareness of stroke. The teams help you cope with the aftermath of stroke and support you as you work towards rebuilding your life. With the help of thousands of volunteers, they organise Stroke Community Fairs and host Open Days with Sip for Stroke coffee mornings. Here you can get advice and information on stroke prevention and support in your local area. If you can, come along and get involved this May. There’s always room for one more.

Amanda’s BIG 40

Amanda Morris’ friend Paul had a life-changing stroke the week before she was 39. She came up with an idea to raise money and awareness by setting herself ‘40 challenges before 40’. Her challenges included running, rowing, cycling and walking 40kms and making 40 cups of tea each day. “Paul’s our rock. To see him in such a vulnerable situation and realise there’s actually nothing at all you can do for him, just tears your world apart. We walked out of hospital that day and said we need to do as much as we can.” Amanda set herself a fundraising target of £2013, but ended up raising over £11,500.

Turning the tide

Chances are that we all know someone whose life has been touched by stroke. Yet, for every stroke patient living in the UK, just £48 is spent on medical research compared to a staggering £241 for every cancer patient and £73 for every heart disease patient.

Over the past 20 years, important breakthroughs in stroke research have changed the world for stroke survivors. We now know that with the right care and support, stroke patients can make the very most of life. In Action on Stroke Month, we’ll be bringing together researchers and stroke patients to share ideas to conquer stroke. Together we can make more life-saving treatments a reality.

Feeling the pressure

Throughout May, Rotary in Great Britain and Ireland joins forces with the Stroke Association to hold hundreds of Know Your Blood Pressure (KYBP) events across the UK. According to research almost half of all strokes could be prevented if people managed their blood pressure. Why not take your family to an event next May and get your BPs checked? Or get in touch with the Stroke Association and become a volunteer. Any offers gratefully received. (stroke.org.uk/kybp)

Fun in fundraising

There are many ways to support the charity this Action on Stroke Month. Climbing a mountain, riding a bike, jumping out of a plane or baking a whole lot of cake - we think you’re all amazing. Don’t get left behind. Why not hold a Sip for Stroke, wear purple for the day and donate purple (£20 note) to the Stroke Association? If you’re feeling brave, you could abseil down a building, skydive from a plane or run(!) a fire-walk.

Our Editor is partial to Sipping for Stroke (with lots of cake) to raise money. Take a look at our fundraising page for some inspiration at: stroke.org.uk/fundraise or get in touch and we’ll happily hook you up.

To find out more about stroke support services, visit stroke.org.uk/support
The Stroke Helpline

Coping on your own after a stroke may seem too much. We all struggle sometimes, but you’re not alone. Our Stroke Helpline is here for you.

It doesn’t matter if you had your stroke yesterday or years ago. Perhaps you know someone who has had a stroke and needs advice. You may just want to know more about stroke, whether it’s prevention or support. If you’ve been affected by a stroke in any way, you may have many questions about what has happened and what is likely to happen in the future. You may want to know more about stroke and its effects, be looking for practical information and support, or simply someone to talk to.

Our helpline is a safe place to listen, share and be heard. If you’re worried, confused, concerned, or have any questions, call the Helpline on 0303 3033 100 or visit stroke.org.uk/support/helpline. The Helpline is open Monday to Friday 9am to 5pm.

Help at hand

Ten years ago, and just eight days before Christmas, Dr Ken Townsend had a major stroke while he was in his local church. His life was suddenly turned upside down. He was paralysed down one side of his body, his speech was slurred and he developed double vision. One day, when he was at his lowest ebb, Ken contacted the Stroke Association’s Stroke Helpline.

Each year, the Stroke Helpline and Information Service deals with over 20,000 calls and written enquiries from stroke survivors, and their loved ones. Ken didn’t realise at the time, but the soothing voice that answered would help him turn his life around. Ken found out about a local stroke network, where he met other stroke survivors who knew what he was going through.

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You can help

£5 could help 15 people begin to come to terms with the effects of stroke, with crucial factsheets, eg. on communication problems after stroke.

£17 allows our Stroke Information Service to provide support and guidance to a stroke survivor and their family.

£50 could help us continue to invest in vital research to help save lives and improve the lives of stroke survivors.

£100 buys a pulse monitor, used in cardiovascular rehabilitation programme for stroke patients.

Purple-Berry Smoothie (with or without bits!)

Here is a recipe for a delicious smoothie that is not only tasty but extremely good for you.

450g Yoghurt of your choice (we used blueberry flavour)
250g Blueberries
250g Raspberries
1 Banana
A few teaspoons of Honey
A few glugs of Grape Juice
¼ Red Cabbage

Wash the berries and pop them all into a blender. Shred the red cabbage and blend with the berries and peeled banana. Add the yoghurt and continue blending until smooth.

Add a few teaspoons of honey and a glug of grape juice, then have a little taste. Add more honey or juice to adjust the sweetness, or maybe a bit of milk to add some creaminess.

Now decide if you want your smoothie to have ‘bits’ or ‘no bits’.

If you love the little fruity bits, then just throw in a few ice cubes, give it one last whizz in the blender and pour.

If you prefer your smoothie smooth then you can sieve the bits out.

Just press the blended mixture through a sieve, then add some ice and it is ready to serve.

Oliver’s story

Oliver had a difficult start in life. During labour, he had a stroke, which left him with significant brain damage. The outlook for Oliver was very uncertain and the next year involved a great deal of care, hospital visits and physiotherapy. At the end of his first year, Oliver was making a remarkable recovery, and began to talk like any other baby. One day, Oliver was helping his parents make a carrot cake. This proved to be a lot of fun and they took a picture of the cake and made a note of the recipe. This progressed to the launch of two cookbooks. Written from one-year-old Oliver’s perspective, the books aim to celebrate simple home cooking, while also telling Oliver’s story and charting his incredible recovery. They also help to raise awareness of childhood stroke, with proceeds of the book going to the Stroke Association and the West Suffolk Hospital, where Oliver spent the first week of his life in a neonatal unit.

To find out more, visit: olivers-kitchen.co.uk

The Stroke Helpline 0303 3033 100
Remember, if you need any collection boxes, you will need to get in touch with your local fundraiser. Email fundraising@stroke.org.uk or visit the website to find your nearest Stroke Association fundraiser stroke.org.uk/fundraising.

Ordering made easy
Your magazine contains a separate order form to get all your materials for the Month. Or visit stroke.org.uk/strokemonth to download your order form.

For solution visit stroke.org.uk/strokemonth

STOP PRESS
LASA nominations now open stroke.org.uk/lasa

In 2015, we launch FAST Forward!
We want more people to be FAST aware, so they can spot the signs of stroke and treat it as a medical emergency by calling 999. Since the FAST campaign began, more than 24,000 people have got to hospital sooner, saving many lives. But, with your help, we can do even more.

Stroke kills around 50,000 people in the UK each year and is the largest cause of adult disability in the world. The first three hours after a stroke are critical in limiting the impact on the brain. Learn the FAST test and forward it on to your family and friends, so they can become FAST aware.

You can order FAST stickers to give out during May to help others be FAST aware and save even more lives. The Action on Stroke Month newsletter will have details about how to order your stickers. Visit stroke.org.uk/strokemonth and sign up today.

For May’s must-haves

The Stroke Association has produced some fabulous promotional goodies to help you Make May Purple for stroke. There’s a special order form enclosed but here’s a selection of what’s available.

May’s must-haves

Also available:
› Blank Event Poster
› Action on Stroke Month Posters
› Order forms
› FAST cards
› Button badges
› Helpline leaflets

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Ordering made easy
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Coffee break

Word search
Clot    Survivors    Carer
Aphasia  Ischaemic    Thrombolysis
Prevention  FAST    Therapy
Atherosclerosis    Rehabilitation    Cognition

S I S O R E L C S O R E H T A
A S K T H W G A F J T L C K D
H C W Y E A C J A P H A S I A
C H E T C K H L S A R D V L T
O A Q H E C L O T Z O H D F R
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F I E G A E C B T V L W F V I
A R E H A B I L I T A T I O N
P L D I Q G D F H C L E P R T

Take our cover shot

We’re calling on all budding photographers to dust down their cameras and get snapping in Action on Stroke Month 2015.

Simply take a picture to show how you Made May Purple, and send it to us. The best photo (as selected by our team) will feature on the cover of next year’s Action on Stroke Month magazine for everyone to see. Email to strokemonth@stroke.org.uk
Good luck!

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For solution visit stroke.org.uk/strokemonth

Growing your community

We want to grow the stroke community and the number of people showing their support. Please encourage your friends, colleagues and family to sign up to Action on Stroke Month 2015 by visiting stroke.org.uk/strokemonth because together we can conquer stroke.

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Emma was 38 when she had a stroke. The stroke was the result of an MRSA infection and had a massive impact on Emma’s life.

“I was devastated. I was the single parent to a five-year-old boy and suddenly my life fell apart. I lost part of my leg to an infection and the stroke resulted in one sided paralysis and aphasia.”

After two months in hospital, Emma started her recovery at home. She was completely alone with no family to support her, as her parents were caring for her son.

“I cried the first morning I woke up. My parents were caring for her son. I would fireman lift him out of the bath.”

Within six weeks of support from Jason, Emma went back to driving, which gave her back her independence. She was setting new goals and with Jason’s support she believed she could attain them.

“I knew volunteer with the Stroke Association to give back the type of support that I received when I was most in need. This experience set me on the path to return to full-time work 14 months later, something I wouldn’t have thought was possible if you’d asked me. “For me, recovery did not plateau. It got better and better once I was receiving support, and I found it in myself to work and push for it. I am going to New York for my 40th birthday, which is truly incredible for me and my little boy.”

We’d love you to take up the challenge to Make May Purple for stroke in 2015. You can:

› buy and wear a Conquer Stroke pin badge;
› help out at a Step out for Stroke walk or Know Your Blood Pressure event;
› host a Sip for Stroke coffee morning;
› open up your purple garden to your road, decorated with Stroke Association’s free bunting.

Stroke touches the lives of so many people. Most of us know someone who has had a stroke, or has been affected by stroke.

“No one expects to have a stroke. I’m supporting Action on Stroke Month to ensure that every stroke survivor gets the support they need.”

Mel Giedroyc

In the run up to and during Action on Stroke Month 2015, let the world know how you’ll be planning to Make May Purple.

By sharing your stories, you’ll inspire others to get involved:

We’re keen to get more people talking about stroke and to join our community. Some of you have already started by putting posters up in community centres, GP surgeries and libraries. Encourage your friends and neighbours to sign up. You’ll get a monthly newsletter from November to June, with details about our campaigning work, and more ideas and tips for you to Make May Purple for stroke. You’ll also receive details on the range of materials and how to order them.

Get in touch

In this magazine, you can see what thousands of individuals, clubs, groups, hospitals and even organisations did to support Action on Stroke Month 2014. We’ve also included lots of new ideas to help you think about different ways to get involved.

Almost 50,000 people died in Britain from stroke in 2010: 19,000 men and 30,000 women.

Childhood stroke affects around five out of every 100,000 children a year in the UK.

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Fancy a chat? Log on to facebook.com/TheStrokeAssociation
Visit our website: stroke.org.uk/strokemonth

Make May Purple

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Join us at our walks across the UK, register your interest today at stroke.org.uk/stepout

Every step makes a difference