

We need your data



High blood pressure can put you at risk of stroke.



1 in 7 people in the UK have high blood pressure.



Easily treated if identified, high blood pressure can be treated to prevent avoidable strokes.



£22,000 the average NHS and social care cost for each person that has a stroke is about **£22,000** a year, and around **£45,000** over five years.



Increase diagnosis **10** modifiable risk factors are associated with **9** out of **10** strokes worldwide.

Know your blood pressure

Take action, prevent stroke

Together with our partners, the Stroke Association have been running the *Know Your Blood Pressure* campaign since 2003.

Over

1,000,000 BPs

Estimated number of BPs we have tested since the campaign began.

1,919 events

The number of KYBP events held in 2016. We are on track to hold even more in 2017.

What did we find out last year?



23% of people who had their blood pressure taken at a KYBP event in 2016 were advised to see a GP for follow up.

62%

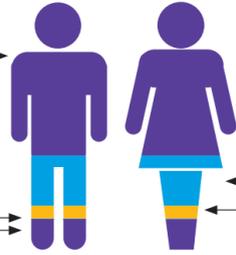
No further action. 38,621 BPs

0.2%

Hospital admission advised. 125 BPs

12.64%

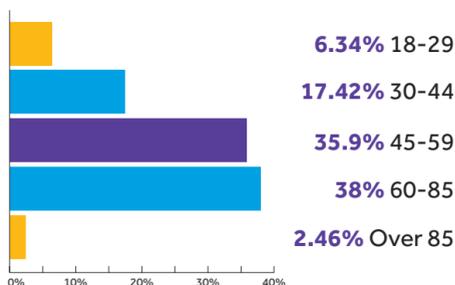
Not recorded. 7,886 BPs



20.09%
Routine Follow Up - GP in one month.
12,529 BPs

5.13%
Urgent follow up - GP in one week.
3,201 BPs

% of BPs readings considered high (140/90)



People over the age of **60** are most likely to have high blood pressure.

17.64%
of males tested had BP of 140/90 or higher

16.13%
of females tested had BP of 140/90 or higher

We found that white people were most likely to have high blood pressure, but high readings were found across all ethnic groups.

Why collect data?



To learn about the people whose blood pressure we are testing, and to find out whether we are reaching those at **highest risk**.



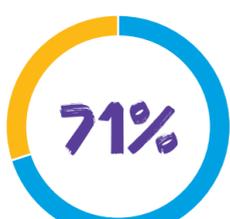
To help us persuade the **NHS to invest** in our services that **help stroke survivors** across the UK.



To make a **stronger case** for dedicating more resources to the campaign, allowing us to test more BPs year on year.



To **promote** the *Know Your Blood Pressure* campaign to **policy makers and the NHS**.



However, **only 71%** of our event organisers send the personal record forms back to us.

We can do more



If all forms were returned our data set could be so much stronger.

To find out how quick and easy it is to return data from your event, visit stroke.org.uk/kybp/data

Together we can conquer stroke

Stroke
association