

'Know Your Pulse' public events

What was the aim of the project?

To deliver a local public awareness campaign with the aim of detecting more cases of AF.

What was the outcome of the project?

Two educational workshops, and three drop-in pulse testing sessions were organised across Lancashire in May 2015. A best practice case study, tool kit and evaluation now exist that can be shared with others.

Who was involved?

North West Coast Academic Health Science Network

Details of the project

In the North West there are 14,600 strokes per year and currently 157,370 people living after stroke, costing the NHS, social care, carers and the economy approximately £0.5billion a year. 1 in 5 of these strokes is due to AF. 15% of people who have an AF-related stroke, are unaware that they have AF until after the stroke occurs.

The key aims of the campaign were to:

- Targeted the over 60s
- Raise awareness of the importance of pulse in health at a range of events including 2 workshops, 3 drop-ins and 4 conferences
- Facilitate self-testing and knowing the link between pulse and heart health
- Take over 500 pulses
- Give advice and information
- Send a referral letter and advise people with an irregular pulse to visit their GP
- Deliver a Symposium for clinical staff

Events were advertised through charity and voluntary services contacts and also through the local media, with some local celebrity endorsement. BBC Radio Lancashire attended one of the events and broadcast it live on air.

Partner organisations had information stands the events and the Stroke Association offered free blood pressure testing. At the three pulse testing drop-in sessions and workshops, clinical staff provided the backup clinical expertise, to inform and counsel those who had a reading where possible AF was indicated. Consent for testing was recorded as well as approval to write to GPs for those where an irregular pulse was detected.

What impact is the project having?

Over 500 pulses were tested in total, with 34 abnormal pulses detected. In total, 172 people attended the workshops; (66% female and 34% were male) and 296 attended the drop-in events; (52% were female and 48% were male).

Where can I find the resource?

You can find out more about the project and access the case study, toolkit and evaluation here:
<http://www.nwcahsn.nhs.uk/our-work/Stroke.php>

Together we can conquer stroke

Stroke
association