Make May Purple for Stroke

In 2017

Go purple for pounds
Research matters
Party in purple

Pupils pick purple for stroke
Thank you for supporting Make May Purple for Stroke

In 2016, people up and down the country joined in the fun with purple-themed bake sales, cycle rides, flower displays and dress-up days. From Edinburgh Castle, to the Gateshead Millennium Bridge, to the London Eye, landmarks across the UK turned purple during May to help us spread the word. We’ve put together a gallery of some of our brilliant supporters and activities on pages 4–7. Can you spot yourself among them?

Our Make May Purple magazine is packed with all the inspiration you need to get involved in our stroke awareness month next May. We’ve got some new ideas for fundraising and you’ll find a few must-haves for May listed on page 19, to help you make your event stand out. Don’t forget you can join the conversation on Twitter, Facebook and Instagram; details can be found on page 23.

Across the UK, more than a million people are rebuilding their lives after stroke. By supporting Make May Purple, you are helping us to make sure stroke gets the attention it deserves and to fund vital, innovative research into stroke care and treatment.

However you choose to celebrate Make May Purple 2017, you’ll be helping us to conquer stroke.

Thank you, the Make May Purple Team
Why Make May Purple for Stroke?

At the Stroke Association we’re proud to be celebrating our sixth annual stroke awareness month next May. Now called, Make May Purple for Stroke, you have helped us to mark this event on the UK calendar by taking action and getting stroke the attention it needs and deserves.

Although it’s one of the leading causes of disability in the UK, far too many people still don’t understand it or ever think it’ll happen to them. The truth is stroke is closer than most people think.

The Stroke Association is the UK’s leading stroke charity. Our research programme is directed by the leading experts on stroke in the UK to ensure our limited resources have the greatest impact. We are guided by those who have been personally affected by stroke so that we can focus our research on areas that really matter to survivors, their families and carers. Our research programme relies on voluntary donations. In May 2017, we’ll be raising awareness of and funds for stroke research. We’re now calling out to you to help us to do this. There are so many ways you can help to Make May Purple for Stroke.

You can get involved by fundraising at home, at work or asking your children’s school to participate. Or you could sign up for a Step Out for Stroke walk or Resolution Run. Whatever you choose to do, you’re helping to raise vital funds for stroke research and getting people talking about stroke.

Did you know?

With your support, together we can conquer stroke.

64% of carers said the emotional impact of stroke is the hardest thing to cope with.
You did this
Some of the fun from 2016

Wearing purple

1. North Wales stroke group
2. Physios from Llandough Stroke Centre
3. Royal Mail’s Penny Black Club
4. Group member from The New Steps Life After Stroke Club in Wrexham
5. Heather Haswell from Mackem Life After Stroke Group
6. Dietician with a baby visitor from Llandough Stroke Centre in Cardiff

Baking

1. Clodagh Dunlop at the Mid Ulster Garden Centre
2. Thirteen group bake sale Hartlepool
3. Macclesfield Hospital bake sale
4. Olivia’s bakery in Northallerton
5. Bake sale cakes from Cardiff
Furry Friends

1. Even your pets joined in our Step Out for Stroke events
2. Gordon Stewart and Jandy
3. Cariad the dog

Hospitals

1. Llandough Stroke staff in Cardiff
2. Charing Cross Hospital in London
3. Princess of Wales Hospital stroke unit
4. Basildon Hospital

Offices and schools

1. Pupils of Bury Grammar School
2. Pupils of Woolpit Primary School
3. John Lewis store in Liverpool
4. Marine Scaffolding
Arts and crafts

1. Giant letters handmade by Stroke Ambassador Haydn Canter
2. Merton Stroke Group at the National Gallery
3. Sharon Smedly knitted purple chicks

Get active

1. Belfast City Marathon
2. Great North Run
3. Ride London
4. Dudley Castle Abseil
5. Resolution Run Cambridge
6. Step Out for Stroke Hunstanton
7. Edinburgh Half Marathon
Communities

1. Tesco store in Bridgend
2. London poetry workshop
3. Foyle Stroke Support Group
4. Lee Hall Golf Club Purple Day
5. Anglian Water Know Your Blood Pressure event

Monuments, landmarks and statues

1. Gateshead Millennium Bridge
2. Spinnaker Tower, Portsmouth
3. London Eye
4. Edinburgh Castle
5. Enniskillen Castle, Northern Ireland
6. Les Dennis helped light up the Blackpool Tower in purple

Your generous support has raised over £60,000
Purple for pounds

Thank you for getting involved in Make May Purple for Stroke 2017. As the UK’s largest stroke charity, tens of thousands of people rely on us for information, advice and support. This May, you can help us to be there for more people by going purple for stroke and raising money for our work.

Wear it, share it

For Make May Purple 2017, we want everyone to wear something purple for stroke. Whether you choose to sport purple accessories or dress head-to-toe in shocking purple, you’ll be showing your support for stroke survivors across the UK.

Remember to share it on social media, so we can give you a shout out – using the hashtag #MakeMayPurple.

At school

Speak to your child’s teacher and get them to host a purple £1 mufti day. We can send you stickers to say thanks to the kids.

Remember to order materials early using the order form in the centre pages or you can visit the online shop at stroke.org.uk/shop
At work

Wear something purple every day throughout May and invite your friends and colleagues to join you for a £2 donation. Donning purple feather boas, hats, ties, jackets, scarves or jewellery all count to adding a splash of purple to your outfit.

Anywhere

Put up a purple poster or hand out purple postcards in your local GP surgery, pharmacy, school, work or community centre. You can order all Make May Purple materials and other information leaflets by visiting stroke.org.uk/shop.

How you’re helping

£25
could provide factsheets to 15 stroke survivors to help them come to terms with the effects of stroke

£50
could help us to continue investing in research to prevent stroke and improve lives

£100
could help us fund life-saving research application grants

£250
could help to fund the work of scientists prioritising stroke research

£500
could help find innovative new ways to prevent and treat stroke

You’re amazing.

Without the support from the Stroke Association I wouldn’t be where I am today. My family and I are so grateful that you were there for me when I needed it most.

Simone, stroke survivor
Raising FUNds for stroke

All the money you raise will go towards the Stroke Association’s work and will help to change the world for people affected by stroke.

There are many ways you can do this. We have skydives, fire walks, runs and abseils for the daredevil fundraisers. But you don’t have to be an adrenaline junkie to help raise funds. There’s bound to be a Step Out for Stroke walk near you and we’d love you to join us.

We’ve got something fun and easy for just about everyone. Find something that suits you by visiting stroke.org.uk/makemaypurple.

Together we are conquering stroke

Our coordinators are amazing. They work hard to ensure that stroke survivors and their families can build their life after stroke. People like David, aged 51, who had a stroke in 2014, need all the support we can give.

David’s stroke left him with left-sided weakness, fatigue and depression but thanks to the hard work and support of his family and local Stroke Association coordinator, he is making great progress and overcoming his challenges.

In September 2016, David reached a significant recovery goal by participating in the Great North Run and a 10k run. Congratulations and huge thanks to David who raised over £700 for our charity.
Congratulations

Our cover photo is of Valerie Paragon from Birmingham who decided to Make May Purple by dressing up in purple for a Step Out for Stroke event at King’s Heath.

We had so many great photo entries, but this one stood out to our designer, who loved the colours, composition and positivity that the image shows. Thanks to the Stroke Association’s photographer, Davinder Claire, for capturing this image.

“I take part in Step Out for Stroke because I regularly see first-hand the devastating impact stroke can have on people’s lives” said Valerie. “As well as joining the walkers at Step Out, I hold my own fundraising events for the Stroke Association and raise awareness of stroke wherever I can. I also like to take part in the event to keep fit and help reduce my own risk of stroke.”

It could be you...
If you have a flair for photography then your photo might be on the front of next year’s magazine.

The rules are simple, take a fabulous image that sums up ‘Make May Purple for Stroke’ and email it with your name and contact details to makemaypurple@stroke.org.uk. We have some guidelines on stroke.org.uk/photoguide to help you take good quality, hi-resolution images. Good luck.
In May 2016, stroke survivors and members of the Stroke Association’s Wednesday Wheels Group celebrated Make May Purple by taking part in our fundraising Cycle for Stroke challenge. The group members supported the challenge by cycling on semi-recumbent trikes in Sanders Park, Bromsgrove in purple outfits. They raised lots of eyebrows, awareness and much-needed funds in the process.

The Stroke Association team at the Life After Stroke Centre decided to cover 1,000 miles. Using an exercise bike in reception, they encouraged staff, visitors and stroke survivors to cover as many miles as they could during the month of May. A map of their route turned purple as they clocked up the miles. They also invited people in the local area to cycle and added the number of miles pledged by participants towards their total. This challenge provided a perfect opportunity to get the whole family and community involved.

Pupils at Woolpit Primary Academy, Bury St Edmunds turned their school purple on Friday 27 May 2016 to celebrate Make May Purple.

Throughout the day, pupils wore purple clothing, decorated plant pots and planted lavender seeds, raising £56 for our charity.

Pupils were also treated to a stroke awareness talk in classes by their local Stroke Association representative Louise Everett. They learnt how stroke can affect a person’s brain, as well as how to spot the symptoms of stroke, and act FAST.

Louise said: “It was fantastic to see Woolpit Primary Academy turn purple to raise awareness of Make May Purple for Stroke. In 2017, we’re calling on the whole community to get involved with our annual awareness and fundraising event. It’s all about having fun, getting people talking about Make May Purple, and raising vital funds so that we can be there for more people affected by stroke.”
About us

The Stroke Association is the UK’s leading charity, changing the world for people affected by stroke.

Our vision is for a world where there are fewer strokes and all those touched by stroke get the help they need. We believe in the power of research evidence to prevent stroke, save lives and enable stroke survivors to make the best recovery possible.

Over the last 20 years, the Stroke Association has awarded more than £40 million through 400 research grants, leading to many advances in stroke care. Our research has helped to improve treatments and care that has saved tens of thousands of lives. We recognise the value that people affected by stroke bring to research and are proud of our commitment to ensure that the views of stroke survivors shape our work.

Our support service support hundreds of thousands of people through one of the most frightening experiences of their lives and help them rebuild their life after stroke. We provide you and your family with information about stroke prevention and support, practical advice and emotional support. After a stroke, life is very different and you may need to make big adjustments and deal with daunting challenges. We provide a variety of services that will help you enjoy a better quality of life, return to your community and face the future. Our carers’ groups provide information and advice as well as an invaluable opportunity to socialise with others in a similar situation.

We campaign on the issues that matter to you. In 2006, Stroke Association successfully campaigned for the first national stroke strategy for England. The 2007 strategy led to real improvements in stroke awareness, treatments and care. More people are now treating it as a medical emergency and getting the help they need within the crucial three-hour window. However, the Government has no plans to renew the strategy when it comes to an end in 2017. Without a new stroke strategy, lives could be at risk. This is why we have been campaigning for a new national stroke strategy for England, calling upon the Government to address the unacceptable variations in stroke care and treatment in England drive new advances in treatment and to improve support for people affected by stroke. We have also launched campaigns in Scotland, Wales and Northern Ireland aiming to commit political parties to doing more to prevent strokes.

But there is still much to do; we want to build on what we have achieved so far. Stroke is a unique condition. It strikes in an instant but its effects can last a lifetime. With the right treatment, care and support stroke survivors can, and do, make good recoveries and maintain a good quality of life. We need your help to continue to be there for people whose lives have been turned upside down by stroke.
Every three and a half minutes, someone in the UK has a stroke, and the disease is one of the biggest causes of adult disability. Advances in medical research have helped to halve the number of people dying of stroke in the last 20 years and more people are now benefiting from cutting-edge treatments and making better recoveries than ever before. The Stroke Association has been at the heart of this progress, investing vital funds into world-class research to find new means of treatment and rehabilitation after stroke.

Aphasia is caused by damage to the parts of the brain that control language. More than 350,000 people in the UK have aphasia which can affect a person’s ability to understand, speak, read, write and use numbers, but doesn’t affect a person’s intelligence. People living with aphasia have said they often feel cut off from the world around them.

Virtual reality (or pretend) worlds on the internet have exciting potential for stroke survivors with aphasia. In 2012, the Stroke Association invested in a study at City University London, to see how a virtual reality world, known as EVA Park, could benefit people with aphasia.

EVA Park is an online island, containing a variety of locations, including a town square, shops and parks, where stroke survivors with aphasia can practise everyday conversations and build their confidence. People can access EVA Park from their home computer, and it is protected so that only other people with aphasia and specially trained support workers can take part. The Stroke Association is currently funding the next stage of the study which is testing whether EVA Park could be used as a way to hold group support meetings to assist stroke survivors who are unable to access face-to-face services.

Last year, EVA Park won the Tech4Good People’s Award raising awareness of how technology can be used to improve stroke recovery now and in the future.
When his father-in-law had a stroke, Professor Gary Ford recognised the symptoms and called 999 straight away. But far too many people don’t recognise the early warning signs of a stroke, and delay calling for an ambulance.

In 2000, the Stroke Association funded Professor Gary Ford and his colleagues at the University of Newcastle to study the ability of ambulance paramedics to recognise stroke using the Face Arm Speech (FAST) test.

Although there were fears that ambulance staff would overload the system with people who hadn’t actually had a stroke, Professor Gary Ford’s research led to the conclusion that, with the FAST test, more stroke patients received the emergency medical treatment they needed.

The Stroke Association created an awareness campaign about FAST to help spread the word. The Department of Health in England was so impressed with this campaign that they took it up in 2009 and it’s now promoted to millions of people across the UK. As a result, many more people are now aware of the signs of a stroke, and more patients are getting the life-saving medical attention they need.

Did you know?

Since 1991 the Stroke Association has invested more than £50 million in vital stroke research.

In 2015, our charity awarded over £3.65 million of new research funding to projects, programmes and people to find the next big breakthroughs in stroke prevention, treatment and care.

In 2012, for every cancer patient living in the UK, £241 was spent on cancer research, whereas just £48 was spent on stroke research for every stroke patient.
We were thrilled to launch Make May Purple in Wales with our most successful exhibition to date.

Stroke survivors and carers from across South Wales celebrated by Painting it Purple, gathering at the Gates Art Centre in Cardiff for the official launch. Artist and Stroke Ambassador Haydn Canter revealed some giant letters, that he’d handmade, for everyone to decorate and help us, literally, Make May Purple. We also brought back our Pop-up shop thanks to the support from St David’s 2 Shopping Centre in Cardiff.

In North Wales the UK’s first Stroke Association Information Point, a community shop called Will’s of Caerwys, held its first blood pressure event. Over in Llandudno some mischievous statues decided to get in on the act, sporting purple wigs and pom poms.

We were again delighted that stroke units in Wales organised purple activities during May. Llandough Hospital held a Bake it Purple competition with local celebrities Nathan Wyburn and Wayne Courts judging the impressive bakes. As well as the competition, bake sale and purple photo booth, the patients on the stroke ward were treated to a tea dance with a live singer.

To top it all off our Step Out for Stroke in Bridgend had its most successful year yet. 434 medals were given out on the day and we raised over £14,000. The walk’s route was a sea of purple, a perfect ending.
Make May Purple in Scotland 2016

We had such a successful Make May Purple in 2016 that we’re champing at the bit to make it even bigger and even more purple in 2017!

What made the year so special? You did! And we can’t thank you enough, as none of it happens without you.

With your help we lit up some of the most famous landmarks in the country – Edinburgh Castle, The Kelpies and Marischal College in Aberdeen all went purple for stroke.

We had bake sales and coffee mornings with lots of purple cakes and lots of funds raised for our work. Thank you to Virgin Money Lounge for their support by organising bake sales and carrying out blood pressure testing events.

Our biggest ever Step Out for Stroke took place in Broughty Ferry – we had over 54 people taking part. It was great to have the support of Tayside Speakability group.

It was also good to see so many of you turn up for our Know Your Blood Pressure events across Scotland.

You went above and beyond to raise awareness of stroke and vital funds to support our work. Thank you.

We’re keen to keep the momentum going, and we’d love you to come with us for Make May Purple 2017. Email Angela.Macleod@stroke.org.uk with your purple ideas.

Make May Purple in Northern Ireland 2016

We had a really successful Make May Purple 2016 across Northern Ireland with a record number of events, light ups and media coverage.

Prominent local buildings and landmarks were lit up in purple including Newtownabbey and Antrim Borough Council, Derry Playhouse, Derry Council and Fermanagh Castle. Ulster Rugby player, Chris Henry and stroke survivor Clodagh Dunlop, helped to launch Make May Purple in Northern Ireland by sharing their stories with the local media.

We also celebrated our NI Life After Stroke Awards on 12 May and presented eight awards to stroke survivors, fundraisers, carers and health professionals. Our Step Out for Stroke events had record breaking attendance.

Now here’s the challenge. We want to make 2017 bigger and better – but we can’t do that without you – our wonderful supporters and local groups. Whether it’s by holding a Make May Purple event with your local support group, encouraging businesses and schools in your local community to get fundraising, or just helping us to spread awareness – we would love you to get involved.

Stroke Association NI Director Barry Macaulay said: “It has been fantastic to see people throughout Northern Ireland get involved in Make May Purple for Stroke. Everyone really got into the spirit in 2016 and hosted lots of fun purple activities. Thanks to everyone who helped spread the message that together we can conquer stroke and for raising money to help us to do this. We look forward to 2017.”

You can contact the NI team on 028 9050 8020 or email ni@stroke.org.uk
Stars of stage and screen are supporting Make May Purple for Stroke.

**Celeste Brinkley says**

“Make May Purple is an incredible campaign that not only brings a little extra attention to stroke awareness, but also helps raise vital funds for the Stroke Association. Every little bit helps, and I’m excited to lend my support.”

**Les Dennis says**

“I’d encourage everyone to take action in their local community for Make May Purple. Whether you choose to hold a purple-themed bake sale, or dress in purple for the day, it’s a fantastic way to help spread the word about stroke and raise funds for the charity.”

**Nicholas Lyndhurst says**

“Recovering from a stroke can be one of the hardest challenges life has to throw at you, and I’m proud to support this extremely important charity.”

**Lindsay Duncan says**

“Stroke is such a cruel condition and every step on the road to recovery is something to celebrate. That’s why I’m helping to Make May Purple for the Stroke Association and supporting the charity as they turn Britain Purple.”

**Sir Michael Gambon says**

“There are many millions of stroke survivors and carers and the support you receive from those around you is so vital. That’s why I am supporting the Stroke Association’s Make May Purple Campaign.”

**Sherrie Hewson says**

“I know all-too-well the devastation a stroke can bring. That’s why I’m proud to support the incredible work the Stroke Association does to help people rebuild their lives.”

**Samantha Morton says**

“I know from personal experience that stroke can be devastating. The Stroke Association does such important work to prevent stroke and change the lives of stroke survivors. That’s why I am supporting Make May Purple and I hope as many people as possible join me.”

**Get involved**

Our monthly Make May Purple newsletters have a wealth of information that you can share with your friends, family and colleagues. If you haven’t already, sign up today at stroke.org.uk/makemaypurple so you can share your ideas and get regular updates and inspiration.
Make May Purple 2017

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.

Solidarity string  Balloons  Bunting  Pin badge

Fast forward

Early in 2015, we launched the FAST forward campaign to encourage everyone to learn the FAST test and forward it on to friends and family. Thousands of you have become more FAST aware and shared how to act FAST to save even more lives. Over the last five years, nearly 40,000 people have got to hospital within three hours of their symptoms giving them a much better chance of recovery.

But we need to keep reminding people. Please keep sharing the FAST forward message.

Make May Purple

Find the stroke related words.

Stroke  Purple  Carer  Tia  Survivor  Therapy  Clot  Aphasia  Fast  Recovery

Word search

For solution visit stroke.org.uk/makemaypurple
In South Wales the members of Cardiff Day Service held a Make May Purple party. They were treated to a curry with purple bread by group member and chef Earl Smikle. Other members brought in tasty purple treats and dressed up for the occasion, including an impressive purple tutu.

Haydn Canter, group member and Stroke Ambassador said: “Being part of a group and being with like-minded people has meant so much to me after the stroke. Having something like Make May Purple to get involved in has been great – we all enjoyed having something different to look forward to. No one in the group was shy about dressing up, which was a good laugh. Our Make May Purple party was a lot of fun this year and we’ll definitely be doing it again in 2017. We’ve already started thinking of some new purple activities.”

In 2016, Vision Express built on their two year partnership with the Stroke Association by supporting Make May Purple. Throughout May, Vision Express turned the home page on the website purple in support of Make May Purple, published information about stroke and offered customers the chance to get involved. Stores across the country also hosted purple themed Know Your Blood Pressure events and encouraging everyone to sign up to Make May Purple for Stroke in aid of the Stroke Association.

Vision Express is dedicated to raising awareness of the link between stroke and visual problems. As part of our partnership, Vision Express sponsors the Thames Bridges Bike Ride and our Visual Problems after Stroke factsheet and also has a regular programme of Know Your Blood Pressure events taking throughout the year.

One customer, George, who had a stroke four years ago, drove his mobility scooter on a 12 mile adventure to raise money for the charity. He completed his journey at his local Vision Express store, where he was greeted by a finish line of supporters. The team at Vision Express put on a spectacle maintenance session, offering tea, coffee and biscuits all afternoon, helping him hit his target of raising £500.

Vision Express and their customers have not only raised vital funds for the Stroke Association but helped to ensure that our messages for Make May Purple reached hundreds of thousands of customers, increasing awareness of stroke across the UK.
Every year the Stroke Association’s Helpline supports tens of thousands of people affected by stroke, including stroke survivors, friends and family members, carers, volunteers and professionals. People contact the helpline throughout their stroke journey with questions about a wide range of issues. Last year, popular topics included... finances, benefits and grants; physiotherapy, aids and adaptations for everyday life; and how to manage fatigue after stroke.

Often the people who contact us feel frightened about what’s happened and uncertain about the future. As well as practical information and signposting, we offer emotional support which can be reassuring, as one caller explains:

“Speaking with your helpline officer this afternoon was so nice. She patiently listened while I gabbed out all my problems and concerns and her very quiet tone of voice and comforting words of understanding were really helpful.”

**Stroke Helpline**

Our helpline has 11 Helpline Information Officers based in the West Midlands, responding to calls from anyone living or working in the UK.

The Stroke Helpline and Information Service is open 9am – 5pm Monday to Friday. However, we know that the questions people have about stroke don’t stop when our service closes, so we’re reviewing our opening hours with a view to extending them during the week and weekends.

If you have any questions or need to speak to someone about stroke call one of our Helpline Information Officers on 0303 3033 100. Alternatively, you can email us at info@stroke.org.uk
Banking the money you've raised

Some of our supporters take on the challenge of a marathon and some take their first few steps after their stroke at one of our Step Out for Stroke events. Every single step helps us to raise awareness and essential funds.

Whether you’re holding a cake or craft sale, hosting a local community event, collecting spare change or want to become a regular giver – every single penny you give helps to make a real difference to the lives of thousands of people who are touched by stroke every year.

You can ensure your funds reach us in the following ways:

**By visiting our website**
Make your donation online by visiting stroke.org.uk/donate

**By telephone**
Call one of our friendly Supporter Care team on 0300 3300 40 – just have your card debit or credit card to hand and we’ll do the rest for you.

**Send a cheque by Post**
Send your kind gift to: Supporter Care Team 1 Sterling Business Park Salthouse Road Brackmills Northampton NN4 7EX

* Please do not send cash in the post

However you choose to raise funds, we are deeply grateful. With your support, together we can conquer stroke.

Thank you on behalf of the thousands of people we support every year.
Don't forget to share it

However you choose to Make May Purple for Stroke in 2017, we want to hear all about it.

#MakeMayPurple

Get tweeting

Remember to share your purple plans and photos on Twitter – you can find even more ideas and inspiration @TheStrokeAssoc.

Find us on Instagram

Come and join us on Instagram, where we’re celebrating all things purple. Search #makemaypurple to find out how people across the UK and beyond are getting involved.

Check out Facebook

Keep up-to-date with our latest news and updates in the run-up to May 2016 by liking our Facebook page. Post your own purple plans and see what others are doing to Make May Purple.

It doesn’t stop there...

We love your purple photos! If you have a great purple photo or story that you would like to send to us, please email us at makemaypurple@stroke.org.uk.
Enter now to join stroke survivors and their friends and families. Every step makes a difference. Sign up at stroke.org.uk/stepout

Together we can conquer stroke #StepOut

The Stroke Association is registered as a charity in England and Wales (No.11015) and in Scotland (SC037789). Also registered in Northern Ireland (XT3185), Isle of Man (No.6150) and Jersey (APO 143)