



'DOING THE 1 IN 6'! THE BALLARAT HEALTH SERVICES STROKE RISKOMETER™ CHALLENGE.

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Background:

People in regional Australia have a higher risk of stroke. The Grampians region, for which the Ballarat Health Services (BHS) are the main referral centre, has a high incidence of stroke risk factors. Recent evidence indicates that approximately 90% of strokes may be attributed to a combination of 10 modifiable risk factors including; Hypertension, abdominal obesity, apolipoproteins, smoking, physical activity, alcohol, diet, psychosocial factors, diabetes and cardiac causes. The Stroke Riskometer™ is an app developed by Valery Feigin and his team at Auckland University of Technology to assess the individual risk of stroke and promote strategies to reduce this risk. The Stroke Riskometer™ contains 20 health related questions, referencing 9 of the 10 risk factors from the INTERSTROKE study. In line with primary prevention strategies, BHS sought to access the community by utilising and promoting the Stroke Riskometer™ to provide stroke education, improve stroke awareness and reduce the incidence of stroke.

'Doing the 1 in 6' involves getting people to download and complete the Stroke Riskometer™ app and then asking 6 people in your life to do the same. The key message for 'Doing the 1 in 6' is to spread the word about stroke to save your life or the life of someone you love.

Stage One

- Engaging staff within Ballarat Health services through education sessions
- All users email promoting the Stroke Riskometer™ and the 'Doing the 1 in 6' challenge

Stage Two

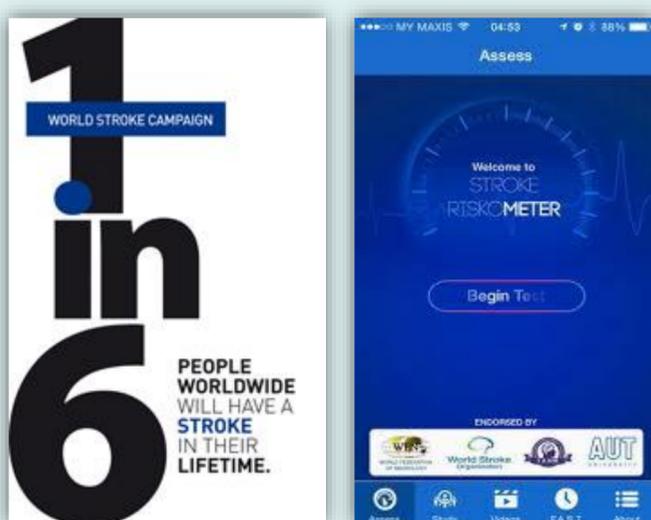
- Promoting the Stroke Riskometer™ via social media platforms such as Facebook and Twitter
- Advertising the 'Doing the 1 in 6' challenge in the hospital newsletter and hospital display areas
- Target high traffic areas of the hospital

Stage Three

- Engaging local businesses to advertise the stroke riskometer™
- Reach the community via local media including newspaper, radio and local TV news
- Provide stroke education to local secondary school students in the hope they will discuss stroke with their older relatives and assist them in completing the app

Discussion:

In collaboration with the team at Auckland University of Technology, BHS will monitor the amount of downloads that occur during the time frame to ascertain if the stroke riskometer™ is being well utilised within the community. In addition, internal auditing will continue to identify trends in stroke presentations within the hospital.



Aim:

To decrease the incidence of stroke in the Grampians region by educating the community about risk factors and stroke using the Stroke Riskometer™ app.

Methods:

A three stage model was developed to promote the Stroke Riskometer app using the '1 in 6' stroke campaign promoted by the World Stroke Organization.