



PRESS RELEASE – released 14th April 2014

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Rotary “Know Your Blood Pressure” event proves it’s value

On Saturday, the 5th April, the Rotary Club of Newbury held their annual “Know Your Blood Pressure Day” event as usual at the Newbury Town Hall – again it was an unqualified success resulting in identifying 2 individuals who were showing blood pressures of significant concern to merit a recommendation of seeing their GP’s within a week. A further 16 (30%) were recommended to seek a follow up test within a month. In all some 55 people volunteered to have BP tests including the Mayor and Mayoress of Newbury.

This year, Newbury Rotary were supported by staff members from the Stroke Association who were doing the testing. Nationally, the Stroke Association and Rotary International in Great Britain and Ireland (RIBI) were targeting to host over 1,000 free blood pressure testing events.

High blood pressure is the biggest risk factor for stroke. The “Know Your Blood Pressure” day aims to raise awareness about the link between high blood pressure and stroke. Volunteers hosting the event provide information and advice on simple steps to keep blood pressure under control.

Will Job, president of Newbury Rotary Club, said: “The Know Your Blood Pressure campaign has been supported by Rotary for over a decade. The ideal blood pressure is 120/80 but we know a significant number of people have readings above that and a quarter have dangerously high blood pressure with readings over 140/90. Nationally, Rotary took nearly 43,000 blood pressure readings last year and of these nearly 7,000 people were advised to take action. These events can play a big role in reducing strokes across the country. It’s clear from our work that high blood pressure is far more common than you would think.”

Joe Korner, Director of External Affairs at the Stroke Association said: “High blood pressure does not present any symptoms and many people have no idea their health may be at risk. We estimate up to half of strokes could be prevented if people took steps to control it through diet, exercise or medication. This year we are hoping to test at least 50,000 people all over the country.”

This event is one of many Rotary events during the year supporting our local community including Young Photographer, Charity Walk, Barge Week – details of these and other projects can be seen by visiting <http://www.newburyrotary.org>

For more information on stroke, call the Stroke Association helpline on 0303 3033 100 or visit <http://www.stroke.org.uk/kybp>

Join your local Rotary club and discover how you can make a difference. For more information about Rotary International in Great Britain and Ireland, visit <http://www.ribi.org>

Ends

NOTE FOR EDITORS:

Rotary International

Rotary International in Great Britain and Ireland, part of Rotary International, has 1,845 clubs and more than 55,000 members.

Rotary International was founded in 1905 in Chicago and is now the world's largest international service organisation with 1.2 million professional men and women as members. There are 33,000 clubs in 200 countries and geographical areas.

Rotary clubs are open to men and women who are business, professional or community leaders who want to use their experience for the benefit of others.

Rotary initiates local and global projects to promote world understanding and peace and improve life conditions for people of all ages and cultures. To find out more, visit www.ribi.org.

Rotary Club of Newbury

Currently have some 42 members meeting on a weekly basis at Donnington Valley Hotel and following the Rotary ideal of "Service above Self" to support both local and international projects. To find out more about the club visit <http://www.newburyrotary.org> or email secretary@newburyrotary.org

Stroke Association

A stroke is a brain attack which happens when the blood supply to the brain is cut off, caused by a clot or bleeding in the brain. Around 152,000 people have a stroke in the UK every year and it is the leading cause of severe adult disability. There are over 1.2 million people in UK living with the effects of stroke.

Stroke Association is a charity. We believe in life after stroke and we're leading a community of people to change the world for people affected by stroke. We work directly with stroke survivors and their families and carers, with health and social care professionals and with scientists and researchers. We campaign to improve stroke care and support people to make the best recovery they can. We fund research to develop new treatments and ways of preventing stroke. The Stroke Helpline (0303 303 3100) provides information and support on stroke. More information can be found at www.stroke.org.uk

For further information and interviews with case studies and spokespeople, please contact the Stroke Association's media team on 020 7566 1500 or email press@stroke.org.uk

For urgent out of hours media enquiries only please call 07799 436 008. ISDN facilities are also available.

Local Stroke Care support - Stroke Care for Newbury & West Berkshire

Stroke Care for Newbury & West Berkshire is an independent registered charity with affiliation to The Stroke Association. Their mission is to provide relief & practical support to residents of West Berkshire who have suffered the effects of a stroke, to their families and to their carers. Our group is structured to provide from hospital discharge through to independent living. We provide a comprehensive programme of Physiotherapy, Cognitive therapy, Communication therapy, Hydrotherapy etc., targeted on rehabilitation and achieving recovery as well as confidence building, providing friendship and support. To find out more visit <http://www.strokecarenewbury.org> or email strokecare.newbury@googlemail.com