



## More about Know your numbers in 2009 - 2010 (Queensland)

### Background

The National Stroke Foundation (NSF) developed a blood pressure (BP) program to raise awareness about high BP and stroke in the community. The program called *Know your numbers* aims to deliver a prevention message about the importance of having regular BP checks and for people to understand the consequences of high BP.

In October 2007, the first phase of the program was piloted in Victoria. Through partnerships with The Pharmacy Guild Australia and other organisations such as Rotary, BP checking stations were set up in various public locations including shopping centres, Community Pharmacies and at Rotary club events. Pressure stations provided an opportunity for people to stop and check their BP.

Organisations who participated in the pilot played a valuable role in spreading an important message about blood pressure awareness and other risk factors for stroke within the community and workplace.

In 2008, the *Know your numbers* program was further rolled out in South East Queensland and again involved participation from Pharmacy Guild and Rotary Clubs to provide BP checks. The official launch was held on October 23<sup>rd</sup> and hosted by Delahunty's Chemist in Queens Plaza, Brisbane. *Know your numbers* was officially launched by The Hon. Stephen Robertson MP Queensland Minister for Health.

In further support of *Know your numbers* Queensland Premier The Hon. Anna Bligh announced a three year commitment to the National Stroke Foundation to extensively rollout *Know your numbers* in Pharmacy. This funding is part of the Government's commitment to making Queenslanders Australia's healthiest people. The Pharmacy Guild of Australia (QLD Branch) will also be helping to promote the *Know your numbers* initiative to members.

Due to recent Queensland Government funding, there are now two available options for participation in *Know your numbers* in Queensland. Pharmacies have the option of either participating in the week long campaign or participating on a permanent basis (year long).

### What's happening in 2010?

In 2008 the NSF received fantastic support from over 100 Pharmacy Guild members who participated in *Know your numbers* by setting up a pressure checking station within their pharmacies.

In 2009 we had a big goal of registering up to 500 pharmacies to participate in *Know your numbers* with the aim to double participation by 2011. This is important to help improve awareness about BP in the community. The week long campaign will be held **17-23 May, 2010**.

### Know your numbers Pressure Station

#### *What is a pressure station?*

A pressure station should be a resourced table or area in pharmacy which is displayed with *Know your numbers* materials and a digital BP monitor which are all provided in a resource kit. The pressure station



provides an opportunity for people to stop and check their BP in their local community and to receive information about how to keep their BP low and reduce their risk of stroke. A pressure station should be supervised by the pharmacists but can be supported by trained pharmacy assistants and/or other volunteers such as Rotary members. People who have high BP should be recommended to follow up with their doctor.

### ***What is required?***

Once you register to participate in *Know your numbers* (either for Option 1 or Option 2) it is advised to allocate a staff member who will be the main contact for coordinating the pressure station in pharmacy (known as the pressure station leader).

Support will be provided by the NSF if you have any questions or queries about how to set up your pressure station or to promote locally.

As participants in *Know your numbers* you will be asked to assist with evaluation by completing some questionnaires. We also welcome any feedback that will help improve *Know your numbers*.

### **Is your pharmacy interested?**

By getting involved you can:

- Help to identify people at early risk and reduce their risk of stroke
- Provide a valuable service to new and existing customers
- Spread an important awareness message and reduce misconceptions about BP
- Create contacts and networks in your local community

There will be two available options for participation in *Know your numbers* in Queensland:

#### Option 1 – *Know your numbers* week long pressure station

You can register to participate in the *Know your numbers* campaign held annually on **17-23 May 2010**. This was the process for those who participated in 2009. Upon registering it is anticipated that you will continue to participate on an annual basis.

Pharmacies are encouraged to check up to 50-100 people during the *Know your numbers* week.

Registration will be promoted to all Pharmacy Guild members throughout Queensland.

#### Option 2 – *Know your numbers* permanent (year long) pressure station

Many pharmacies currently offer BP checks throughout the year to customers. We encourage pharmacies that currently offer this service to continue to do so and or those that are interested in starting this service to register for *Know your numbers* permanent pressure station. Resources will be provided to support BP checks throughout the year including in store advertising etc.

A pharmacy is encouraged to check at least 300 people during the year and to continue to provide the service throughout the year (these pharmacies can also participate in the promotion around *Know your numbers* week held in May and may wish to do more in-store promotion supported by the campaign materials).



Registration will be promoted to all Pharmacy Guild members throughout Queensland.

## **Know your numbers Resources**

### ***Is participation remunerable?***

Participation in the *Know your numbers* program by pharmacy members is on a voluntary basis. Once you register, a pressure station resource kit is provided free of charge and includes one complimentary digital BP device to enable you to conduct BP checks.

BP checks and the resources provided should also be offered as a free service to your customers.

### ***What resources are provided to support BP checks?***

Specifically designed *Know your numbers* resources have been developed to help support a pressure station. The resources supplied in the pressure station resource kit help the running, promotion and evaluation of a pressure station site (in pharmacy)

The provision of resources helps to ensure consistent information and advice about BP is available to the general public and an effective message about prevention is communicated to new and existing customers.

### ***Permanent pressure stations***

Resources provided to support year long (permanent) *Know your numbers* pressure stations will differ slightly, particularly in-store promotional material. Once you register as a permanent pressure station, details of the *Know your numbers* resources you receive will be sent to you. Campaign resources for week long pressure stations are outlined below.



### **If you change your mind?**

Once you officially register you can change your mind. You will simply need to contact us to cancel your registration. If you have already received your kit you will need to return the resources and Omron BP monitor to the NSF.

### **Included in your resource kit are the following:**

- Pressure station manual
- Questionnaire folder
- GP referral letter
- Omron digital BP monitor (if you have not previously participated)
- Campaign resources
  - Local and campaign posters
  - Balloons and stickers
- Information for general public
  - Know your numbers brochure
  - 1,2,3 Action Plan
  - BP Wallet Card
  - GP Referral Letter



If after running a pressure station event you do not want to continue offering BP checks in future years, you will need to return the digital monitor to the NSF. We welcome your ongoing support and participation in 2009 and beyond.

## Further information

*Know your numbers* week will be held **17-23 May 2010**. Supplementary resources for permanent pressure stations (year long) in pharmacies will be available upon request.

If you would like to find out more about *Know your numbers* please register your interest with the NSF. We will send you further information about *Know your numbers* and will keep you updated when the official online form is open and you can then confirm your participation for 2010.

Contact: Belinda Wilkinson

Email: [knowyournumbers@strokefoundation.com.au](mailto:knowyournumbers@strokefoundation.com.au)

Website: [www.strokefoundation.com.au](http://www.strokefoundation.com.au)

National Stroke Foundation  
Level 7, 461 Bourke Street  
Melbourne VIC 3000  
Phone: 03 9670 1000  
Fax: 9670 9300



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Guild of Australia

