

PRESS RELEASE

1 July 2013

CCG wins excellence award from Stroke Association**Health leaders in Worcestershire have won the Stroke Association's 2013 Professional Excellence Award.**

NHS Redditch and Bromsgrove Clinical Commissioning Group (CCG) received the award in recognition of its commitment to raising awareness of stroke and its risk factors.

Dr Richard Davies, Assistant Clinical Chair of the group, collected the award at the charity's annual Life After Stroke Awards at a ceremony in London's Dorchester Hotel on June 26.

Every year nearly 12,000* people suffer a stroke in the West Midlands and around 1,000* of those cases are in Worcestershire.

To raise increase public awareness of the signs of stroke, the CCG embarked on an initiative in partnership with the Stroke Association. It advertised on buses, held awareness days in town centres and ran several Stroke Association Know Your Blood Pressure events where passers-by were offered free blood pressure checks and training on the Face Arm Speech Time (FAST) test to recognise when someone is having a stroke.

Dr Richard Davies, Assistant Clinical Chair of NHS Redditch and Bromsgrove Clinical Commissioning Group, (pictured above), said: "I'm delighted that Redditch and Bromsgrove CCG has won this prestigious award for Professional Excellence. Our campaign has had a really positive impact by increasing the awareness of stroke to local people and in particular to those people who don't see their GPs and have regular check-ups.

"As part of our campaign, we focused on preventative measures by looking at people's lifestyle and helping them to understand what can lead to them having a stroke. We went out into the community to check people's blood pressure and we found that over half had high blood pressure and advised them have a repeat test in their GP surgery."

"Working closely with the Stroke Association has really helped us to deliver our message and behalf of all our GP practices, I'd like to thank them for this recognition."

Hugh Tibbits, West Midlands Regional Head of Operations at the Stroke Association says; "Redditch and Bromsgrove's CCG's commitment to raising awareness of stroke in the local area has been remarkable. High blood pressure in the region has been a significant health problem but the Group's dedication to highlighting the issue, as well as encouraging people to learn the signs of stroke, has gone a long way to raising awareness. It's been a pleasure working with them and we're delighted to present them with this award."

The CCG represents 22 Redditch and Bromsgrove GP practices with a combined population of 170,000 patients.

For more information and to view a video about the campaign visit www.redditchandbromsgroveccg.nhs.uk

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Notes for Editors

- Pictured: Dr Richard Davies, Assistant Clinical Chair of Redditch and Bromsgrove CCG.
- Video link to Dr Davies interview www.youtube.com/watch?v=A4iRVprEWfQ

- 12,000* - Every year nearly 12,000* people suffer a stroke in the West Midlands. Figure provided by the Stroke Association www.stroke.org.uk/resource-sheet/stroke-statistics. Around 1,000* of those cases are in Worcestershire. 1000* - Figure provided by Public Health England.
- Link to Life After Stroke Award winners stories www.stroke.org.uk/LASA
- For more information about NHS Redditch and Bromsgrove Clinical Commissioning Group please visit www.redditchandbromsgroveccg.nhs.uk
- NHS Redditch and Bromsgrove CCG represent 22 GP practices and serve a patient population of 170,000 patients.
- Find out all the latest news by 'liking' our page on Facebook www.facebook.com/redditchandbromsgroveccg
- Follow Dr Jonathan Wells, Chair and Clinical Lead for RBCCG on Twitter @RBCCG_Chair

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