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A message from our Head Program

The George Institute's Brain Health Program tackles the serious issue of brain health and enabling people living better longer. Healthy brains are key to good health. Hundreds of millions of people around the world have conditions that lead to poor brain health, and these numbers will only increase without effective action. Disability, premature death, less opportunities to live a full life and anguish for family and friends can happen when we have sub optimal brain health.

This year the Brain Health Program produced a number of targeted initiatives to engage community and together learn what we can do to improve our understanding of how we can reduce the risk of stroke, a condition that commonly affects brain health. I would very much like to thank those who championed and supported our work, we would not be here without you.

We're excited to share our first social impact report about these activities and look forward to doing more in 2025. Our work relies on funding. Please reach out to us on brainhealth@georgeinstitute.org if you have ideas or would like to support.



Committee 2024

- 1 **Cheryl Carcel** | *Brain Health Program*
- 2 **Michelle Sharkley** | *Stroke Recovery Association NSW*
- 3 **Isabella Tan** | *Cardiovascular Program*
- 4 **Rose Wilson** | *Brain Health Program*
- 5 **Mabel Ventura** | *Consumer Panel Engagement*
- 6 **Zien Zhou** | *Brain Health Program*
- 7 **Ma. Ignacia Allende** | *Brain Health Program*
- 8 **Dijlah Moun gatonga** | *Impact and Engagement*
- 9 **Menglu Ouyang** | *Brain Health Program*
- 10 **Maarinke van der Meulen** | *Impact and Engagement*





World Stroke Day 2024: A Global Call to Action

The **Brain Health team** at The George Institute collaborated with the **World Stroke Organization** to commemorate World Stroke Day, held annually on October 29th. This year's campaign leveraged the unifying and emotional power of sports to raise awareness about stroke and inspire individuals to incorporate stroke prevention strategies into their daily routines.

By coming together as a global community, we can take meaningful steps to reduce stroke risk and demonstrate that we are truly **#GreaterThanStroke**.

Get Ready to Move for a Good Cause!

29 October 2024

Join us for an Energizing Event



Everyone is welcome to join, no limit to the time zone

Virtual Run, Dance, Stroll, or any other physical activity as we celebrate World Stroke Day 2024!

#GreaterThanStroke

#WorldStrokeDay



This year, we hosted a highly successful fundraiser, **Get Moving for a Great Cause**, a virtual event designed to promote physical activity and stroke awareness.



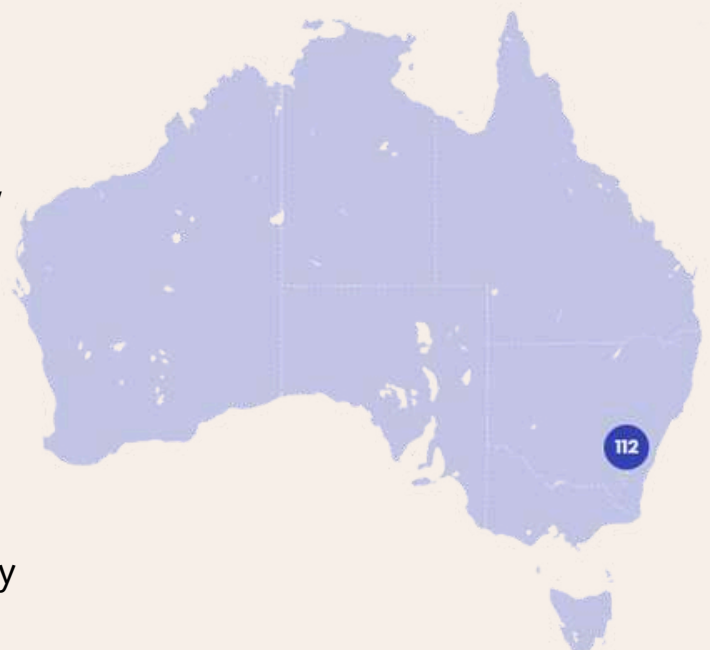
The event encouraged participants to engage in **30 minutes** of physical activity.



On World Stroke Day, October 29th, from any location worldwide.



To make the event more inclusive, especially for stroke survivors, we broadened the concept beyond a traditional run, allowing participants to choose any form of physical activity that suited their abilities.



We have entered our campaign into the World Stroke Organization, being this our largest event for World Stroke Day 2024.

Building a Community



To enhance participant interaction, we created a dedicated **Facebook group**. This platform served as a hub for sharing stroke prevention tips, exercise routines, and health information. Participants were encouraged to post photos and videos of their activities, fostering a supportive and motivating environment.



Moving more after a stroke can reduce the risk of another stroke.



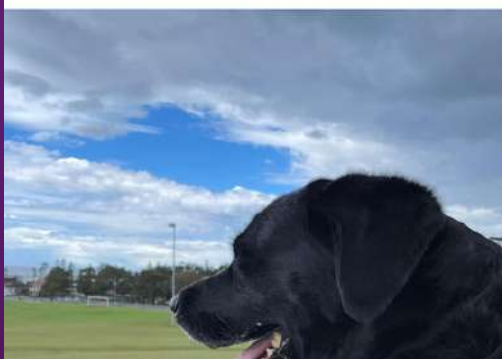
youtube.com

A full body routine with Paul

This World Stroke Day, get your friends and family together to increase your physical activity! 30mins a day can improve your long-term health 😊



My training buddy 🐶



This World Stroke Day, allocate 30 minutes for walking or running to enhance overall body and mind health.



STROKE RECOVERY ASSOCIATION NSW

The prevalence of Stroke among people living in the lowest socioeconomic areas was more than twice as high than for those than in the highest areas

SCAN HERE

Here are some exercises you can do post-stroke ! You can join in fun with us on World Stroke Day Tuesday 29th October 2024.



youtube.com

Short exercise routine with Brooke

and family to register! Lets get everyone moving for 30mins on World Stroke Day !

1 WEEK TO GO!

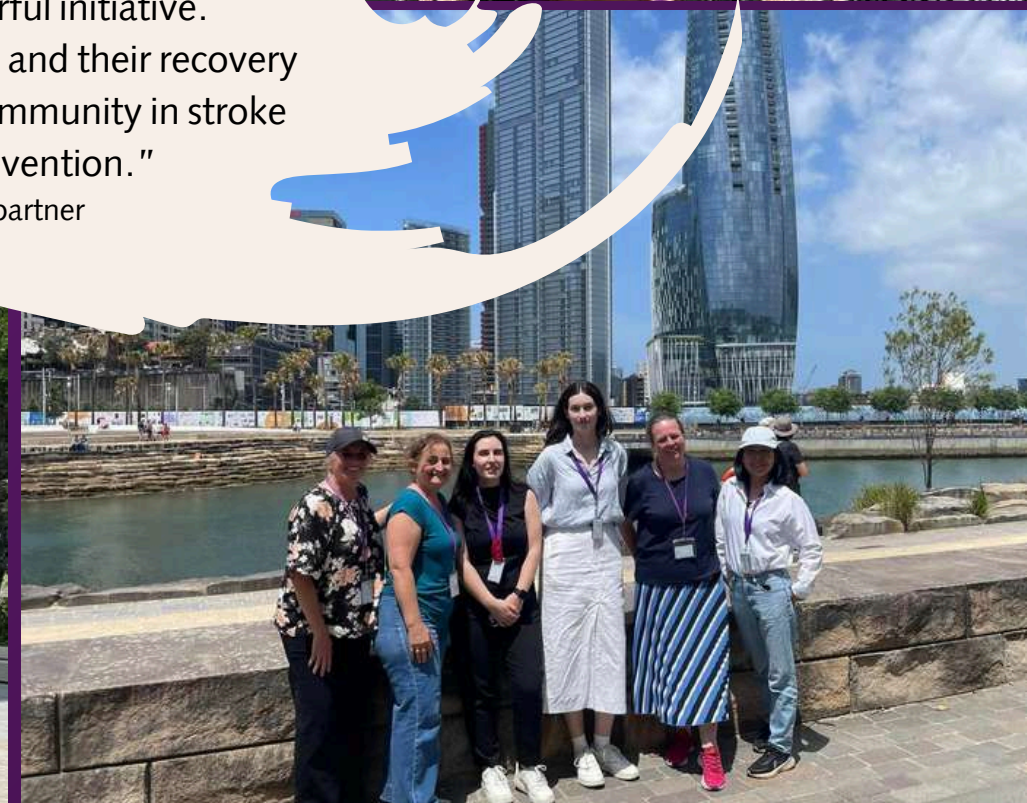


Get Ready to Move for a Good Cause!



"This is such a wonderful initiative.
Supporting stroke survivors and their recovery
as well as educating the community in stroke
awareness and prevention."

Stroke survivor's partner





STROKE RECOVERY ASSOCIATION NSW

REDUCING THE IMPACT OF STROKE

All proceeds from the event were donated to the Stroke Recovery Association NSW to support their vital work in improving the lives of stroke survivors. The Association's mission is to **maximize recovery outcomes for individuals who have experienced a stroke**, while also reducing the impact on their families, carers, and the wider community.

WORLD STROKE CAMPAIGN

\$1,490

AUD RAISED



Since its establishment in 1977, the Association has been a central resource for information on stroke recovery and prevention. It has played a pivotal role in supporting stroke survivors, shaping policy, and promoting best practices in stroke care. Over the years, the Association has helped establish **42 Stroke Recovery Clubs/Groups, four Stroke Choirs, and a range of online support groups**, offering connection and guidance to stroke survivors and carers across NSW.



Community Health Education Sessions

This year, we hosted two Community Health Education sessions tailored specifically for Chinese-speaking senior citizens in different suburbs of Sydney. These sessions were led by The George Institute staff, who shared valuable insights on healthy living, with a focus on improving heart health and reducing the risk of stroke and other related conditions.

The sessions specifically targeted Chinese-speaking seniors, a group often hesitant to seek medical advice due to factors such as distrust in the healthcare system, limited availability of Chinese-speaking doctors, and a lack of accessible, up-to-date health information.




Community Health Education Session

ACCA NSW Parramata

The first event, led by Dr. Isabella Tan, targeted a Cantonese-speaking senior group. This session provided participants with essential health information directly from qualified doctors and researchers in their native language. It empowered them to ask questions, deepen their understanding of stroke prevention, and build confidence in discussing potential treatments with their General Practitioners.

 **19 Attendees**

 **Cantonese**
speaking group

 **40 min**
Duration





Community Health Education Session

ACCA NSW Surry Hills

The second event, led by Dr. Zien Zhou, targeted a Mandarin-speaking senior group. Like the previous session, it offered valuable insights into healthy living and reducing the risk of stroke. The talk was interactive and engaging, with participants asking numerous questions.



Dr. Zien Zhou



17 Attendees



**Mandarin
speaking group**



**40 min
Duration**

Blood Pressure Measurement

As part of the sessions, **free blood pressure screenings** were offered, which proved highly popular among attendees. These screenings were particularly important, as hypertension is a leading risk factor for stroke. By identifying elevated blood pressure early, participants were encouraged to take proactive steps toward managing their health, reducing their stroke risk, and seeking timely medical advice if needed.



People with **high blood pressure** have an **increased risk of having stroke**



We tested

36 Adults



We identified

5 Adults

with **high blood pressure**, and referred them to their General Practitioner for further evaluation.



Atrial Fibrillation Detection

Free atrial fibrillation screenings were also offered during the sessions and were highly popular among attendees. **Atrial fibrillation is a significant risk factor for stroke**, as it can lead to the formation of blood clots that may travel to the brain. Early detection of this condition is crucial for stroke prevention. By identifying irregular heart rhythms, participants were encouraged to seek timely medical advice and explore appropriate treatment options to reduce their stroke risk.



We tested

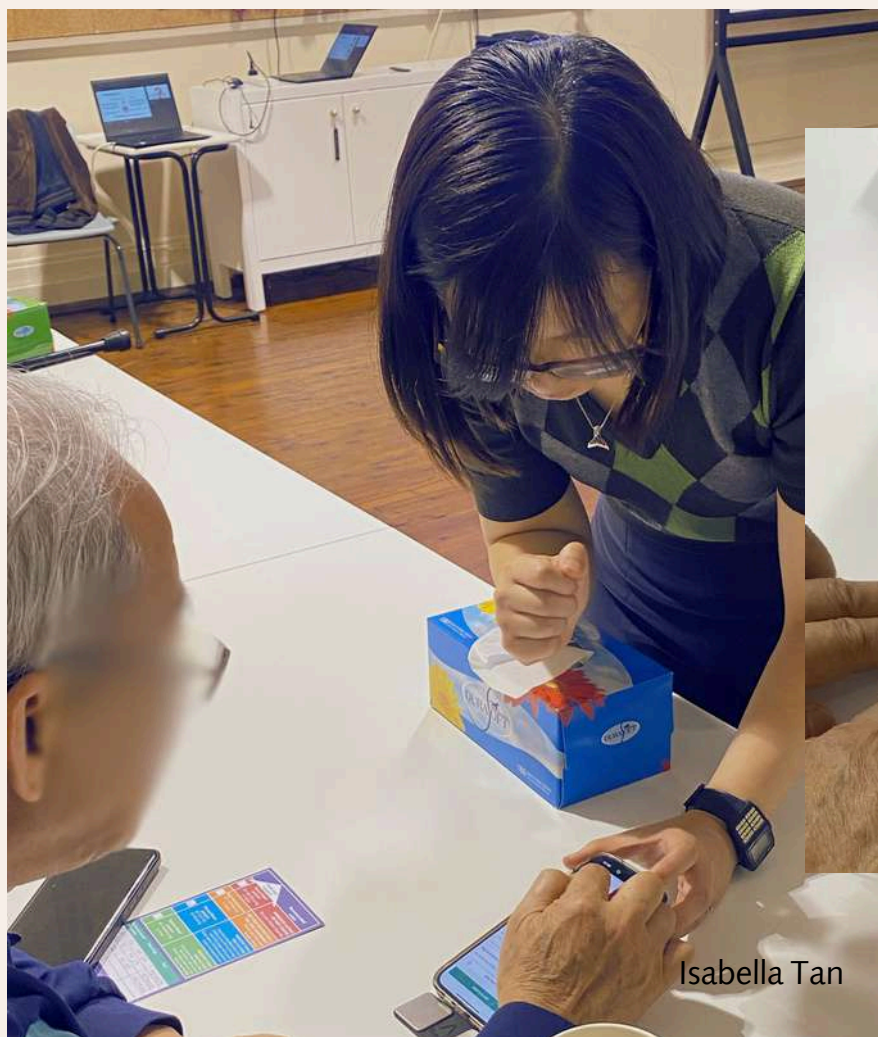
36 Adults



We identified

1 Adult

with possible **atrial fibrillation**, and referred them to their General Practitioner for further evaluation.



Isabella Tan

Testimonial from the Australian Chinese Community Association

What worked well?

Our group enjoyed how friendly your team is, the presentation was well prepared and the information you are sharing is excellent and related to our clients.

What participants enjoyed/appreciated the most?

Both of my group enjoyed the blood pressure and EKG testing part. We appreciated your team allowing our clients to ask questions.

How we can improve for future events?

From my point of view, your team is great. We could make this into an annual event.

What can we do Differently?

Learning to live again

We released a special bite-sized podcast episode featuring two key figures of our team. The episode featured Dr. **Menglu Ouyang**, a stroke researcher, and **Mabel Ventura**, a courageous stroke survivor who shares her personal journey of recovery and transformation post-stroke.



Dr. Menglu Ouyang

Mabel's powerful testimony sheds light on the **emotional and physical challenges** she faced, while also providing valuable insights on the **importance of stroke prevention** and the recovery process. Her story offers inspiration and practical advice for individuals affected by stroke, their families, and caregivers.

"My neurologist told me I had six mini-strokes, and the seventh one was the one that brought me to the hospital. I was completely unaware of all this. My mom side had high blood pressure, and from my history of going to the GP I had no clue I had high blood pressure at all. So the stroke came as a shock to me."

Mabel Ventura
Stroke survivor



Mabel Ventura



Listen here!






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