

Stroke Association and NHS Improvement join forces to improve diagnosis and management of AF

Atrial fibrillation (AF) is a major risk factor for stroke and causes around one in every six strokes in the UK. It is therefore an area which both The Stroke Association and NHS Improvement have prioritised this year.

The Stroke Association is running its Ask First campaign this year which aims to achieve better awareness of AF amongst the public and better knowledge of diagnosis and management measures which can be used by primary healthcare professionals.

To drive up awareness amongst the public, the main activity will be a radio campaign in several areas of the UK. This has already happened in Wales and will happen soon in Scotland. Areas in England that are to be targeted will be the South East Coastal and South Central regions in May and the West Midlands in September.

The main aims of the radio advert are for people to make the link between AF and stroke; educate them that AF related strokes can be prevented and tell anyone who is concerned to ask their GP for a pulse check

NHS Improvement have been working alongside The Stroke Association to ensure that GP surgeries in the South East and South Central regions are aware that there may be an increased amount of patients presenting with concerns over AF.

The Stroke Association has also produced the following to help GP surgeries:

- A leaflet which covers the main areas of AF and its links to stroke
- A poster which can be displayed in GP practices.
- A dedicated part of their website with information on AF and the links to stroke alongside a stroke risk tool for anyone with AF.

www.stroke.org.uk/askfirst

If you would like any more information about the campaign or want to order our free materials please phone Steve Benveniste on 020 7566 0317 or email

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