

Healthier Lancashire and South Cumbria Stroke Information Guide Toolkit

Toolkit for sharing the Stroke Information Guide for communications and engagement teams across Lancashire and South Cumbria

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Overview

In recent years good progress has been made in Lancashire and South Cumbria to improve stroke services and patient experience. Through this improvement work a Stroke Information Guide has been created. The easy to understand guide enables stroke survivors and their families and carers to access a wide range of good quality information from a variety of organisations that may be useful to aid recovery and prevent an initial or further stroke.

The Stroke Information Guide was created through collaboration with clinicians, stroke survivors and their carers or relatives. Individuals from a variety of backgrounds, but all passionate about the subject of stroke, provided their experience and insight into what information they thought would be useful for stroke survivors and anybody who supports somebody affected by stroke. The diversity of contributors has enabled the guide to be useful and accessible to people, regardless of previous experience of stroke.

The guide is an interactive PDF document allowing for continuous updates and instant access, it can be found [here](#).

Link to guide:

[http://www.healthierlsc.co.uk/application/files/6015/1178/8446/LSC Stroke Info Guide Nov 17.pdf](http://www.healthierlsc.co.uk/application/files/6015/1178/8446/LSC%20Stroke%20Info%20Guide%20Nov%2017.pdf)

Staff Briefing

A Stroke Information Guide has been created to support staff in providing clear and consistent stroke information across the whole of Lancashire and South Cumbria.

The guide should be used as a tool to support staff by providing information to help manage conversations with service users and direct appropriate signposting to services and organisations within the stroke pathway.

Healthier Lancashire and South Cumbria has involved stroke survivors, their families, carers and staff in creating the guide to ensure the information it provides is applicable to the intended audience and easy to understand.

Healthier Lancashire and South Cumbria is the Sustainability and Transformation Partnership, which sees NHS and council organisations coming together to improve outcomes and care for local people, reduce pressures on services and make best use of our financial resources.

Please access the publication online at <http://www.healthierlsc.co.uk/stroke-guide>.

Sharing content

To share the information with members of the public and staff we are asking trusts, councils and Clinical Commissioning Groups to upload the Stroke Information Guide to their website or internal tools such as intranets. To support this, we have provided the following page text:

Website content

Title: **Stroke Information Guide**

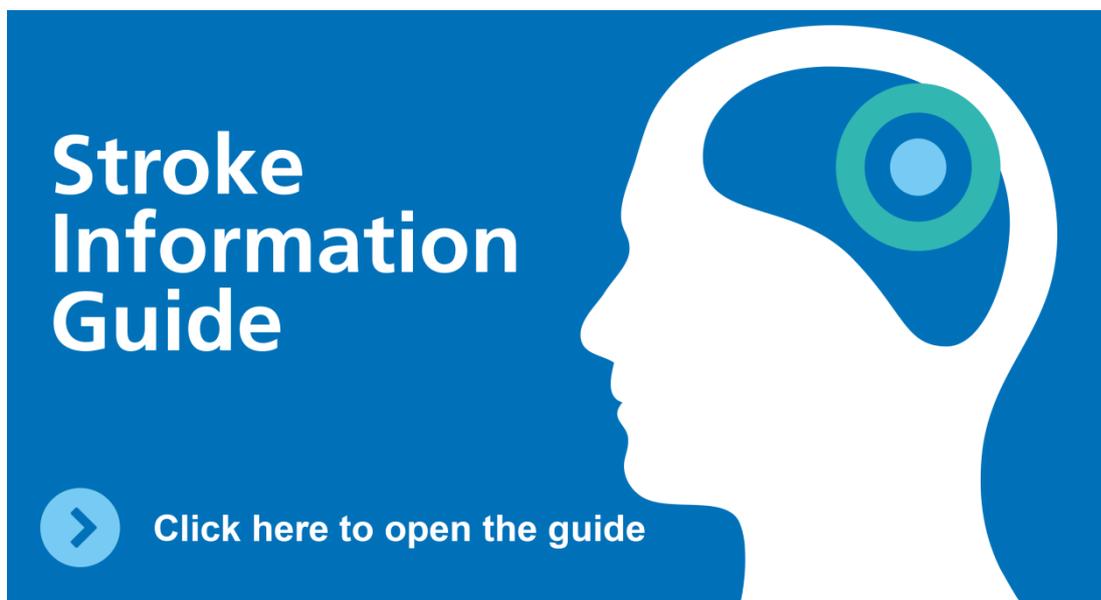
Stroke is the third largest cause of death in England. A stroke could happen to anyone at any time and is caused by either a block in a blood vessel that leads to the brain or by bleeding in or around the brain. Following a stroke some people recover completely, others need rehabilitation and further support, but others do not survive.

Organisations across Lancashire and South Cumbria have worked together to create an easy to understand Stroke Information Guide to provide access to good quality, appropriate information for professionals, stroke patients, their families and carers and anyone affected by stroke.

The information within the guide aims to be useful to aid recovery and prevent an initial or further stroke.

The guide was created with the involvement of health and care professionals, local people, stroke survivors and their carers and relatives.

[\(Link the below image to the Stroke Information Guide\)](#)



For more information about the guide visit www.healthierlsc.co.uk/stroke-guide



Stroke Information
Guide-1_Button.png

Distribution materials

Although there is no available budget for physical distribution, we would still encourage you to use these materials where possible, particularly in digital format.

Please do not make any changes to these materials without prior approval from Healthier Lancashire and South Cumbria. The distribution materials, along with the Stroke Information Guide can be found on the [Future NHS Kahootz](#) platform in the Communications and Engagement folder (under Stroke Information Guide).



Stroke Guide
Promo_A4 Poster.pdf



Stroke Guide
Promo_Business Card



Stroke Guide
Promo_Facebook.jpg



Stroke Guide
Promo_Twitter.jpg

Press Release / Website news

Title: Supporting people in Lancashire and South Cumbria with information about stroke

Stroke survivors, relatives, carers, healthcare professionals and support groups have been working together to make sure that information is available for local people about stroke and stroke services in Lancashire and South Cumbria.

These passionate people have been working on a Stroke Information Guide to ensure that good quality, appropriate information for stroke patients and their families/carers is available and accessible.

The guide, which is available online at www.healthierlsc.co.uk/stroke-guide, covers five key areas:

- Understanding stroke-related terms
- Preventing a first stroke or further strokes
- Time in hospital
- Survivorship and recovery
- Local contact information

Dr Mark O'Donnell, Medical Director at Blackpool Teaching Hospitals NHS Foundation Trust, said: "All strokes are different and so affect people in very different ways, some will have physical problems like troubles with movement and balance, vision or swallowing, others will have hidden complications like problems handling their emotions, memory and even communicating. The aim of this guide is to make sure that people aren't left in the dark: it is written so that they can have an understanding of the terminology they have heard, what to expect when they're in hospital, know how to prevent strokes, and information about what happens through recovery and where to get more support."

Susan Schofield who runs the Stroke Association volunteer group FUN4STROKE in Burnley, said: "I have found the new Stroke Information Guide to be very informative. The guide is clearly laid out with links to take you straight to where you need to go to access the information you need, when you need it."

Social Media

If you are looking to share the Stroke Information Guide on social media, here are a few suggested posts, which you may want to use. Social media posts with visual content increase engagement so please utilise the images and materials provided where possible.

You can find Healthier Lancashire and South Cumbria on Twitter [@healthierlsc](https://twitter.com/healthierlsc) and join the STP conversation using the hashtag #healthierlsc

Suggested Tweets/Facebook posts

A Stroke Information Guide has been created in collaboration with stroke survivors, their families, carers and clinicians. You can access the guide here [[link to the guide](#)] #healthierlsc #stroke @strokeassociation

Have you or someone you know been affected by stroke? You may find the Stroke Information Guide useful. You can access it here [[link to the guide](#)] #healthierlsc #stroke @strokeassociation

Need to know more about stroke? You may find the Stroke Information Guide useful. You can access it here [[link to the guide](#)] #healthierlsc #stroke @strokeassociation