



Charities

The Handbook

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Raising awareness of your cause

An organisation who is passionate about a cause will want to spread knowledge of that particular cause or address an underlying issue. Awareness raising (can also be known as consciousness raising), is the act of enlightening the wider population with what the organisation is campaigning about. Examples include charities such as the Stroke Association and Alzheimers.org that are amongst a myriad of charities who are constantly working hard in attempt to raise awareness of the respective condition they are campaigning for, which can be in the form raising consciousness of its signs and symptoms, asking for donations that can go into researching and funding a cure as well as supporting members of the public suffering from the condition in their own homes.

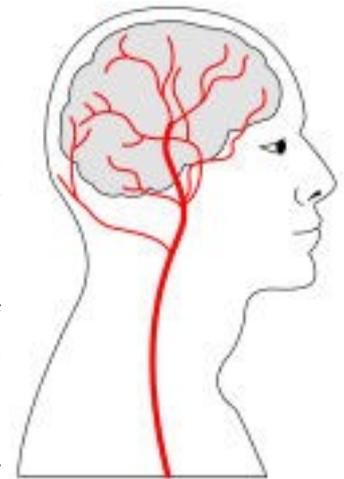
Awareness raising can also take shape of promoting a particular idea or belief such as protecting and upholding the rights of women, homosexuals, the disabled, a particular workforce and so forth. Despite the differences in the types awareness campaigns, an organisation or group individuals will most likely want to achieve the following when raising awareness:

- ✓ Get as far a reach as possible, targeted at the relevant individuals.
- ✓ Utilise a unique method to ensure your message is not only heard but remembered.
- ✓ A way of measuring the awareness campaign.
- ✓ A method of learning from the campaign that can be taken into future campaigns.

DCC have had the pleasure of working with the Stroke Association on their 'Know Your Blood Pressure' (KYBP) awareness raising campaign for the last five years. Let us assess how well Stroke Association did against the aforementioned criteria for a successful awareness campaign.

Background to KYBP campaign

A stroke occurs when blood supply to the brain is severely restricted or cut off due to a blockage in one of the blood vessels leading to the brain or bleeding in the brain. As it is our blood which carries oxygen and other important nutrients to the body, a lack of oxygen going to the brain causes severe difficulties for it. There are many different causes of stroke, genetics play a part, however, an individuals lifestyle and diet influences the chances of experiencing a stroke. Eating foodstuffs that raise blood pressure can cause a stroke as a high BP narrows and damages blood vessels going to the brain, which increase the chances of them being blocked and bursting. The effect of a stroke can range from whole or part body paralysis either temporary or permanently, speech impairment and loss of muscular ability. To combat something as serious as stroke, there is large emphasis on prevention over cure, which can only be achieved if the public at large are aware of the causes of stroke and the signs of stroke.



Vessels leading to the brain

In light of this the Stroke Association have been running the KYBP campaign aimed at raising the awareness of the link between high BP and stroke as well as to understand the general levels of BP in the UK. In order to achieve this volunteers at the Stroke Association visited a variety of public and rotary events, taking the BP readings of the general public and providing advice based on the reading. The blood pressure reading and the details of the individual is recorded on an no carbon required (NCR) form with a copy a piece for that individual and the Stroke Association.

The concept and methodology used by the Stroke Association allowed them to obtain maximum reach as they attended events all across the UK, from Southampton to Scotland. Adding to this, the unique aspect of this campaign was that each individual

To be able to measure the awareness campaign and use the campaign as a pedestal for future campaigns, DCC assisted the Stroke Association. In order to visualise the variances in blood pressure data around the UK, we made use of a dashboard that was powered by Google maps. As shown in the picture below, the map pointed out two things. Firstly, the size of each bubble represent the quantity of people whose blood pressure was taken in an area and the colour of the bubble represented the level of blood pressure; red referring to high blood pressure, green indicating low levels and their various shades representing everything in between. Controls (shown below) helped the Stroke Association sort the data in any manner they wished. For example, they're able to filter by age, gender, location, smoking status, history of other conditions and so forth as well as using the mouse to select an area on the map, which will drill down further into the area selected for detailed analysis and observation.

The Google Maps dashboard is brilliant because it provides a unique way of measuring the awareness campaign, Stroke Association can clearly see where they've gone to collect BP and the levels of BP in those areas. Moreover, there is abundant good they can learn from this campaign for future campaigns. For example, they can visually see which areas they have not visited and introduce the KYBP campaign at those locations. Additionally, the Stroke Association can make more efficient use of their resources by spending finances and utilising manpower in those areas with high BP for future awareness raising campaigns as there is little use in educating people about the link of stroke and BP in areas of low BP.

Overall, the KYBP campaign is an excellent awareness raising initiative and ticks all the right boxes that are needed to create a successful campaign.



Examples of some of the controls/filters that can be used for analysis.



Dynamic Interactive Dashboard Powered by Google Maps.

Getting the data into the Dashboard

Wondering how we got the BP data from the NCR forms onto the dashboard? Well that was quite simple! Firstly, we designed the form on specialist data capture software in order to make it ready for automated data capture. Automating data capture essentially means the elimination of manual data entry therefore the hardworking people over at the Stroke Association did not need to manually enter the details from the form to facilitate the dashboard, instead the form was scanned and the data automatically uploaded to the Google Maps dashboard after verification. Have a quick glance at our annotations on the below screenshot of the NCR form:

Markers such as these located on all four corners of the form identify the capture area i.e. the area of the form where data needs to be extracted from.

Fields are in the relevant format to enhance data accuracy and minimise errors.

Know your blood pressure

Stroke association

Date / / Event Number - Post Code

Gender Male Female

Age under 15 15 - 29 30 - 44 45 - 59 60 - 85 over 85

Ethnicity White Black or Black British South Asian Other Asian or Asian British Mixed Other ethnic group

Smoking Smoker Non-smoker

Diabetes Diabetic Not diabetic

Family history of stroke or hypertension Yes No Don't know

Previous stroke Yes No

Currently being treated for hypertension Yes No

Currently being treated for arrhythmia Yes No Don't know

Blood Pressure reading /

Guidance No further action Routine follow up - GP in one month Urgent follow up - GP in one week Hospital admission advised

Pulse (optional test) Yes No

ECG (optional) Normal sinus rhythm Atrial fibrillation at bpm Other

FAST aware (optional) Yes No

Other comments

I am aware the blood pressure reading I have requested is accurate at the time given, but that it can vary from day to day. I acknowledge that this blood pressure test and, if appropriate, electrocardiogram, is given to me without incurring any liability on the part of persons providing the test. I understand that this is not a medical examination and for advice on my health I should consult my doctor. I also acknowledge that any photograph taken of me may be used for promotional purposes and that statistics will be held on the Stroke Association's national database for media and health reporting purposes but that no individual blood pressure results will be made public. I have read the above and confirm my agreement.

Consent signature

If you would be happy to receive information about the Stroke Association's work by email please tick this box.

We will sometimes allow other organisations whose aims are in sympathy with our own to contact our supporters. If you do not wish to hear from these organisations please tick this box.

Email address

This document has been prepared with the support of the College of Paramedics. **4068604378**

Keep top copy for the Stroke Association, give bottom copy to Participant.

The serial number identifies each form and the form template.

The process of data automation promises an accuracy at the rate of 99.9% hence the data received is extremely reliable. What's more is that **business rules** and **validations** that are the back-end design of the form further help reduce anomalies by demanding data from certain field to be in a specific format i.e. date and the blood pressure reading to be in desired format or to enforce compulsory questions and to validate fields such as signature.