

# Press release: Quarter of people would not call 999 at the first signs of stroke

Public Health England (PHE) today (2 February 2017) launches its annual Act FAST campaign to remind people of the main symptoms of stroke and the importance of calling 999 immediately if they notice any single one of the symptoms in themselves or others.

Stroke kills over 40,000 people a year and leaves around two-thirds of stroke survivors with a disability.

Research shows that 24% of people would wait to call an ambulance because they wrongly believe that they need to see 2 or more symptoms of stroke to be sure. Other barriers to dialling 999 include feeling that they need permission to act on behalf of others.

As part of the campaign, new films will encourage everyone – whether they are a stranger in the street, a family member at home or the person themselves – not to hesitate and make the call immediately when they see any of the main stroke symptoms:

- Face – has their face fallen on one side? Can they smile?
- Arms – can they raise both their arms and keep them there?
- Speech – is their speech slurred?

Radio DJ Mark Goodier, who had a stroke last November, and TV presenter Anna Richardson, whose father had a stroke, tell their personal stories alongside people who have survived stroke – some who have recovered well and others who have been left with life-changing disabilities.

The stories show how disability can be greatly reduced if people react quickly to any of the signs of a stroke – urging people to act fast and call 999.

Professor Kevin Fenton, PHE's National Director for Health and Wellbeing, said:

Stroke is one of the leading causes of death in the country, and the faster someone experiencing a stroke gets emergency treatment, the more chance that person has of surviving and avoiding serious disability.

It is crucial to Act FAST when you see any single one of the symptoms of stroke, and do not delay making that all-important 999 call.

Dr Lasana Harris, Experimental and Social Psychologist, University College London, said:

We always look to make sense of a situation and even if someone appears to be having a stroke we may worry about causing offence or mutual embarrassment. If no one else acts, then we ourselves may not see it as an emergency.

However, the imagined consequences of action are minor compared to the consequences of inaction when someone is having a stroke. So act first and worry later.

Juliet Bouverie, Chief Executive, Stroke Association said:

We know people recognise the signs of stroke but they aren't taking the right action at the right time. A stroke is a brain attack and acting fast makes a huge difference.

You are more likely to survive a stroke and make a better recovery if you call 999 on spotting any one of the symptoms. The quicker you act the more of the person you save.

## Background

1. Download the Act FAST campaign videos and pictures from [dropbox](#).
2. The Act FAST campaign will run nationally from 2 February to 31 March 2017. The campaign includes advertising on TV, radio, bus interior posters and digital, supporting PR and a social media drive. A separate strand of activity will specifically target BME audiences as African, African-Caribbean and South Asian communities have a higher incidence of stroke. Website: [www.nhs.uk/actfast](http://www.nhs.uk/actfast) Twitter: [@ActFAST999](https://twitter.com/ActFAST999), Facebook: [www.facebook.com/ActFAST999](http://www.facebook.com/ActFAST999).
3. The Act FAST campaign:
  - Face – has their face fallen on one side? Can they smile?
  - Arms – can they raise both their arms and keep them there?
  - Speech – is their speech slurred?
  - Time – to call 999 if you see any single one of these signs
4. Additional symptoms of stroke and mini stroke can include:
  - sudden loss of vision or blurred vision in one or both eyes
  - sudden weakness or numbness on one side of the body
  - sudden memory loss or confusion
  - sudden dizziness, unsteadiness or a sudden fall, especially with any of the other symptoms
5. Professor Tony Rudd, National Clinical Director for Stroke at NHS England, said “NHS stroke care and survival are now at record levels, stroke is very treatable but every minute counts. Knowing when to call 999 when you see any single one of the signs will make a significant difference to someone’s recovery and rehabilitation.”
6. A stroke is a brain attack that happens when the blood supply to the

brain is cut off, caused by a clot or bleeding in the brain. There are around 100,000 strokes in the UK every year and it is the leading cause of severe adult disability. There are over 1.2 million people in the UK living with the effects of stroke. A mini stroke is also known as a transient ischaemic attack (TIA). It is caused by a temporary disruption in the blood supply to part of the brain.

7. [Public Health England](#) exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. It does this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. PHE is an operationally autonomous executive agency of the Department of Health. Follow us on Twitter: [@PHE\\_uk](#) and Facebook: [www.facebook.com/PublicHealthEngland](#).
8. "[Stroke Association](#) is a charity. We believe in life after stroke and together we can conquer stroke. We work directly with stroke survivors and their families and carers, with health and social care professionals and with scientists and researchers. We campaign to improve stroke care and support people to make the best recovery they can. We fund research to develop new treatments and ways of preventing stroke. The Stroke Helpline (0303 303 3100) provides information and support on stroke."

For further information, images or interviews please contact:

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## [Caroline Lucas: Vote tonight is a body blow in fight against extreme Brexit](#)



1 February 2017

**\*Lucas: "Watching so many Labour MPs troop through the yes lobby with the Tories was truly disheartening."**

Caroline Lucas, the Green Party co-leader, has responded to Parliament's vote in favour of triggering Article 50 tonight. In the vote on the second reading of the European Union (Notification of Withdrawal) Bill tonight, 498 MPS voted in favour of triggering Article 50 and 114 MPs voted against. [1]

Lucas said:

"Tonight's vote is a body blow for the fight against the Government's extreme Brexit, and has handed the Tories a massive advantage.

"Watching so many Labour MPs troop through the yes lobby with the Tories was truly disheartening. The Conservatives are set to benefit hugely from rushing through this vote with as little dissent as possible and it's given them far more opportunity to morph a narrow referendum result in favour of

leaving the EU into an overwhelming mandate to depart from the world's biggest trading zone, wrecking our social and environmental protections along the way.

“It’s now down to MPs to work across party lines to amend this Bill and attempt to avoid the very real dangers of Britain falling off the Brexit cliff edge. As the co-leader of a party that stands for environmental, social and economic justice, I could not support a government offering no assurances to EU nationals living in Britain, threatening the funding of our public services, and planning to end our membership of the single market and customs union. In the coming weeks I’ll be standing up to this Government’s extreme Brexit plans at every stage – and doing all I can to protect our hard won environment and social protections.”

**Notes:**

1. <https://www.theguardian.com/politics/blog/live/2017/feb/01/article-50-debate-vote-bill-pmqs-theresa-may-jeremy-corbyn-ivan-rogers-to-give-evidence-to-mps-about-why-he-quit-as-uks-ambassador-to-eu-politics-live>

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## [Press release: Minister for the Middle East statement on settlement units in the West Bank](#)

From:

First published:

1 February 2017

Part of:

Minister for the Middle East Tobias Ellwood statement on the Israeli Government's announcement to build 3,000 settlement units in the West Bank.

Minister for the Middle East Tobias Ellwood said:

The announcement of further settlement units in the West Bank is part of a growing trend which we condemn. We have consistently been

clear that settlements are illegal under international law, and not conducive to peace. This spike in settlement activity undermines trust and makes a two state solution – with an Israel that is safe from terrorism and a Palestinian state that is viable and sovereign – much harder to achieve.

## Further information

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# Deals sealed on last three available residential sites on SA1 Swansea Waterfront

Contracts have been exchanged between the Welsh Government and Hale Homes – a family run company based in Neath – and with DT Technical Solutions, from Ebbw Vale.

Heads of Terms have also been agreed with a social housing group that is working up proposals for a 1.3 acre site – the last remaining site on the residential quarter.

This is the second development on SA1 being carried out by Hale Homes and will see 23 town houses built on a one acre site on a prime location. The energy efficient townhouses will be 3 1/2 storeys high with a balcony that spans the entire width of the roof space providing superb views.

DT Technical Solutions is to build 18 town houses on an adjacent half acre site.

National housebuilder Persimmon Homes West Wales is currently onsite constructing a £6m residential development of 37 new town houses and 24 apartments. Coastal Housing Group's latest £5.5m development is also underway and will provide a range of affordable 1 and 2 bedroom apartments as well as 22 three and four bedroom homes for sale. Both have previously developed a range of new homes on SA1.

There is now only one remaining residential plot on SA1 which is currently used as storage for dredged sand and is expected to become available on the market in 2018.

SA1 has proved to be a popular development attracting investment by local and national developers as well as housing associations that have built a wide range of accommodation offering a diverse variety of architectural styles.

To date 643 apartments, houses and retirement homes have been completed, with

a further 133 under construction. Of this total 213 units will be 'affordable housing'.

Economy Secretary Ken Skates said:

"SA1 is transforming 96 acres of disused dockland into a dynamic and vibrant new mixed-use quarter for the city and has acted as a catalyst attracting significant investment into Swansea, helping to raise the city's profile as a great place to live, work and invest.

"I am particularly pleased that the proportion of modern, high quality affordable homes – built by the private sector and housing associations – is more than double the percentage required under planning obligations.

"The residential development on SA1 has helped the Welsh Government meet its affordable housing targets and will continue to contribute to the latest target of delivering 20,000 affordable homes during this term of Government."

Jonathan Hale said:

"Welsh Government were extremely helpful when we built our first phase at SA1, the townhouses in question were the first houses built at SA1 and were a resounding success.

Agents who have been acting for Welsh Government are Cushman & Wakefield.

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## [News story: Kestrel close encounter](#)

From:

First published:

1 February 2017

Part of:

A kestrel has taken a shine to a Highways England CCTV camera stand on junction 11a of the M5.

With their pointed wings and long tails, kestrels are a familiar sight along UK motorways and main roads as they use thermals from the road to hover while they look for prey.

Now one of them has discovered their perfect perch – on a Highways England CCTV camera stand.

### [Kestrel video](#)

Our Traffic Officers Leigh Goodchild and Steve Dyas first spotted this cheeky kestrel while monitoring traffic flows in October 2016. Since then they have been treated to frequent sightings – and have grown fond of their new friend.

We have released this video to coincide with the RSPB's [Big School Bird Watch](#), which encourages pupils to get closer to nature by counting birds at set times.

Kestrels are on the RSPB amber list of protected species, with only around 46,000 breeding pairs estimated to be in the UK. They are most recognisable in their characteristic hovering hunting mode but also like to find a high perch where they can stay on the lookout for prey.

Our CCTV camera platform seems to fit the bill. Traffic Officer Leigh said:

On one occasion she returned with half a mouse, which she promptly swallowed tail and all!

She's rather obsessed with her own image but her inquisitiveness has given us some good close-ups.

She's squawked and attacked the lens a few times as well. When that happens we discourage her from hurting herself by tilting the camera skywards.

Her visits certainly brighten up our day and make a change from the traffic.