

David Rees AM  
Chairman, Health and Social Services Committee  
National Assembly for Wales  
Cardiff Bay  
Cardiff  
CF99 1NA

Dear Chairman

**Ref: Evidence to stroke risk reduction follow-up enquiry**

Mayberry Pharmacy is one of South East Wales' largest chains of community pharmacies with branches in Blackwood, Caerphilly, Crumlin, Newport, Pontypool, Penarth and Trevechin. We care for some 150,000 patients.

As a healthcare service provider we have taken the innovative step of launching a series of partnerships, which have and continue to pioneer the way in which pharmacy supports stroke patients and detects and raises awareness of high blood pressure, the single biggest cause of stroke in Wales.

It is these partnerships, which we believe will be of interest to the Health and Social Services Committee, particularly in regards to its latest inquiry: Stroke risk reduction.

**The partnerships**  
**Stroke Association Cymru**

Mayberry Pharmacy has agreed a groundbreaking partnership with Stroke Association Cymru, which will transform the way in which pharmacies are promoted as a point of support for stroke patients and their families. At the heart of the partnership is an information leaflet, which has been written by Mayberry Pharmacy and designed by the Stroke Association. Entitled *Help and Support from pharmacies after stroke*, it details the provisions and support available including MURs, DMRs, free repeat prescription services, and free BP testing which all hold the potential to play an important and positive role in patients' lives. The leaflet will be used by the Stroke Association's care workers across Wales and supported by a joint marketing campaign with Mayberry Pharmacy.

**Wetherspoon**

In mid-September, Mayberry Pharmacy will launch a landmark campaign in partnership with the UK's biggest chain of public houses, Wetherspoon, offering free blood pressure checks in its bars across South East Wales.

As part of the partnership Wetherspoon will display a series of beer mats featuring quirky illustrations of organs in the human body alongside Q&A facts relating to them. Each of the organs used is one that can be affected by high blood pressure. The reverse of the beer mat features the answer to the Q&A and a call action encouraging readers to get their free blood pressure check. Our pharmacy teams will then be on hand at the bars to perform the BP tests and give and help and advice.

These kinds of health care checks have been available in pharmacies for a number of years. Yet often it can be a challenge expecting people to take advantage of them – particularly if they feel fit and well. We decided that to reach people with these important messages and services it is better to go to them in the social circles many frequent. Pubs and bars are enjoyed by a wide demographic of people in Wales and by offering free blood pressure checks through them we are targeting people in a setting where they are more approachable and amenable to taking part. By giving people information about blood pressure in a fun and non-authoritative way we are also increasing the likelihood of these messages resonating and impacting upon the individual.

The campaign will run for an initial period of three months.

### **Tesco**

Mayberry Pharmacy's third partnership is with the UK's biggest supermarket chain Tesco. Like our campaign with Wetherspoon, this partnership raises awareness of high blood pressure with customers. It separately, however, targets staff at its stores as well. Promotional days in the foyer entrance to Tesco's supermarkets and staff canteens have given hundreds of people the opportunity to find out whether they have a problem with their blood pressure. Again, this approach reaches people through a less formal and more approachable setting, as well as tapping into the huge numbers of people that use supermarkets every day. In a recent article in The Times, Dr Mark Porter questioned the impact of health checks in an NHS setting as people rarely use them. Our approach of using locations and venues that people are comfortable being within counters this stalemate. In the first promotion day with customers at Tesco's supermarket in Pontypool we carried out one-to-one blood pressure checks with more than 180 people in just three hours. Even more encouraging was the feedback from members of the public with comments such as *'I've always wanted to get my blood pressure checked but have never had the chance'* being the norm.

I have attached examples of the materials which support the activity of the respective partnerships for yours and the committee's reference.

We would appreciate the opportunity of giving oral evidence to the committee so that we can explain in more detail this work and the impact it is having upon benefiting patients as well as detecting and raising awareness of the key contributory factors that increase a person's risk of stroke.

If you would like for us to attend could you please contact Noel Davies, PR & Marketing Manager, noel.davies@mayberrypharmacy.co.uk, 07876 824262?

Yours sincerely

A handwritten signature in black ink that reads "Paul Mayberry". The signature is written in a cursive, flowing style with a long, sweeping underline.

**Paul Mayberry**  
**Managing Director**



stroke.org.uk

cymdeithas

**Strôc | Stroke**  
association

# Help and support

from pharmacies after stroke



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## If you've suffered a stroke one of the biggest changes to your life will be taking medicines to help you get better and reduce your risk of suffering another stroke.

Thanks to advances in modern medicine there are lots of drugs that have been developed to help improve your recovery as well as your health and wellbeing.

Sometimes it can be difficult to understand all of the medicines you have to take and what they are doing to help you.

Many of the medicines prescribed to people who have suffered a stroke are long-term and getting used to them can be difficult. You will need to learn to manage your doses and remember to order more medication when you need it.

Pharmacies are here to help you and many provide lots of free services to help make life easier.

### They can include:

- helping you understand the medicines you are taking to ensure you are taking them properly
- ordering and collecting your repeat prescriptions from your GP surgery
- have your prescriptions ready for you to pick-up or deliver them to your home
- checking your blood pressure and pulse
- offering advice to help you get to a healthy weight
- giving you advice on travelling abroad with your medication.





## What medication will I have to take if I've had a stroke?

Your doctor may prescribe several medicines after you have had a stroke. Often, these include antiplatelet medicines such as aspirin which help prevent blood clots. You might also be prescribed cholesterol-lowering and blood pressure-lowering medicines.

### How can I make sure I am taking my medicines properly?

Your local pharmacy can help you by carrying out a Medicine Usage Review, also known as an MUR. This is a free and private consultation where the pharmacist will talk to you about the medication you are taking.

During an MUR you can ask questions and the pharmacist will make sure your medications are working for you. If you're on any prescription medicines or have just left hospital with medication pop in and see your pharmacist so they can carry out a Medicines Usage Review, you don't need to make an appointment.

### I'm worried that I might forget to order my medicines and that I will run out.

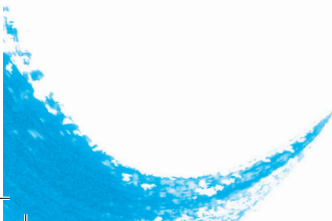
Your local pharmacy can look after all of this for you. Most pharmacies run free repeat prescription services. When you sign-up to one of these schemes they will order and collect your repeat prescription form your GP surgery.

When your prescription is ready each month all you have to do is pick it up. Some pharmacies also offer free delivery services so your medicines can be delivered to your home.

Signing-up to a free repeat prescription service means that you don't have to worry about running out and you can focus on the more important things in life.

### I've been told I need to keep a closer eye on my blood pressure.

Most pharmacies offer free blood pressure checks as well as advice and support to help you understand and manage your risk. You can visit your pharmacy for regular checks and if there is a problem they can help you make an appointment to see your GP.





# Did you know?

Most pharmacies have consultation rooms so you can talk in private with your local pharmacist about your medicines and condition.

# Did you know?

You don't need an appointment to see your local pharmacist to ask any questions you may have.

# Did you know?

Pharmacists can check your blood pressure, pulse, weight and look out for other conditions such as diabetes.

**Visit your local pharmacy for more information about the services in this leaflet.**

**Stroke Helpline:** 0303 3033 100

**Website:** [stroke.org.uk](http://stroke.org.uk)

**Email:** [info@stroke.org.uk](mailto:info@stroke.org.uk)

**From a textphone:** 18001 0303 3033 100

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[www.mayberrypharmacy.co.uk](http://www.mayberrypharmacy.co.uk)

Stroke Association is a Company Limited by Guarantee, registered in England and Wales (No 61274).  
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Also registered in Northern Ireland (XT33805) Isle of Man (No 945) and Jersey (NPO 369).





# Is your blood pressure healthy?



**Be safe. Make sure!**

**Get your free blood pressure health check with Mayberry Pharmacy**

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**Pharmacy**  
Taking care of you





**FACT**

**Five million people in the UK have high blood pressure but don't even know it.**

**DON'T BE ONE OF THEM**

High blood pressure can increase your risk of suffering a heart attack or stroke. It is known as the silent killer because usually there are no symptoms. Even if you think you are healthy you may still be at risk.

Make sure you are not by visiting your local Mayberry Pharmacy for your free blood pressure test. We'll check that everything is OK with your blood pressure and give you advice on how to stay healthy. You can visit us as often as you want to for free follow-up checks and we'll also give you a Blood Pressure Monitoring Card so you can keep track of how you are doing.

**You don't need an appointment and it could save your life. Don't miss out, come and see us today.**



**Top 5 tips for healthy blood pressure**

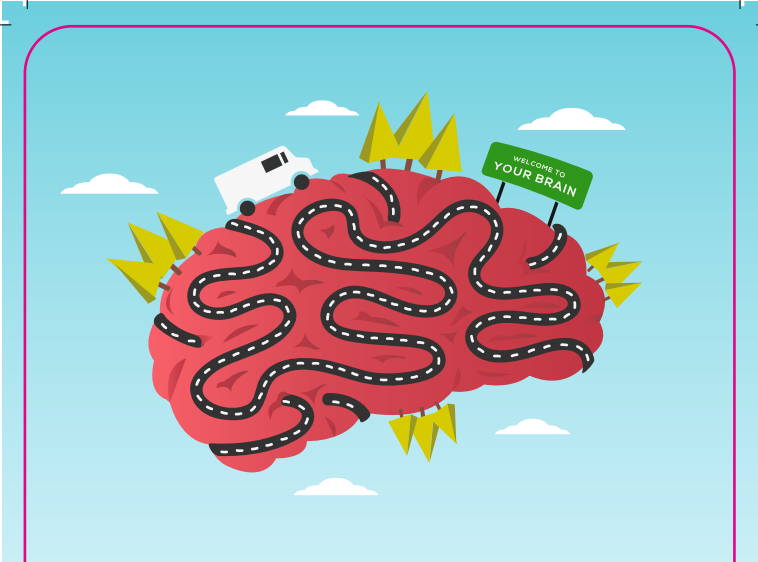


- 1 - Eat less salt**
- 2 - Eat more fruit & vegetables**
- 3 - Keep a healthy weight**
- 4 - Don't drink too much alcohol**
- 5 - Exercise more**

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or visit us at  
[mayberrypharmacy.co.uk](https://www.mayberrypharmacy.co.uk)  
[getintouch@mayberrypharmacy.co.uk](mailto:getintouch@mayberrypharmacy.co.uk)







HOW MANY MILES OF BLOOD VESSELS  
ARE IN YOUR BRAIN?

- 100
- 10,000
- 100,000

ANSWER: AN ATLAS-EATING 100,000 MILES!

DID YOU ALSO KNOW THAT **HIGH BLOOD PRESSURE** CAN DAMAGE YOUR **BRAIN**, YET IF YOU HAVE A PROBLEM WITH YOUR BLOOD PRESSURE YOU MIGHT NOT EVEN KNOW IT?

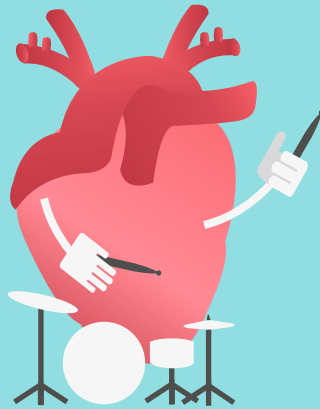
GET YOUR **FREE BLOOD PRESSURE CHECK** AT YOUR LOCAL **JD WETHERSPOON** WITH **MAYBERRY PHARMACY** OR VISIT:



[WWW.MAYBERRYPHARMACY.CO.UK](http://WWW.MAYBERRYPHARMACY.CO.UK)

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HOW MANY TIMES DOES YOUR HEART BEAT  
A DAY?

• 10,000 • 50,000 • 100,000

ANSWER: A WHOPPING 100,000!

DID YOU ALSO KNOW THAT **HIGH BLOOD PRESSURE** CAN DAMAGE YOUR **HEART**, YET IF YOU HAVE IT YOU PROBABLY WON'T EVEN KNOW?

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TRUE OR FALSE.

THE HEART PRODUCES ENOUGH ENERGY IN A DAY TO DRIVE A TRUCK FOR 20 MILES?

ANSWER: TRUE!

DID YOU ALSO KNOW THAT **HIGH BLOOD PRESSURE** CAN DAMAGE YOUR **HEART**, YET IF YOU HAVE IT YOU PROBABLY WON'T EVEN KNOW?

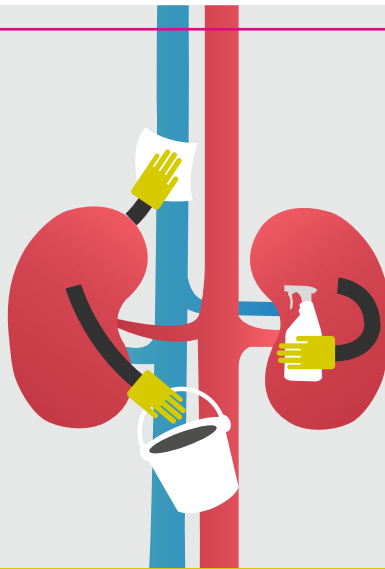
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HOW MANY GALLONS OF BLOOD DO YOUR KIDNEYS CLEAN EVERY DAY?

- 5 GALLONS
- 25 GALLONS
- 50 GALLONS

ANSWER: A MASSIVE 50 GALLONS!

DID YOU ALSO KNOW THAT **HIGH BLOOD PRESSURE** CAN DAMAGE YOUR **KIDNEYS**, YET IF YOU HAVE A PROBLEM WITH YOUR BLOOD PRESSURE YOU MIGHT NOT EVEN KNOW IT?

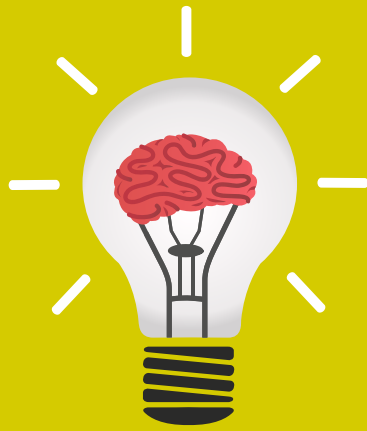
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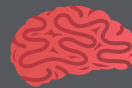


TRUE OR FALSE.  
WHEN AWAKE YOUR BRAIN MAKES ENOUGH  
ENERGY TO POWER A LIGHT BULB?

ANSWER: YES!

DID YOU ALSO KNOW THAT **HIGH BLOOD PRESSURE** CAN DAMAGE YOUR **BRAIN**, YET IF YOU HAVE A PROBLEM WITH YOUR BLOOD PRESSURE YOU MIGHT NOT EVEN KNOW IT?

GET YOUR **FREE** BLOOD PRESSURE CHECK AT YOUR LOCAL **JD WETHERSPOON** WITH **MAYBERRY PHARMACY** OR VISIT:



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