

Stroke Awareness in Croydon :

**Voices from Black and
Minority Ethnic Communities.**

Visual Summaries

Stroke Awareness in Croydon :

Voices from Black and Minority Ethnic communities

We spoke to people between the ages of 18-65 of Black and Minority Ethnic (BME) heritage who live in the London Borough of Croydon about awareness of stroke and its causes.

The following pages summarise what they said in their own words through illustrations and quotes.

This research would not have been possible without the help of The Croydon BME Forum and The Asian Resource Centre of Croydon (ARCC)

This booklet is designed to show what our research found so that everyone who took part in our focus groups can see the results. We will use the booklet as an educational resource for healthcare providers and the wider public to help raise awareness of stroke. Thank you for taking part in our research – your words matter !

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Research Team

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Illustrations and booklet design by Sketchlogy.co.uk

KNOWLEDGE OF STROKE & RISK FACTORS

GENERAL KNOWLEDGE ▼



PERSONAL EXPERIENCES ▼



Visual Summary of theme 1

PERCEIVED BARRIERS TO STROKE PREVENTION

1 POOR ACCESS & AFFORDABILITY TO HEALTHY FOOD



2 SOCIETAL TRENDS



3 INADEQUATE HEALTH CARE SYSTEM



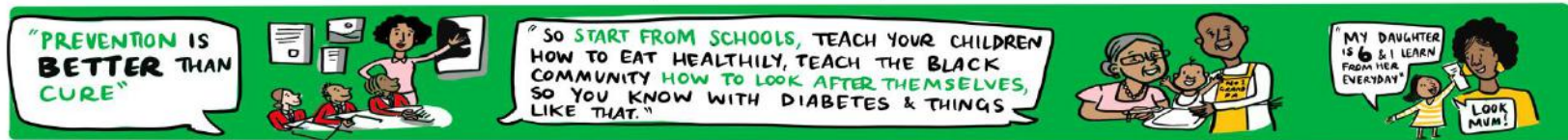
4 LACK OF EDUCATION & COMMUNITY SERVICES



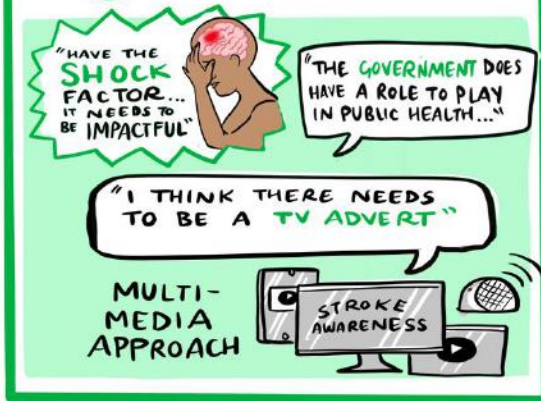
Visual Summary of theme 2

DESIRE & WILLINGNESS FOR CULTURALLY SENSITIVE STROKE PREVENTION STRATEGIES

EDUCATION THAT IS IMPACTFUL, RELATABLE, ACCESSIBLE ACROSS THE LIFESPAN



1 IMPACTFUL



2 RELATABLE



3 ACCESSIBLE



Visual Summary of theme 3

Appendix

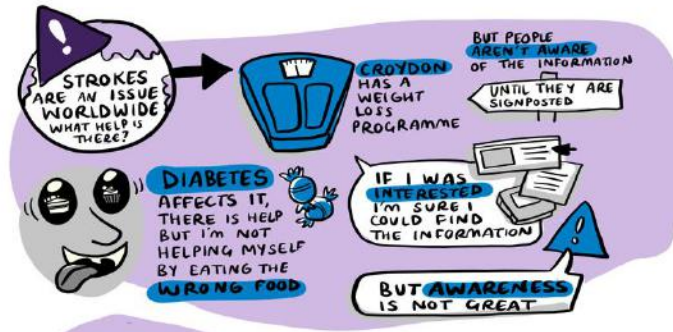
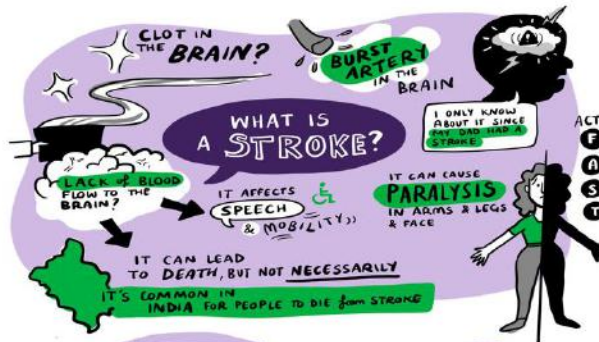
Group Interviews: Live Illustrated notes

EXPLORING STROKES FOCUS GROUP INSIGHTS INTO HEALTHCARE

1

15TH OCT 2024
CVA RESOURCE CENTRE
ASIAN
RESOURCE CENTRE

CONTRIBUTING FACTORS

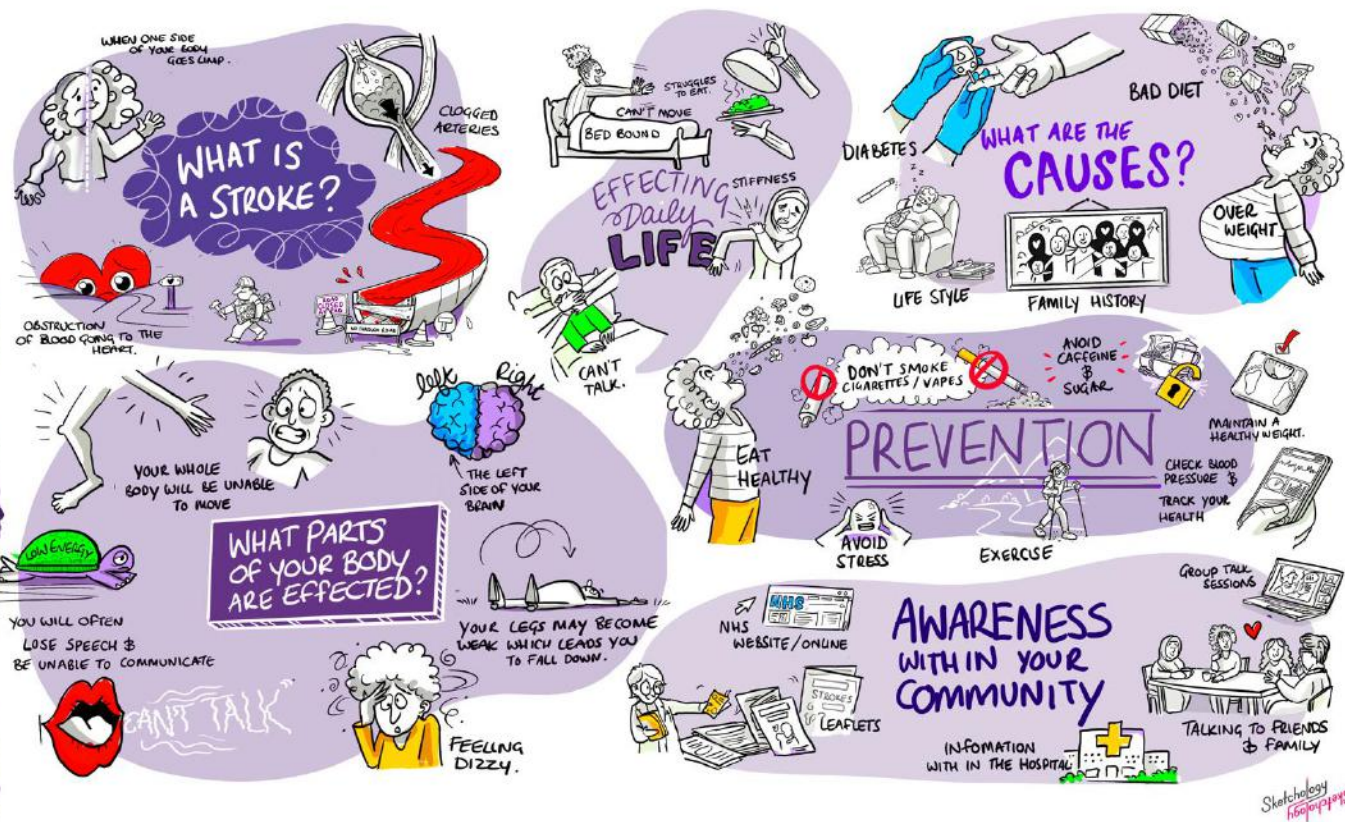


Sketchology
Hastings

EXPLORING STROKES FOCUS GROUP INSIGHTS INTO HEALTHCARE

2

31ST Oct 2024
WELLNESS
CENTRE
CROYDON BME
FORUM

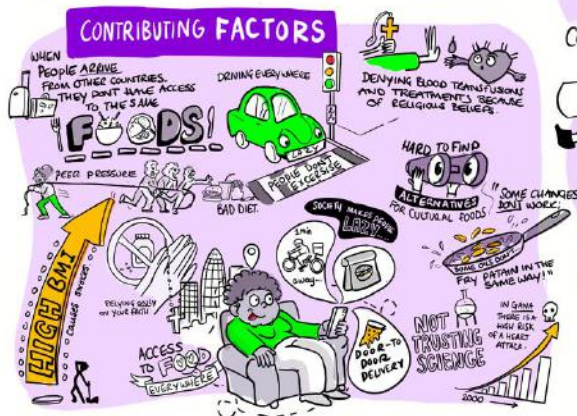


Group Interview 2

EXPLORING STROKES FOCUS GROUP INSIGHTS INTO HEALTH CARE

3

12TH NOV 2024
CVA RESOURCE CENTRE
ASIAN
RESOURCE CENTRE

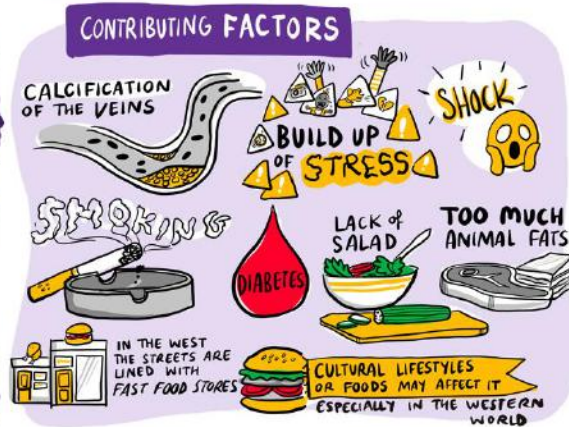
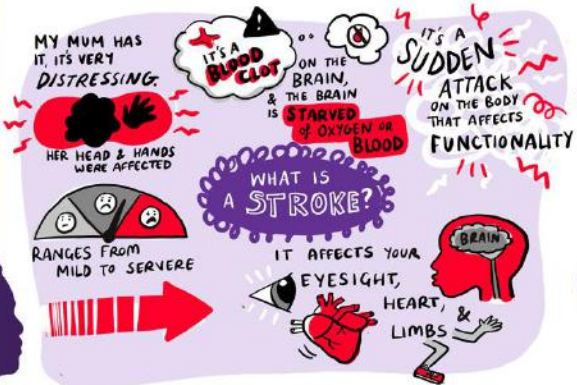


Sketchology
Sketchology

EXPLORING STROKES FOCUS GROUP INSIGHTS INTO HEALTHCARE

4

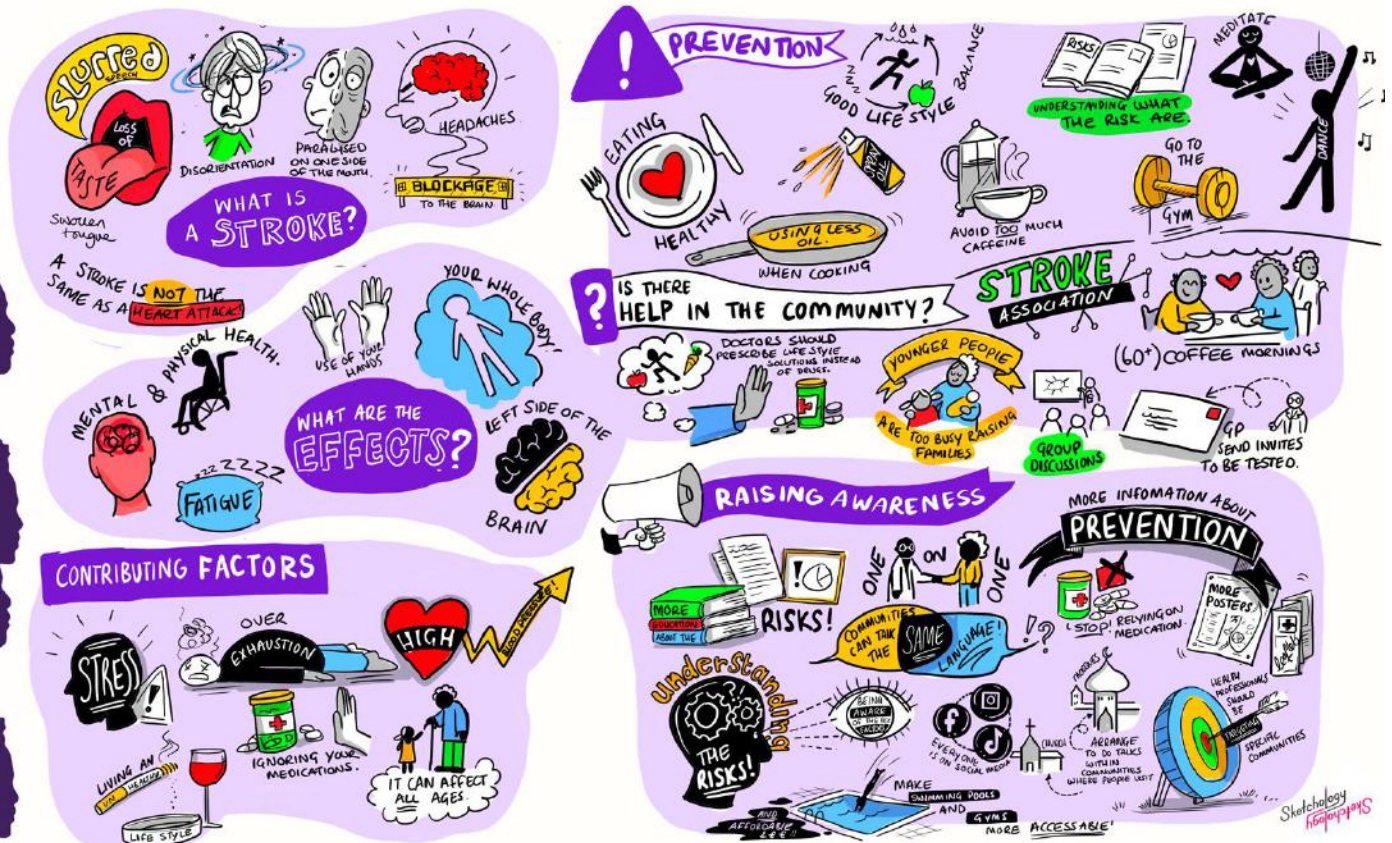
14TH NOV 2024
WEBINAR
CROYDON
BME FORUM



EXPLORING STROKES FOCUS GROUP INSIGHTS INTO HEALTH CARE

5

3RD DEC 2024
CVA RESOURCE CENTRE
ASIAN
RESOURCE CENTRE



Group Interview 5

EXPLORING STROKES FOCUS GROUP INSIGHTS INTO HEALTHCARE

6

12TH DEC 2024
WELLNESS CENTRE
CROYDON BME
FORUM



Next Steps

Our next step is to conduct a questionnaire that will further explore awareness of risk factors within the London Borough of Croydon. Based on our results we will propose an intervention and make recommendations that will inform current primary stroke prevention strategies.



