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AUT NATIONAL INSTITUTE FOR  
STROKE AND APPLIED NEUROSCIENCES

## THE RIBURST STUDY (Reducing the International BURden of Stroke using mobile Technology)

Newsletter 12, December 2019

## Welcome to the 12<sup>th</sup> issue of the RIBURST study newsletter

### Progress of the study

The study is progressing very well. Please see below for more details.

### Updated app released

The NISAN team has been working hard on the new updated version of the app. The new version has been released and is available at:

The Google store:

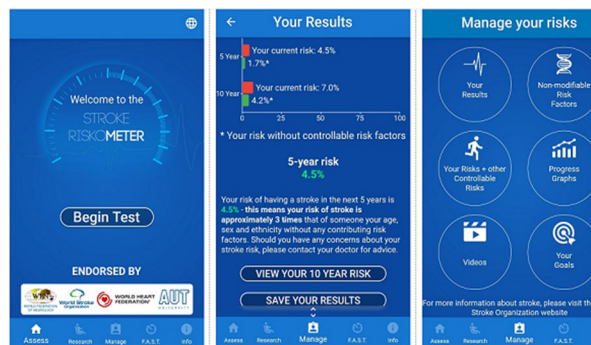
[https://play.google.com/store/apps/details?id=com.gule.bottom\\_nav&hl=en](https://play.google.com/store/apps/details?id=com.gule.bottom_nav&hl=en)

Or the Apple store:

<https://apps.apple.com/us/app/stroke-riskometer-pro/id725335289>

There is now one comprehensive app with different language modules within the app and users are able to track changes in their progress by using graphs on smoking and drinking cessation, improving diet and increasing their physical activity. The app is now completely free of charge to download. Users will be granted access to the premium content after sharing the link to the app with four other people. Important to note is that the previous version of the app that was launched in 2014 will now no longer be updated.

A new series of push notifications will be available, with reminders encouraging users to push forward their



efforts in adapting a healthy lifestyle and reducing risk factors for non-communicable diseases.

The main driving force behind the updated app is Dr Alexandr Merkin. He has been promoting the app in Russia and Europe, and arranged for presentations on stroke prevention at the "Stroke School" for staff and patients/patients' relatives at the Moscow Regional Stroke Vascular Centre (Head of Centre Dr Alexey Gutsaluk) with support of the National Centre for Rehabilitation (Dr Alexander Komarov). The Stroke Riskometer app was discussed as a tool for primary and secondary prevention of stroke.



## **In memoriam – Norberto Cabral**

One of our RIBURST collaborators, Norberto Cabral, tragically passed away on September 27.

Professor Norberto Luiz Cabral was one of the most important researchers in Latin America. As one of the most distinguished Brazilian stroke researchers, he started the JOINVASC in Joinville in 2005, a population-based registry and one of the largest stroke databases in the world.

With his persistence, leadership and expertise, he put Joinville on the Brazilian and World map, showing the work of his group in the first stroke unit created in Brazil (1997). He always followed what he preached: “who has numbers has argument, who has information has power”. Disagreeing with social injustices, he always defended those who had no voice to defend themselves, striving for better public health for all.

We will miss his affectionate and kind presence, his intelligence and scientific rigor. Cabral will always be in our minds and hearts!

- Professor Sheila Cristina Ouriques

## **Launch of 2019 WSO World Stroke Day campaign in New Zealand – integrating the Stroke Riskometer**

NISAN, jointly with Stroke Central Region (Paraparaumu, New Zealand), launched the WSO 2019 stroke prevention campaign in NZ on 29 October. It was well attended and resulted in many media appearances. It was live streamed and can be watched [here](https://livestream.com/aut/events/8831749): <https://livestream.com/aut/events/8831749>.

The World Stroke Organization heavily featured and promoted the Stroke Riskometer in this year’s campaign, and it is also featured in the ongoing campaign in NZ.

Stroke Central Region has launched the campaign in schools and timed/linked campaigns on different aspects of stroke risk factors (physical activity, poor diet etc.) to different nationwide activities/events, such as marathons, etc.

The Stroke Central Region campaign in NZ is a year-long campaign. Each month they will be focusing on a different stroke risk factor (raising awareness and keeping the profile high).

They have events lined up throughout the year that people can participate in and make a step to being more active and reduce their stroke risk. They also have a range of partners on board to promote the campaign and get the message out to different audiences around the country.

Engaging the public in the campaign is the key to reaching more people and encouraging them to download and use the stroke Riskometer app as well as making healthy lifestyle changes.

## **World Stroke Day in Brazil**

The launch of the fast heroes campaign in the 1st school in Brazil was a great success, with huge national media coverage. They launched on October 28th, so on the World Stroke Day the #Dont Be the One campaign was reinforced by the campaign in schools, with even greater impact.

The BBC filmed various aspects of the Stroke programme in Brazil. In Brasilia they interviewed the secretary of Primary Care of the Ministry of Health about “cut stroke in half”- at the end, when asked what he thought about the fast heroes project launched in schools, he replied that “early childhood education in health is very important and the project can be incorporated into the Brazilian health education program in schools” (Ministry of Health and Ministry of Education program).

Here is a link to one of the TV news items on World Stroke Day showing a recovered treated patient, a public stroke unit and the multidisciplinary team as well as beautiful images of fast heroes and young children being interviewed about stroke in a public school:

<http://g1.globo.com/rs/rio-grande-do-sul/jornal-do-almoco/videos/t/edicoes/v/projeto-nas-escolas-ensina-criancas-a-reconhecer-os-sintomas-do-avc/8042957/>

## The Day of Stroke in Russia

A number of activities dedicated to the Day of Stroke were conducted in Russia to promote the campaign to fight against stroke in Russia:

1) The Day of Stroke was conducted in Yaroslavl region and the "School of Stroke" for patients was launched in Moscow (and will be conducted weekly on an ongoing basis in the future). Presentations included a video about signs of stroke, a lecture on identification of stroke risk factors and training on usage of the Stroke Riskometer mobile app.

2) A video clip about stroke with popular Russian actors was launched.

3) On the Day of Stroke, a presentation by Dr Alexey Gutsaluk was broadcast live on the popular Moscow radio station "the Radio of Moscow". The interview contained information on stroke signs and risk factors and preventative measures including the Stroke Riskometer mobile app.

All the activities were supported by the local Health Boards and authorities, the Society of Relatives of Stroke Survivors (ORBI) and the National Centre for Social Support and Rehabilitation "Doverie".

## World Stroke Day 2019 – Integrating the Stroke Riskometer

Stroke prevention utilising the Stroke Riskometer is currently a flagship project for the World Stroke Organization (WSO). In this regard, the WSO together with the International Journal of Stroke, AUT University (New Zealand) and other experts around the world developed a large social media campaign to profile the app on World Stroke Day on 29 October 2019.

The World Stroke Organization put paid social promotion behind the Stroke Riskometer during the period 28 October – 5 November. A look at @WStrokeCampaign on Twitter or a search using #DontBeTheOne highlighted a lot of community activity for those who are interested. The Global Action Map on the WSO campaign website also shows all registered events. The Stroke Riskometer post on Facebook performed really well. Reach so far is close to 100K with 11K engagement (reactions, comments and shares).

There was high traffic on Twitter. On Twitter the reach from @WStrokeCampaign was 3856 with 5% engagement. The WSO Twitter account operates in general 'promote mode' and the Riskometer tweet was included in the ten tweets on WSD that were supported.

WSO will continue to schedule and promote through the year to keep the momentum going. Stroke Awareness Month in the US and Europe is in May and the WSO is planning to push out all of their Campaign messaging/materials again.

There were at least 2,100 extra downloads of the app in the period 28 October – 5 November.

Many of the RIBURST collaborators helped promote the WSO campaign in various different ways, mainly through social media and popular media channels, television and radio, etc. For example, in Brazil there was a large amount of media attention (see above). In Sri Lanka, there was coverage in a national newspaper with 50,000 circulation as well as a 2-hour national radio programme reaching at least half of the entire Sri Lankan population.

The World Stroke Organization recorded the following highlights from their campaign:

### Events

125 World Stroke Day events have been registered so far.

### Digital Social Media

- 700,000 people saw Don't Be The One posts on the WSO Facebook channel.
- 1,100 new Facebook followers
- 2 million #DontBeTheOne mentions on Twitter
- 25K visits to the new WSO Campaign website
- Over 9,500 documents downloaded

### World Stroke Relay

The World Stroke Relay carried the prevention message for World Stroke Day around the world. Participating countries included the Philippines, Singapore, Malaysia, Myanmar, Vietnam, Nigeria, Ghana, Sierra Leone and Zambia.



### New publications

- Editorial: Don't be the one: Individual responsibility in stroke prevention. *The Lancet* 2019, 394, 1482-1482.
- Feigin, V. & Brainin, M. (2019). Reducing the burden of stroke: Opportunities and mechanisms. *International Journal of Stroke*, 14(8), 761-762.

## New research grant received

Associate Professor Seana Gall from the Menzies Institute for Medical Research at the University of Tasmania in Hobart, Australia has received \$5 million from the National Health and Medical Research Council in Australia for a grant entitled Synergies To Prevent Stroke – STOPstroke.



AUT stroke researcher, Professor Valery Feigin, is a collaborator on the grant that will include a large randomised controlled trial to see if the novel Stroke Riskometer mobile phone app developed at AUT can help people manage their stroke risk factors. A/Prof Gall said 'This is an excellent opportunity to test the Riskometer App as a tool to prevent stroke across Australia and New Zealand. We're excited to be able to move forward with our partners from AUT'. The grant will run over 5 years and includes a number of studies aiming to prevent strokes through better prediction of who will have a stroke and better management of stroke risk factors. Partners include the University of Tasmania, Monash University, University of Western Australia, Auckland University of Technology and the Royal Adelaide Hospital.

## Translated versions of the app

Translation of the app into the Thai and Serbian languages is commencing soon. Translation into the Greek language has commenced. Translation into the Croatian, Swedish, Bulgarian and Czech languages is almost complete.

Prof. Yoshihiro Kokubo (Japan) is working on ethics approval to release a Japanese version of the app.

Don't forget to check out the NISAN webpages:

- iOS version: <https://nisan.aut.ac.nz/Stroke-Riskometer/available-languages>
- Pro version: <https://nisan.aut.ac.nz/Stroke-Riskometer/stroke-riskometer-pro-version>

## Aggregated country data available

If any RIBURST study investigator would like to receive aggregated data for their country, you can request this information for your country from [riskometer@aut.ac.nz](mailto:riskometer@aut.ac.nz). Please note this is only possible if there are 2,000 or more study participants recruited from your country.

## Success stories

We invite RIBURST members to submit details of their 'success stories' of the use/implementation of the app to [bvangils@aut.ac.nz](mailto:bvangils@aut.ac.nz), for inclusion in future editions of the newsletter and sharing with the entire group.

## Contact information

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