

**CIRCULATION
FOUNDATION**
The Vascular Research Charity

CAMPAIGN TOOLKIT

Everything you need to make an impression



**IT CAN HAPPEN TO
ANYONE AT ANY TIME**

**VASCULAR DISEASE
AWARENESS WEEK
19-23 March**

2012

circulationfoundation.org.uk

What's as common as
cancer and heart disease,
yet pretty much unknown?

VASCULAR DISEASE



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circulationfoundation.org.uk

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Introduction

Thank you very much indeed for taking an active role in the promotion of **Vascular Disease Awareness Week 2012**.

Last year we made a significant investment in Vascular Disease Awareness Week so we could familiarise more people with this prevalent but unknown disease.

Thanks to a concerted effort, we gave 5.6million people the opportunity to read about it and, having launched our vascular disease risk checker on our website, were supported by 185 referring websites and provided information about the disease to 1,875 people.

23 stakeholder events were run throughout the country but this year we're hoping to triple that, by getting PCTs on board, emphasising the importance of vascular health on their agendas.

Since our last Vascular Disease Awareness Week, we've consulted stakeholders and consumers on a number of aspects of our promotional work and as a result, we've updated our logo and produced a new family of publications to help us promote awareness, provide patient information and, critically, generate financial support for our valued research programme.

Our core brochure is available online at www.circulationfoundation.org.uk along with other publications, should you wish to review them.

We've also listened to our stakeholders' feedback on Vascular Disease Awareness Week 2011 and have made this toolkit available much earlier than last year, to help our valued stakeholders plan their own events and promotion sufficiently in advance.

Our 2012 campaign will again comprise advertising, PR and awareness and fundraising events. The resources in this toolkit will help you to plan yours, whilst increasing the profile of the Circulation Foundation and the importance of vascular health.

Please give yourself as much time as you can in advance to prepare for the week and make the most of it. And do let us know what you're doing so we can include your stories in our press activity.

Thanks again for your participation and your contribution to the success of Vascular Disease Awareness Week 2012.

Ian Franklin

Chairman,
The Circulation Foundation



Sir Roger Moore, KBE is a passionate supporter of our work, as his mother suffered with vascular disease, particularly peripheral arterial disease.

“Peripheral arterial disease often goes unnoticed and people may be unaware of the potential consequences of the condition. We need to raise awareness of leg problems so that more patients - particularly those in high-risk groups - are diagnosed and referred for treatment in the crucial early stages of vascular disease.

Vascular disease is often undiagnosed or explained away as “just old age” but it can affect anyone at any time. We need to invest in research about this debilitating and life threatening condition, to prevent the furring up of arteries, not just in the legs but all over the body.

Anywhere your blood flows can be affected by vascular disease.

Help us to fight this silent killer”

Sir Roger Moore

Patron
Circulation Foundation



How to get involved

Putting together your project team

Engaging colleagues is a great way to get more people involved and kick start your activity. Think about who you can interest from your organisation. Website staff, internal and external communications staff, community engagement and marketing staff could all be useful people. Make sure that the project team are briefed from the beginning about the campaign regarding its objectives and key messages and identify ways in which project team members can contribute to its success.

Local partnerships

Creating partnerships with local health organisations, service user and carer groups, voluntary groups (especially those related to diabetes), local businesses or NHS and council organisations will make sure the campaign is joined up locally.

When planning to approach other organisations, think about which partnerships would work best and also try and identify any benefits to the partner organisation, to encourage their participation.

Benefits to the partner organisation may include:

- Raising awareness amongst their customers and/or staff.
- Helping their staff by providing key information and signposting to information.
- Meeting their objectives to improve health and prevent suffering.
- Reaching corporate social responsibility targets.

Partner organisations can support you by:

- Getting their members or employees to volunteer at events.
- Promoting information about your activity through their communications and website.

Ideas for your campaign

There are a number of ways you can get involved in raising awareness of vascular disease:

Quick wins

You can organise some activity quickly and simply by following the tips below:

- Issue the local launch press release (included in this toolkit) to your local paper and radio station.
- Put up posters around your office and reception areas. Display postcards in the desktop holder.
- Set up a balloon tree (supplied free by us, with branded balloons) in a prominent, high traffic area. An order form for these and other resources is on page 12.
- Get local businesses and organisations like your local library, supermarket, pub, cafe or library to use posters and postcards.
- Get information and Vascular Disease Awareness Week banners on your website and in existing newsletters or communication channels.

Online

You can make sure that the campaign is highly visible on your own website but also on any partner organisations' websites. We have created a web banner to ensure that you gain maximum coverage and visibility.

You can also develop a blog on your website or social networking sites such as Facebook and Twitter to promote your local activity and the website risk analysis tool at circulationfoundation.org.uk

Local places

Our campaign is essentially about reaching people in their everyday lives and getting them to consider vascular health and their risks, in order that they visit circulationfoundation.org.uk to use the online risk check and obtain further information about vascular disease.

With the availability of free materials, this is a low cost way to start conversations and get people thinking – here are some of the places you could target for the display and distribution of promotional materials:

- Community centres
- GP surgeries and health centres
- Hairdressers
- Leisure centres
- Libraries
- Pharmacies
- Religious centres or places of worship
- Shopping centres
- Voluntary groups, especially those for diabetics and those aged 45+

It is worth contacting your local authority, as they may be able to arrange for distribution and display of materials through their channels like libraries, leisure centres and community notice boards.

Events

Running an event around the campaign is a great way to reach out to people and raise the profile of the campaign. Ideas are on the next page for you, so you can start planning yours!

Running your event

Running an event around the campaign is a great way to reach out to people and raise the profile of the campaign.

You've probably already thought of something, but if you need some ideas, here are a few:

1. Physical activity – a sponsored walk or swim

When people congregate around activities such as walking, dancing or swimming, it is an opportunity to establish the link between physical activity and vascular health. You can use activities as an opportunity to bring together people with and without experience of vascular disease, and deliver campaign messages through materials and activities.

You could set up an event like a sponsored walk. Alternatively, find out about existing sports or physical activity events that are happening and explore possible links. Sports events are a great way to get local organisations involved. These could include:

- Local health and diabetes organisations
- The local police and fire departments
- Voluntary groups, especially those for the 45+ age group

Make sure that the press are invited and a photo call is arranged to provide a great image to sell the story behind the day's event. (See our resource sheet working with the media and our press release and photo call templates)

2. Cake Sale

Always a winner for fundraising within your workplace, a cake sale not only gives your colleagues a chance to show off their baking skills but also gives everyone the opportunity to have a home-cooked treat and fundraise at the same time – brilliant!

3. Collection Boxes

Especially when combined with a promotional display using our free resources, you could find yourself collecting a fair amount. We will provide collection boxes and promotional material. If you are planning a public collection, please see our advice on fundraising collections.

4. Foreign Currency Collection

Have you returned from holiday with unwanted currency, or got old foreign coins and notes mouldering away in the back of a drawer? These foreign and old coins are not worthless to us! Why not have a clear out of your old currencies and set up a collection of left-over holiday cash from friends and work colleagues. Simply bag up your collection and send into the CF office – we'll do the rest!

5. Lunch Party

Get all your work colleagues to bring in something homemade – have a big buffet lunch and donate the money you would have spent buying your lunch in the local café or canteen.

Internal communications

Once you have co-ordinated your activity, do what you can to involve as many people as possible from your organisation, through newsletters, briefings, meetings and your website.

Keep in touch

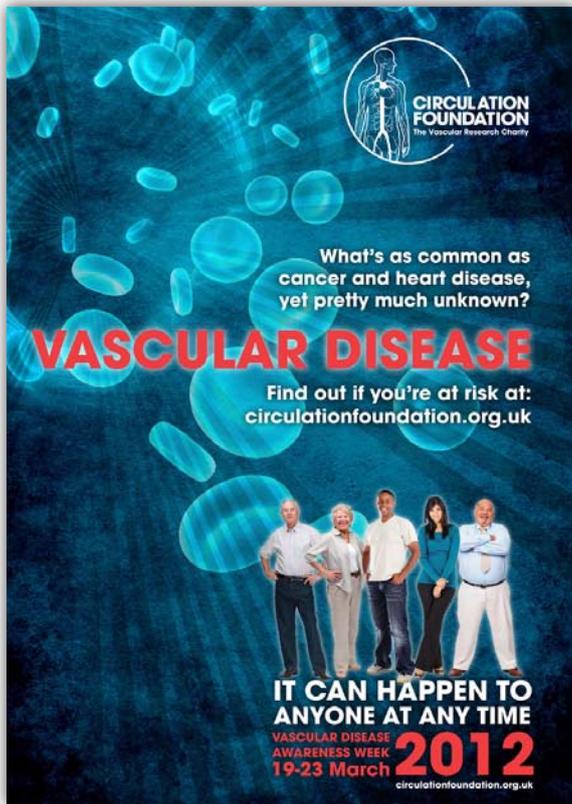
We would like to share your ideas and build a national picture from local activities, for media activity. Please keep us posted on what you're doing and how many people you are getting involved.

Email info@circulationfoundation.org.uk or call **020 7304 4779**

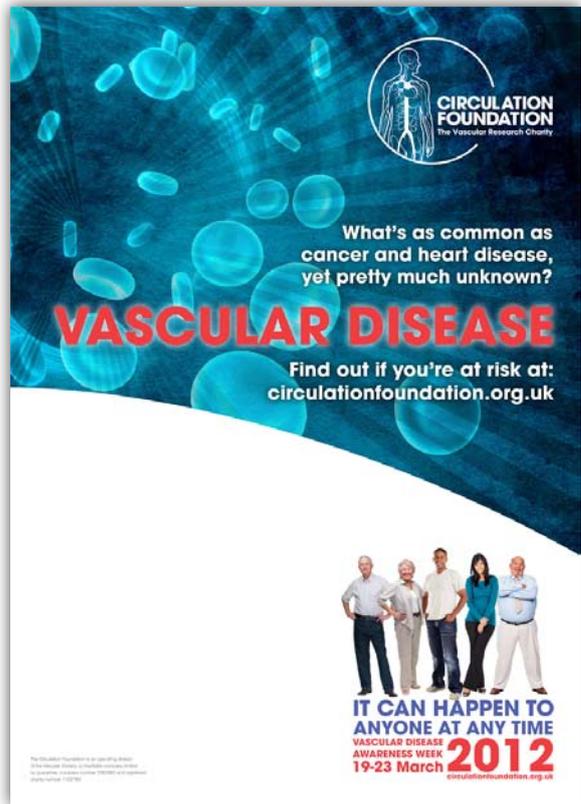
Free promotional materials

To make it easier to participate in Vascular Disease Awareness Week, we're producing a range of materials for your use. An order form follows, but here are some examples of what we have, to give you a feel for the campaign. Samples will follow shortly by post.

A3 poster



A3 poster for personalisation, to promote your event



PVC outdoor banner (1m high x 2m wide) with eyelets

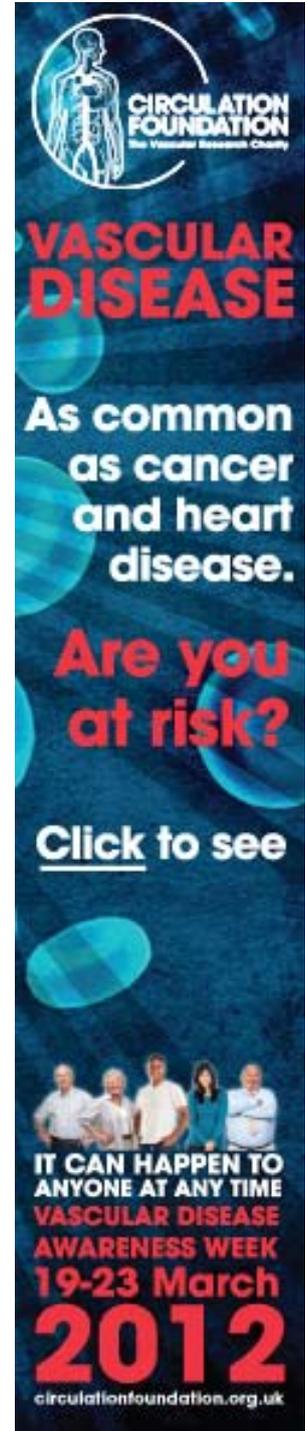


Free promotional materials

Web banner (animated)

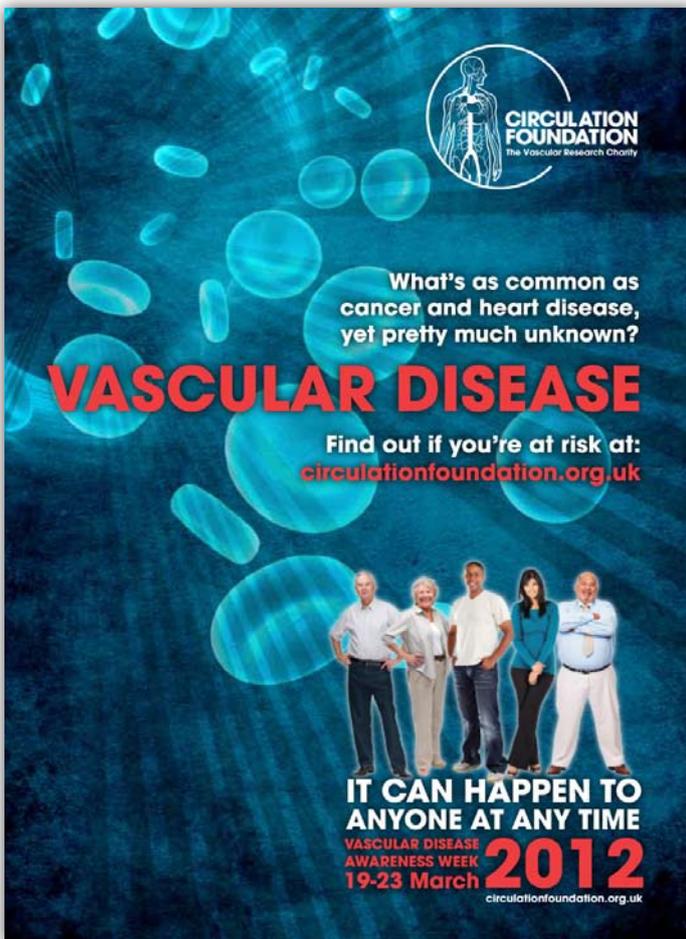


Skyscraper



Print ad

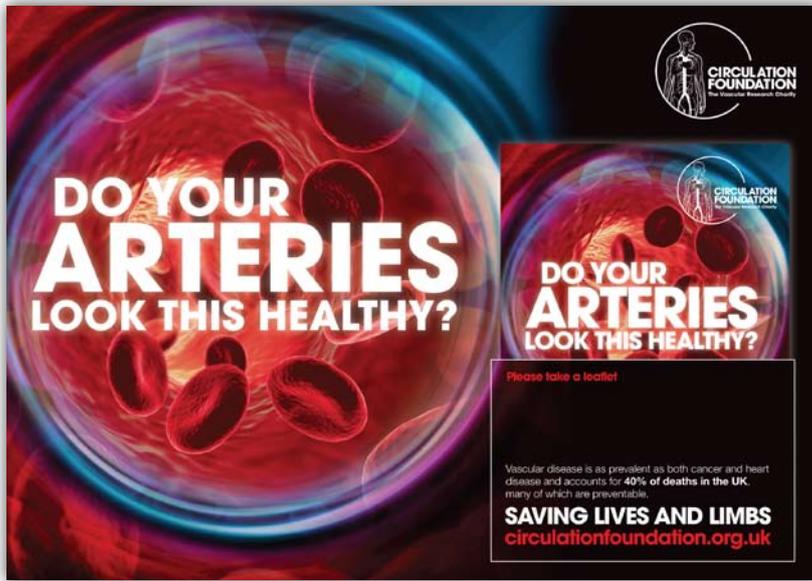
This is ideal for newsletters



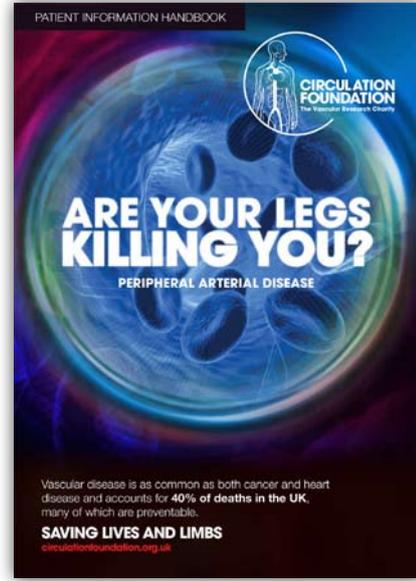
We've also got pedometers, stickers, T-shirts, collecting tins and balloon display kits.

We also have a range of general vascular disease information materials for your use. Below are some examples, please contact us for more information.

Postcards (A6) and desktop holder (A4 landscape)



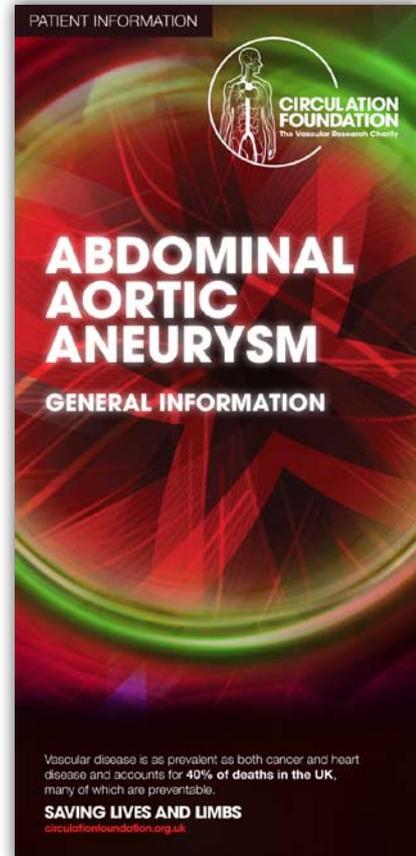
PAD patient information handbook (A5)



Donor leaflet (postcard sized)



A range of 23 disease specific patient information leaflets



Feedback and free materials order form

Your name:

Organisation:

Email address:

Tel:

What are you doing for Vascular Disease Awareness Week 2012:

Which other contacts should we send email updates to?

Name: email:

Name: email:

Name: email:

To order promotional materials to support your campaign, simply put the number of each item you'd like alongside each item below:

Printed materials

Vascular Disease Awareness Week 2012 materials: **How many?**

- A3 poster
- A6 postcards
- Balloon package (tree, 40 balloons & sticks)
- Banners (2m x 1m vinyl banners for outdoor display)
- Pedometers
- Stickers
- Collecting tin
- T-shirts

General information available year round:

- Desktop postcard holder and display
- Donor leaflet (A6)
- PAD patient information handbook
- Lower your risk - healthy lifestyle information leaflet

We also have some digital assets for your use, including web banners and an A4 poster template – for you to personalise as you see fit, which we'll email to you on receipt of this form. We'll also send you updated press information for your use locally.

**Please fax this back to the Circulation Foundation on 020 7430 9235
or email info@circulationfoundation.org.uk**

Fact sheet

Here are the key things we wish to communicate during Vascular Disease Awareness Week.

It can happen to anyone at any time

- Good circulation is very important for your health. Vascular disease is as prevalent as both cancer and heart disease and accounts for **40% of deaths in the UK**, many of which are preventable.
- Every part of the body to which blood flows can be affected by vascular disease, which is why the Circulation Foundation is committed to saving lives and limbs through research, awareness and information.
- It can affect people in many ways: pain when walking, cold hands and feet, an aortic aneurysm or a stroke.
- One of the most common forms of vascular disease is peripheral arterial disease (PAD), which is when the arteries in your legs are affected. It is estimated that 9% of the population suffer from PAD, which causes painful legs when walking, ulceration and amputation.
- Risk factors include **diabetes, smoking, hypertension, high cholesterol, diet and weight**. Vascular disease can also be hereditary.
- Visit circulationfoundation.org.uk to find out more and take our quick and easy online risk check.

Key facts about vascular disease

- It's as common as cancer and heart disease – affecting 4 million people each year in the UK alone and accounting for 200,000 preventable deaths.
- It affects a wide range of people, from those with diabetes to the elderly, or individuals with inherited genetic conditions.
- It is treated both medically and surgically - and through important lifestyle changes like healthy eating, regular exercise and no smoking.
- It accounts for 40% of deaths in the UK, but many people aren't aware of the disease and too often vascular illnesses are left untreated and the effects can be irreversible.
- If left untreated, 75% of people with Peripheral Arterial Disease will die from a sudden heart attack or stroke.
- Prompt surgery of the neck arteries can prevent a major stroke for people experiencing the symptoms of a Transient Ischaemic Attack (TIA or mini stroke) – too many patients are receiving treatment far too late to make a difference. The Circulation Foundation campaigns for improved services and funds research and training in order to change that.

Working with the media

You can ensure that local media is fully involved and informed about the threat of vascular disease and your local awareness raising activity.

Here's what we recommend you do.

1. Identify your local press (paid for and free press) and radio stations.
2. Target the health or social affairs journalist, or contact the news desk to find out who is the most appropriate reporter. It is always best to call first, rather than just sending an unsolicited email to the news desk address.
3. To get the most from your campaign, allow time to contact the journalist at least two weeks in advance of your event to brief them on your activities. Think about how this could make a good 'news story' with local relevance and give them details of the campaign.

If you make a good media contact, you may wish to let them run the story as an exclusive - if it has already been reported elsewhere they may lose interest. Think about who you should prioritise when making your approaches by considering the audience – are they your target? How many people will it reach?

4. Follow up with a short, succinct press release two to four days before the event. Local statistics and case studies will encourage the press to run a story. But if you don't have these, use our fact sheet and the case studies supplied in this toolkit.

Spokesperson

Consider appointing a spokesperson for the campaign. This could be someone with personal experience, a local celebrity, a local health professional or yourself.

Make sure that all spokespeople are carefully briefed about the campaign's key messages and ideally have an opportunity to practice questions and answers. Have a look at the key messages on pages 2 and 3 of this resource sheet.

Local newspapers

The local papers are all about news – they won't campaign for you, but if you give them a real news story they may include the key messages in the copy and give your spokesperson a chance to speak out. Give them plenty of background information to make the story relevant to local people. Provide access to spokespeople and preferably a local person who will share their experience. If there is a good photo of an event or of a media volunteer, so much the better – the piece will be given more space in the paper.

Newspapers have tight deadlines – find out what they are and try to work around them.

Radio

Talk to your local radio station and identify whether they air shows that might cover your story. If you're running an event of sufficient interest, they may well come along to record it. The media loves experts – they might be interested in talking to a vascular professional. Alternatively, you may know a patient or two whose personal story is strong and will help bring the issue to life.

Photo call

A press stunt or photo call can be a great way to generate media interest on the day of your event. Ideally hold the photo call in the morning to ensure you are able to meet any press deadlines. You should think about what would make a good 'photostory' well in advance – a simple line-up of smiling faces is not really a newsworthy image.

A great image can dramatically increase the chances of good coverage, so if you know a professional photographer and can twist their arm to help, you'll stand more chance of getting it used. However, even if you don't manage to get a photographer to attend the event, you can still send copies of your own photos to the press – but do so very quickly after the event, while it is still 'news'.

A photo call template is included in this toolkit.

Press release

We've put together a press release template for local use. Try to adapt it to suit your local area. This can be used to announce your event and/or promote our website and the new risk checker tool. As an alternative you may use a photo call to launch your event. If there will be a good image worth photographing you may choose to use the photo call template also included.

If you are considering a photo call, think about how the image to be photographed can be made 'newsworthy' – what is happening? Is there any action? Does it tell a story?

Key messages

The campaign's key messages (see following page) should form the backbone of everything you say to the media. Any spokesperson should familiarise themselves with the key messages and be able to speak about them in an interview with a journalist. They don't need to be word-perfect, just stick to the theme. Don't worry about being repetitive – sometimes this can be the key to getting a clear message across.

Key messages are often useful for those moments when you can't, or don't want to answer a journalist's question – simply say "what we are here for today is to let people know...." and revert to your key messages.

Working with the media

Key messages: It can happen to anyone at any time

- Good circulation is very important for your health. Vascular disease is as prevalent as both cancer and heart disease and accounts for **40% of deaths in the UK**, many of which are preventable.
- Every part of the body to which blood flows can be affected by vascular disease, which is why The Circulation Foundation is committed to saving lives and limbs through research, awareness and information.
- It can affect people in many ways: pain when walking, cold hands and feet, an aortic aneurysm or a stroke.
- One of the most common forms of vascular disease is peripheral arterial disease (PAD), which is when the arteries in your legs are affected. It is estimated that 9% of the population suffer from PAD, which causes painful legs when walking, ulceration and amputation.
- Risk factors include **diabetes, smoking, hypertension, high cholesterol, diet and weight**. Vascular disease can also be hereditary.
- Visit **circulationfoundation.org.uk** to find out more and take our quick and easy online risk check.

Summary: Tips for dealing with the media

- Identify who you want to speak to
- Remember a journalist won't campaign for you – they need a news story
- Make sure that you have the key messages that you want to convey
- Put forward someone with personal experience
- Only say what you are prepared to read in print

If you need any help with media activity, please contact the Circulation Foundation office on 020 7304 4779.

Press release template

....press release...press release...press release....

It can happen to anyone at any time. Get aware and active with the Circulation Foundation's Fun Run

[replace with more appropriate headline depending on the activities you are organising]

[insert organisation name] Launches Vascular Disease Awareness Week at [insert your location] in a bid to save lives and limbs.

For immediate release

[insert date] March 2012,

[Insert location] – To mark the 3rd annual Vascular Disease Awareness Week (19th – 23rd March 2012), [insert participating organisations] has joined forces with The Circulation Foundation to host [insert event type] at [insert place of event] on [insert date] at [insert time].

The [insert name of event] is part of a series of regional events taking place across the country this week. This year's Vascular Disease Awareness Week is entitled 'It can happen to anyone at any time' and aims to raise awareness of the unknown killer that's as common as cancer and heart disease.

Vascular disease is strongly associated with diabetes and heart disease and is one of the fastest-growing diseases of our time, affecting an estimated 27 million individuals in Europe and North America¹. However, only about one third of these patients have any symptoms at all, meaning that the disease is often not diagnosed in time to prevent the need for serious surgery or even amputation of the affected limb.

Vascular health problems account for 200,000 deaths in the UK each year, which could potentially have been prevented with routine screening programmes and increased awareness of the risks of vascular disease.

To help ensure that those at risk of vascular disease are identified and treated before it is too late, the Circulation Foundation, the charity which organises Vascular Disease Awareness Week, has a risk checker tool on its website www.circulationfoundation.org.uk.

¹Greenhalgh R. Unacceptable major amputation rates widespread. Vasc News. 2009; 42:

<http://www.cxvascular.com/vn-features/vascular-news---feature/unacceptable-major-amputation-rates-widespread>

Photo call template

....photo opportunity...photo opportunity...photo opportunity....

[Insert descriptive title explaining exactly what will be happening visually]

For Immediate Release

[insert date] March 2012, xxx [Insert location] - [Insert local notable if poss], vascular health service-users and staff from [insert organisation name] will join forces [insert when, eg tomorrow/ on Wednesday] – when they'll be [insert description of exactly what they will do] in a bid to increase awareness of vascular disease and its associated risks. The event forms part of Vascular Disease Awareness Week, run by the Circulation Foundation and its aim is to help people recognise symptoms, reduce the risks and prevent their suffering.

This year's Vascular Disease Awareness Week has been entitled 'It can happen to anyone at any time' and aims to raise awareness of the unknown killer that's as common as cancer and heart disease.

Vascular health problems account for 200,000 deaths in the UK each year, which could potentially have been prevented with routine screening programmes and increased awareness of the risks of vascular disease.

To help ensure that those at risk of vascular disease are identified and treated before it is too late, the Circulation Foundation, the charity which organises Vascular Disease Awareness Week, has a risk checker tool on its website www.circulationfoundation.org.uk

[Insert case study quote if available]

For more information about the event and to arrange a photo shoot, please contact

[insert name and telephone number]

NOTES TO EDITORS

Key Facts about Vascular Disease and Peripheral Vascular Disease

- It's as common as cancer and heart disease – affecting 4 million people each year in the UK alone and accounting for 200,000 preventable deaths.
- It affects a wide range of people, from those with diabetes to the elderly, or individuals with inherited genetic conditions.
- It is treated both medically and surgically - and through important lifestyle changes like healthy eating, regular exercise and no smoking.
- Peripheral Vascular Disease / Peripheral Arterial Disease is a form of vascular disease that affects the blood vessels in the legs. It occurs when arteries become clogged with a build up of fatty deposits, limiting circulation to areas of the body including the legs, feet and kidneys.
- Peripheral arterial disease is one of the most common causes of amputation in England: 10,763 amputations were associated with diabetes or arterial disease in England in 2007/08².
- If left untreated, 75%³ of people with Peripheral Arterial Disease will die from a sudden heart attack or stroke.
- Those with diabetes are two times more likely to develop PAD⁴. Other risk factors include smoking, obesity, high blood pressure, high cholesterol, a family history of PAD and a genetic predisposition to PAD.

About the Circulation Foundation

The Circulation Foundation champions the prevention and treatment of all vascular diseases. They are the only charity that deals specifically with the vascular system and vascular disease as a whole.

They:

- Provide information to help people recognise symptoms, reduce the risks and prevent their suffering
- Lobby for high quality, accessible vascular services for everyone
- Give sufferers and their carers support and information they need and value
- Fund vital research into the causes, prevention and treatment of vascular disease

²Greenhalgh R. Unacceptable major amputation rates widespread. Vasc News. 2009; 42:

<http://www.cxvascular.com/vn-features/vascular-news---feature/unacceptable-major-amputation-rates-widespread>

³Norgren L, Hiatt WR, Dormandy JA, Nehler MR, Harris KA, Fowkes FG, et al. Inter-Society Consensus for the Management of Peripheral Arterial Disease (TASC II). J Vasc Surg 2007; 45 (Suppl S): S5-67. PMID 17223489

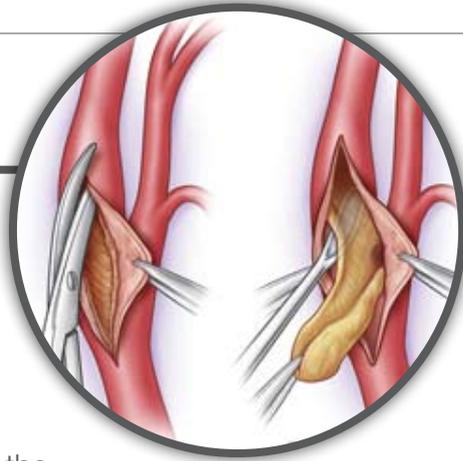
⁴Ploox R. L. et al. Methylenetetrahydrofolate reductase polymorphism 677C>T is associated with peripheral arterial disease in type 2 diabetes. Cardiovascular Diabetology 2005, 4:17 doi:10.1186/1475-2840-4-17 :<http://www.cardiab.com/content/4/1/17>

Case studies

Regina Sharp

- Carotid Stroke

**Consultant: Ravi Singh-Ranger,
Swindon General Hospital**



Regina Sharp was 70 when she suffered a stroke. After routine checks on her heart, where she had been exercising on a treadmill, she began to feel increasingly dizzy. Over the next two days, she had two transient ischaemic attacks, or mini strokes. She felt lightheaded and weak and had to rest. The following day she suffered a major stroke.

“It was very frightening, I could feel my face dropping and there was nothing I could do. My brain was working but the right hand side of my body would not move and I couldn’t communicate to anyone”

Regina was airlifted to Swindon General Hospital where the stroke team gave her clotbusting thrombolysis drugs and was told to lay flat. Over the next four hours she was able to move her arms again and had regained most of her speech.

A scan of the left carotid artery in her neck showed that it was 85% narrowed and that the stroke had been caused by a piece of this blockage breaking off going up into her brain.

Her vascular surgeon recommended surgery (a carotid endarterectomy) and two weeks later Regina went in for the operation.

“I was under conscious sedation as they needed to keep me awake for the operation in case I had another stroke. The team were fantastic, they made me feel so comfortable and I did not feel afraid at all. The anaesthetist and I even did the Times crossword to keep me occupied during the operation.”

Regina is now completely recovered from her stroke and although she admits that her life is a bit quieter now, she still enjoys it to the full, socialising and entertaining and remains an active member of her local community. Had Regina not been given those lifesaving drugs immediately it could be a very different story for her.

We need to increase the funding for research into the treatment and prevention of all vascular diseases, so that everyone has the opportunity for the best care available, makes a good recovery and goes on to lead a full and happy life.

Rex Thomas

- Popliteal Aneurysm,
Peripheral Arterial Disease

**Consultant: Kenneth Woodburn,
Royal Cornwall Hospital**



Rex Thomas, a retired grocer from Cornwall, discovered a lump behind his left knee following a $\frac{3}{4}$ mile walk into his local village in February 2010. He initially thought he had pulled a muscle and by the time he had reached home he was in a considerable amount of pain and his foot had started to turn black.

His daughter urged him to contact his GP, who in turn contacted the local vascular surgeon. Rex was then admitted to hospital the next day where they found that he had an 8cm popliteal aneurysm on the back of his knee which had burst. This meant that there was little blood reaching the bottom half of his right leg and foot, and without an emergency operation, Rex could have lost his leg.

After some other investigations, Rex was found to also have an abdominal aortic aneurysm and another popliteal aneurysm on his left leg. 4 months after his popliteal aneurysm, Rex had a minimally invasive EVAR treatment to repair his AAA, which will prevent it from rupturing, and then 4 months after that he returned to hospital to have his left popliteal aneurysm repaired.

Following his operations, Rex has fully recovered. For a few weeks after each leg operation he used a frame to help him get about but now he is back to normal, playing with his grandchildren and living life to the full.

What is a popliteal aneurysm?

The artery that supplies blood to your legs is known as the femoral-popliteal artery. The section which runs through the back of your knee is the popliteal. An aneurysm is caused when the artery becomes weakened and it bulges out, and if untreated can burst.

When an aneurysm bursts it stops delivering the blood to the affected part of the body, much like a burst water main. However, if your blood cannot deliver oxygen and nutrients to organs and tissues, these can die and if not caught in time you could lose a limb, or your life.

Case studies

Bernard Brown

- Abdominal Aortic Aneurysm

**Consultant: Marco Baroni,
York Teaching Hospital**



Bernard Brown is a very active 85 year old who regularly volunteers at his local cricket and rugby club in York, and can often be seen painting the lines on the pitch and making sure the cricket green is up to standard.

Bernard suffered with prostate cancer just over ten years ago. He has made a full and successful recovery and has yearly scans to make sure all is OK. Following his scan in 2009, where the doctors scanned his kidneys, they discovered that Bernard's aorta was 7.5cm across where an aneurysm had formed.

He was immediately referred to a vascular surgeon, Mr Baroni, and he was advised that he should have an Endovascular Aneurysm Repair, or EVAR. The next week, Bernard was operated on. He was sedated and an incision was made in each of his thighs. A stent was then threaded up through Bernard's arteries and into place where the aneurysm was sealing it from the inside and preventing the aorta from bursting.

The day after the operation, Bernard was up and walking about. The only pain he felt was where the incisions had been made in his legs.

The only symptoms that Bernard had from his aneurysm was that he thought he could feel his heart beating in his stomach but put it down to overdoing it. Given that 85% of men whose aneurysms burst die, Bernard feels very lucky indeed to have found his and had it operated on.

Bernard is now back to full health and working as a volunteer groundsman back at York Rugby and Cricket Club, he is also a carer for his wife who has recently had a stroke. His quality of life hasn't changed; he is doing exactly the same as he did before, however this time without the ticking time bomb inside.

Graham Sivyer

- Carotid artery

**Consultant: Joseph Shalhoub,
Imperial NHS Trust**



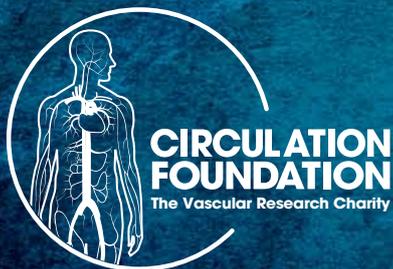
Our patient was 61 years of age and still working in the construction industry when he was referred to us. He had temporarily lost the vision in his left eye, a symptom which can represent a type of stroke. As there can be a number of causes of stroke, we wanted to investigate whether a narrowing in the carotid artery (the artery in the neck which carries blood to the brain) may be responsible in this case.

We were alerted to the fact that he may have arterial disease as he had high blood pressure, high cholesterol and was a smoker. An ultrasound scan revealed a 95% narrowing within the left carotid artery.

Narrowings in the carotid artery can have no harmful effect in some individuals, whilst in others carotid narrowing may be the cause of a stroke. Determining whether a carotid narrowing presents a risk of stroke is an area of clinical importance which will help us treat the right patients with the right approach.

The Circulation Foundation is funding research which is using a safe, simple and cost-effective type of ultrasound scan to help doctors decide whether carotid narrowings are likely to cause strokes in the future. Our patient was happy to enrol into the study and had a scan of his carotid narrowing.

He went on to have an operation to remove the carotid narrowing – awake under local anaesthetic – made a full recovery and was discharged home within 48 hours. He has taken an interest in our research and returns regularly to the department to look at our progress.



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