

Australia's Biggest Blood Pressure Check

2023 Campaign Highlights 1-31 May



5,554

users to the ABBPC webpage during May

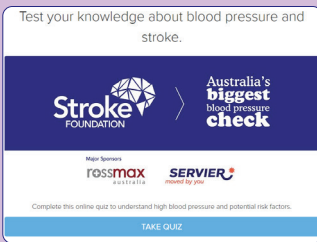


eDMs

sent to more than

52,000

Stroke Foundation supporters



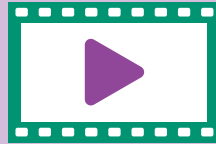
6,631

completions of the online Blood Pressure quiz

Almost

500,000

digital video views on Facebook and YouTube



11 Servier health check activations



30%

had high blood pressure

57%

didn't know their BP numbers prior to attending

35%

were referred to their doctor

10,559

impressions and



186

engagements on Twitter

11,129

Facebook post impressions (25% increase in 2023) and

322 engagements



50 media mentions had a potential reach of approximately



240,110
people



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