

Australia's Biggest Blood Pressure Check

1-31 May

2025 Campaign Highlights



Digital communications sent to more than

35,000

Stroke Foundation supporters



Wallet card promotion

163

packs sent



5.5M

digital advertising post impressions with advertising reach of

3.1M

people



58,950

new users to the webpage during May

36,000

organic social media reach

Southern Cross Event

322

blood pressure checks completed



37%

had high bp 140/90mmHg or higher

7%

had severe bp 180/100mmHg or higher



363 media mentions (up 31%) had a potential reach of approximately



3.7M

people (up 32%)