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Less than one in four Indians aware of brain stroke symptoms: BI survey

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Boehringer Ingelheim India launches strokeofsupport.com, to help people easily locate the nearest available stroke ready centres across India



Boehringer Ingelheim India has released the findings of India's first consumer survey on brain stroke titled -The State of Stroke: A Survey On Awareness About Stroke In Urban India, ahead of World Brain Day, 2022. The survey was commissioned by Boehringer Ingelheim India and conducted by IPSOS, a global leader in market research.

Boehringer Ingelheim India commissioned a national survey that brought to the fore, the 'lack of awareness around brain stroke' in the country. The survey, conducted by IPSOS with a sample size of 4742, across 12 cities in India revealed that only 22 per cent of the respondents were aware of the risk factors and symptoms of brain stroke, and the awareness levels further drop to just 10 per cent with respect to the treatment options.

The findings of this survey pointed to lower awareness levels of disease condition, particularly in smaller towns and lower socio-economic class:

· 71 per cent of the respondents from metros were aware of the disease in comparison to only 48 per cent in mini metros
· Compared to the National average of 70 per cent ~ only 1/3rd of the respondents in the city of Pune, Chandigarh and Lucknow recalled awareness of the term brain stroke with respondents from the East being the most aware
· Brain stroke literacy on FAST (Facial drooping, Arm weakness, Speech difficulties and Time) symptoms was uniformly low across geographies
· Only 2 per cent of respondents from mini metros knew all three symptoms of brain stroke compared to 12 per cent of respondents from Metros

Boehringer Ingelheim India launched a website - strokeofsupport.com. The dedicated website is an online stroke support and information portal designed to help both patients and caregivers.