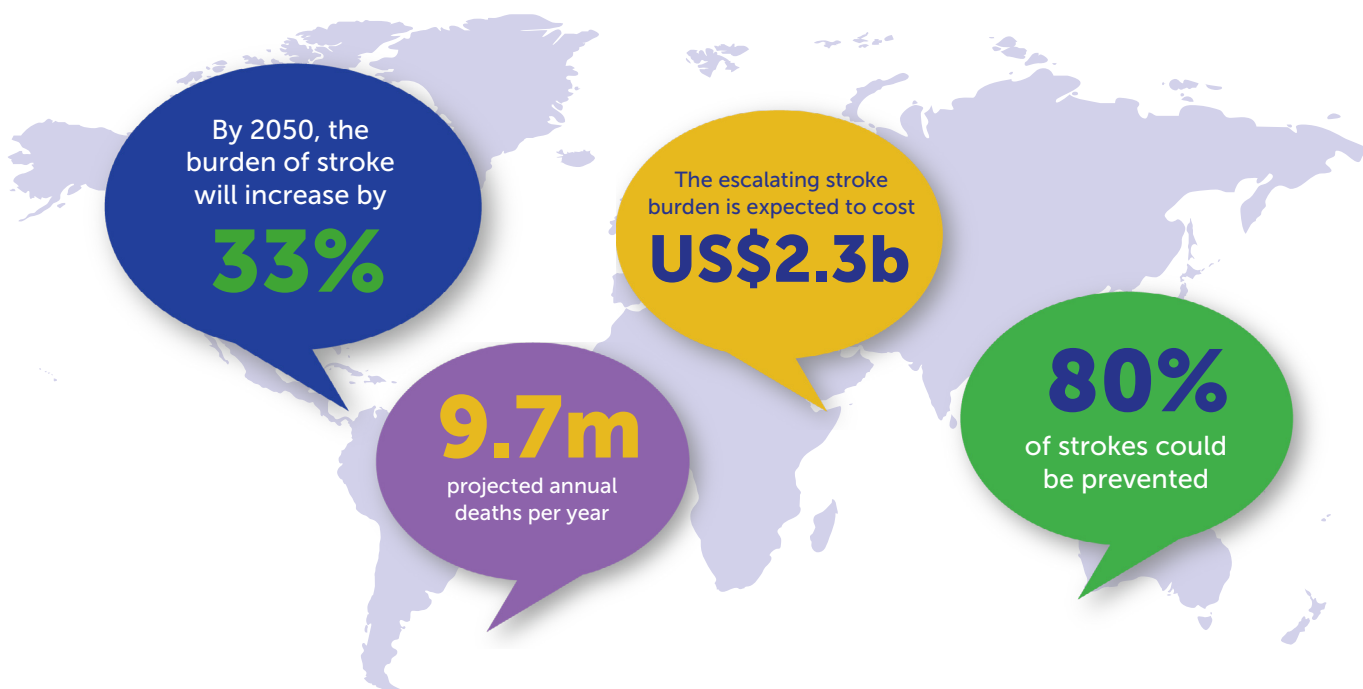


Stroke action **NOW**

A stakeholder coalition to drive global policy commitment and action on stroke





The scale of the global challenge

The global burden of stroke has doubled in the past 30 years. Stroke is a leading cause of death and disability, and projections indicate that by 2050 the burden of stroke will increase by one third. That would represent 355 new strokes every minute, a rise in the annual number of deaths to 9.7 million, and a growing population affected by stroke related disability. An estimated 80% of strokes could be prevented through healthy lifestyle and improving the control of vascular risk factors. As well as the profound human toll, this escalating burden is expected to cost the global economy more than US\$2.3 billion.

In September 2025, Heads of State, Ministers of Health and Finance, alongside global health civil society and industry stakeholders, will gather in New York for the fourth UN High Level Meeting on NCDs. With five years left to deliver on commitments set out in Sustainable Development Goal 3.4, universal health coverage will not be achieved without investing in stroke prevention, treatment and care. As the deadline moves closer, September's event represents a crucial tipping point for the global health community and we need a proactive approach to ensure visibility for and action on stroke.

Recent years have seen major advances in stroke treatment and care, but investment in NCDs has fallen chronically short, and access to these life-changing interventions is limited – particularly in low and middle-income countries. We have an opportunity to change this and position an investment in stroke as a key intervention that can help governments accelerate progress ahead of – and beyond – the 2030 deadline.

There is a strong investment case for stroke - the health and economic benefits of investment in prevention, treatment and recovery are clear. Our coalition will support strategic articulation of the opportunity represented by stroke to governments around the world.

Why a Coalition?

The global burden of stroke has doubled in the past 30 years. Stroke is a leading cause of complex and multifaceted, and cannot be solved by one organization or sector alone. Instead, they require a coordinated, collaborative approach that harnesses the skills, experience, and resources of stakeholders across multiple sectors.

Recognizing the value of this unified and collaborative approach, coalitions are a powerful tool used by many leading global health organizations. Bringing together a diversity of perspectives and experiences, they enable coordinated action and advocacy – driving attention and accelerating action towards the pursuit of a common, shared goal.

Why WSO?

As the only global organization with a sole focus on stroke, our diverse global membership base and with our official relationships to international policy-making organizations, WSO is in a unique position to lead a global collective advocacy initiative.

Key activities and outputs

- a collective vision, values, objectives and indicators for the advocacy campaign;
- stakeholder/audience mapping and engagement framework;
- a campaign brand, toolkit and microsite;
- a coherent and flexible key messaging structure;
- policy briefing papers, joint statements and social media activation tools;
- public and member-only events.

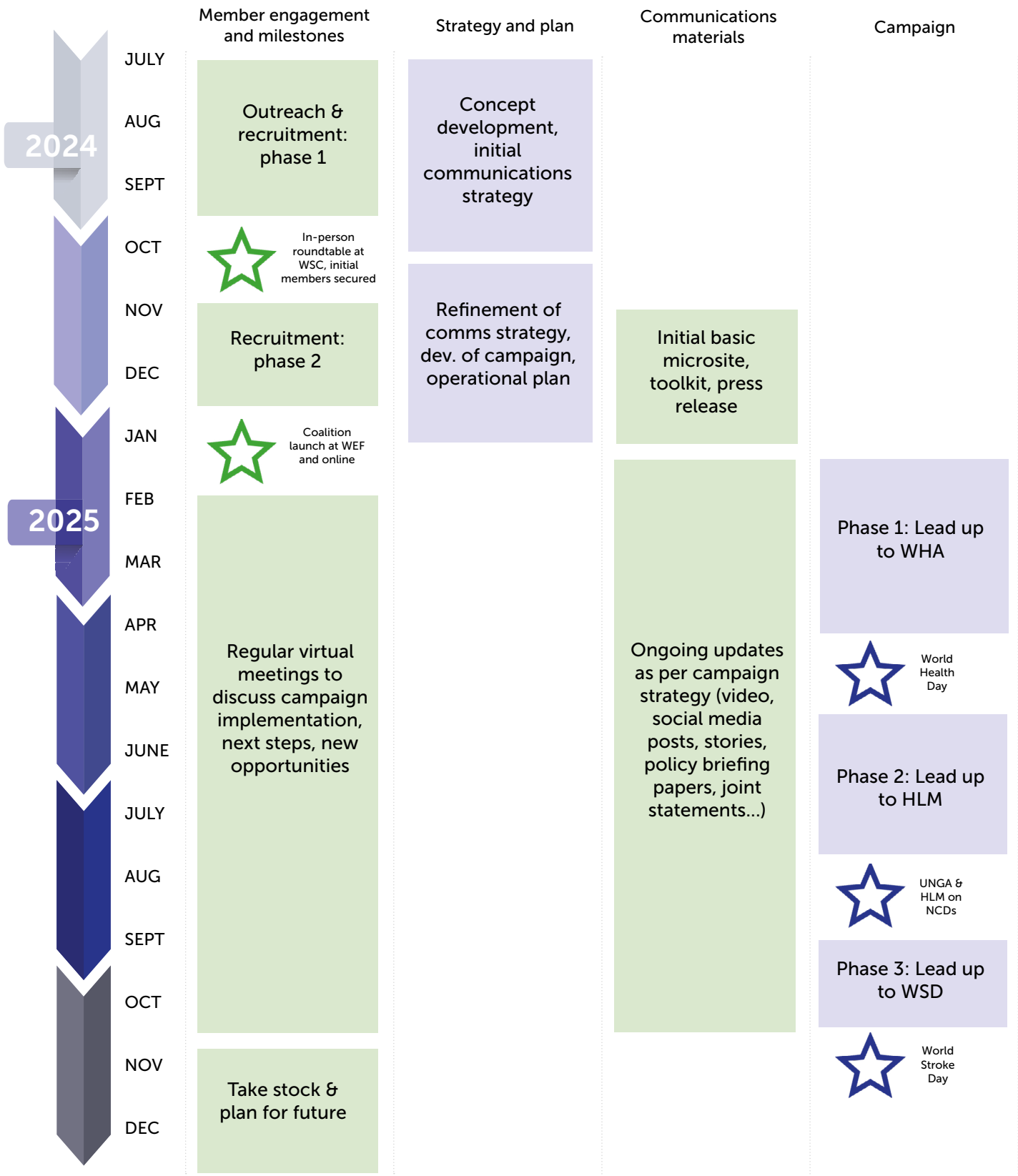
In building the activities of the coalition, the WSO will seek to harness the potential of our wider strategic programme, seeking synergies with the Global Stroke Alliance, Implementation Taskforce, and World Stroke Campaign to advance coherent communication and coordinated policy maker engagement.



Benefits	Coalition Supporter US\$2,500-15,000	Coalition Partner US\$25,000	Industry Supporter US\$30,000	Industry Partner US\$60,000
Corporate branding on Stroke Action Now communication materials and at events	✓	✓	✓	✓
Regular email updates on advocacy activities	✓	✓	✓	✓
Invitation to global and regional Stroke Action Now policy events	✓	✓	✓	✓
Access to downloadable policy and campaign resources	✓	✓	✓	✓
Use of Stroke Action Now branding	✓	✓	✓	✓
Engagement in virtual and in person planning meetings to inform the coalition action plan	✗	✓	✗	✓
Review and input to advocacy messaging, policy briefs and core communication materials.	✗	✓	✗	✓
Nominate speakers to regional and global advocacy events	✗	✓	✗	✓
Potential WSO partnership in non-coalition policy advocacy activities, subject to agreement.	✗	✓	✗	✓

Timelines and key actions

Coalition members will meet virtually and in person in Sept/October 2024 to set out the strategy for stroke policy advocacy. Implementation of the Coalition communication strategy will launch in January 2025, with activity building to a side-event held during the UN High-Level Meeting on NCDs and then again on World Stroke Day 2025. An overview of key dates is provided below:



**If you want more information or are interested
in joining our global stroke stakeholder coalition
please contact:**

Maria Fredin Grupper, WSO Executive Director

Email: mgrupper@world-stroke.org



**World Stroke
Organization**

World Stroke Organization

7, Rue Francois Versonnex, PO Box 6053

CH-1211 Geneva 6, Switzerland

Tel: +41 22 906 9125

Email: admin@world-stroke.org

www.world-stroke.org

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