



World Stroke
Organization

World Stroke Organisation

STRATEGY

2020-2022

Executive Summary

one voice
One World Voice for Stroke

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Preamble

Today, WSO's membership spans 95 countries and includes more than 3,200 individual members and over 90 society members. More than ever before, WSO has become the global voice of stroke and has extended actions and campaigns world-wide. The Board and the Committees have a global composition and represent all geographic regions. As the only world-wide organisation for stroke, we are able to witness the full geographic extent of the suffering and burden caused by stroke; WSO acts, advocates and advises to reduce this burden. More than before, we have seen the interconnections between stroke and other diseases that are summarized as non-communicable diseases and we cooperate with other organisations to fight these diseases together; thus both directly and indirectly WSO works to reduce the burden and risk of stroke.

Climate change, poverty, nutritional deficits and air pollution have become strongly linked with the increasing occurrence of stroke around the world: it would be a significant mistake if we didn't align ourselves in the fight against these challenges with other organisations.

We now also have sufficient evidence to link the occurrence of dementia to vascular factors; therefore the stroke-dementia link has to be included in our plans and actions.

95
Countries

3,200
Individual
Members

90
Society
Members

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Achievements and Challenges

The WSO's strategy 2016 – 2020 gave it focus to build on its significant achievements since being founded in 2006.

The more recent achievements include, for example: more visibility for stroke on the global health agenda; growing World Stroke Campaign; growing the network of Stroke Support Organisations (SSOs) to include 52 WSO members (a 126% increase since 2016) including 21 in LMICs by 2018; publication of a Roadmap for quality stroke care; more teaching courses seeking WSO endorsement; a growing number of teaching courses being offered; continued success of the WSO Congress in terms of attendance and financial contribution; a successful first WSO regional congress; more engagement with young stroke professionals; and creating a core of financial reserves for WSO to ensure that the organisation is sustainable and can invest where it needs to.

WSO has significant strengths on which to build. These include amongst others, for example: its unique global leadership in relation to stroke; its focus and success conveying the message that stroke is preventable and treatable; its centrality to global capacity building of SSOs and stroke professionals; its status at the United Nations/WHO, and its leadership by and engagement with Key Opinion Leaders (KOLs).

However, WSO also continues to face important and significant challenges. Despite recent growth and achievements, when compared to other comparable global bodies, WSO is still very small in terms of its resources and scale of its activities. This is in stark contrast to the importance of stroke as the second leading cause of death and a leading cause of long-term disability. Organisational growth and development must continue to be a priority for us to fulfil our mission.

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Vision

The WSO vision encapsulates WSO's hopes, aspirations and motivations. The vision also provides a context for working with others who share our aspiration.

WSO's vision is: "A life free of stroke"

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Mission

"The WSO mission is to reduce the global burden of stroke through prevention, treatment and long term care"

We aim to accomplish our mission by:

- Fostering the best standards of practice
- Increasing stroke awareness among the population and among health professionals
- Preventing subtle cerebrovascular disease leading to gait disorders, imbalance, vascular cognitive impairment and behavioural changes
- Influencing policies for stroke prevention and improved health services
- Providing education in collaboration with public and private organizations
- Facilitating stroke research advocacy for people with stroke
- Fostering the development of systems and organisations for long term support of stroke survivors and their families

Successes Reached In 2022

The WSO's strategic direction towards 2022 is illustrated by the following aspirations:

WSO will have:

External:

- Strengthened its leadership role in global stroke advocacy and campaigning by mobilizing our members and partners around existing agendas and developing new ones.
- Built diverse and durable partnerships in the public and private sectors to promote the WSO mission.
- Engaged and promoted programs to improve stroke prevention (e-Health, training for community health workers, polypill use) and to increase acute stroke care and the development of stroke units in acute care, after care and rehabilitation (such as in the Angels program).
- Engaged in activities to promote the availability and affordability of drugs to treat and prevent stroke.
- Supported all activities that enable universal health coverage for stroke
- Expanded the network of Stroke Support Organisations (SSOs) globally, particularly in LMICs to fight the consequences and risks of stroke in all regions.
- Provided new leaders from all regions of the world from the younger generation of stroke physicians and allied health workers. For this, a future leaders program will have developed.
- Increased our output in scientific education and training through our World Congress and regional meetings activities, as well as with our Journal.
- Further increased awareness of the WSO and it will be universally recognised as the lead global organisation for stroke, representing the interests of all national stroke organisations across the globe and is the international voice for stroke policy, standards and patients.
- Established WSO as the "go to" global training and education body for stroke. The World Stroke Academy will have continued to be a flagship of online education.

Internal:

- Increased our communication activities via social media, newsletters and other media.
- Introduced a new membership structure with enhanced member benefits and services.
- Further strengthened WSO's financial robustness, having maintained a significant financial reserve and derived income from more diverse sources. The income from membership will have increased to at least 20% of the total income. Gross income will have grown by 10% - 15% per annum.
- Improved its governance to ensure that it is efficient, fully inclusive, sustainable and transparent.



Strategic Themes and Priorities

Three strategic themes

Three overarching themes will continue to be applied for structuring and communicating the WSO strategy 2020 – 2022. Within each theme WSO will have a number of strategic priorities for the 3 years to 2022. The three inter-dependent themes are:

A. Strengthen global capacity to reduce the impact of stroke.

This theme has the following priorities:

Priority A/1: Widen and strengthen partnerships

Priority A/2: Enable and support research

Priority A/3: Development of SSOs

Priority A/4: Produce and disseminate guidelines and standards

Priority A/5: Engage and promote programs to improve prevention of stroke and dementia

C. Grow a robust organisation.

This theme has the following priorities:

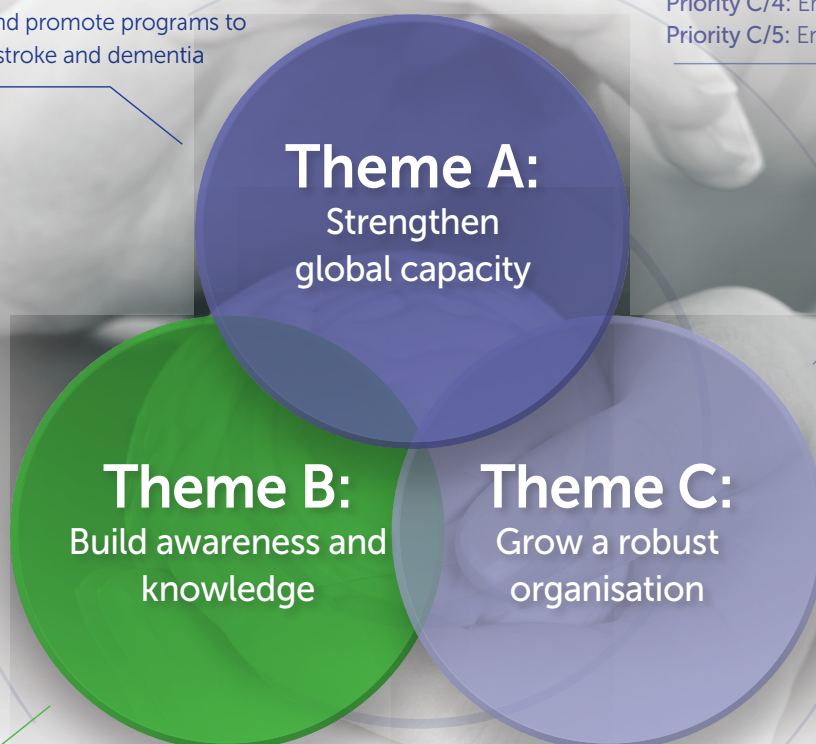
Priority C/1: Strengthen WSO finances

Priority C/2: Grow membership

Priority C/3: Increase administrative resources

Priority C/4: Engage early career stroke professionals

Priority C/5: Ensure world-class governance



B. Build awareness and knowledge of stroke.

This theme has the following priorities:

Priority B/1: Implement the World Stroke Campaign strategy

Priority B/2: Develop and deliver world class education

Priority B/3: Impact of International Journal of Stroke

Priority B/4: Awareness of WSO and stroke globally

The aims and implementation of prioritized actions, projects and campaigns are described in more detail in the full Strategy 2020-2022 which is available online at www.world-stroke.org.