

## PRIORITY

# 4

### CAPACITY STRENGTHENING

WSO will work with health care professionals, civil society and people with lived experience to identify and increase understanding of the importance of quality stroke care across the continuum.



#### ANTICIPATED OUTCOME:

- There is a global network of people with lived experience of stroke and all regions are participating.
- 50% of WSOs Stroke Support Organisations (SSOs) use the WSO's toolkit.

## PRIORITY

# 5

### DELIVER IMPACT THROUGH PARTNERSHIPS/ COLLABORATION

WSO will collaborate with global, regional and national partners to identify and facilitate achievement of shared goals.



#### ANTICIPATED OUTCOME:

- WSO has diverse and effective collaboration with external stake holders across the stroke care continuum.

## Strategic foundations: a robust and resilient organization

#### • **Membership growth:**

We will continue to grow membership, particularly amongst societies, and we will give consideration to other membership models.

#### • **Strategic communications:**

We will develop a communications strategy that includes both traditional and social media and ensure that it is appropriately resourced.

#### • **World-class governance:**

We will continue to develop and refine WSO's governance system and processes to ensure we have world-class governance.

#### • **Diversify finances:**

We aim to diversify our sources of income.

#### • **Operational resources:**

We will increase WSO's operational resources commensurate with our financial resources and our ambitions and priorities.



**World Stroke  
Organization**



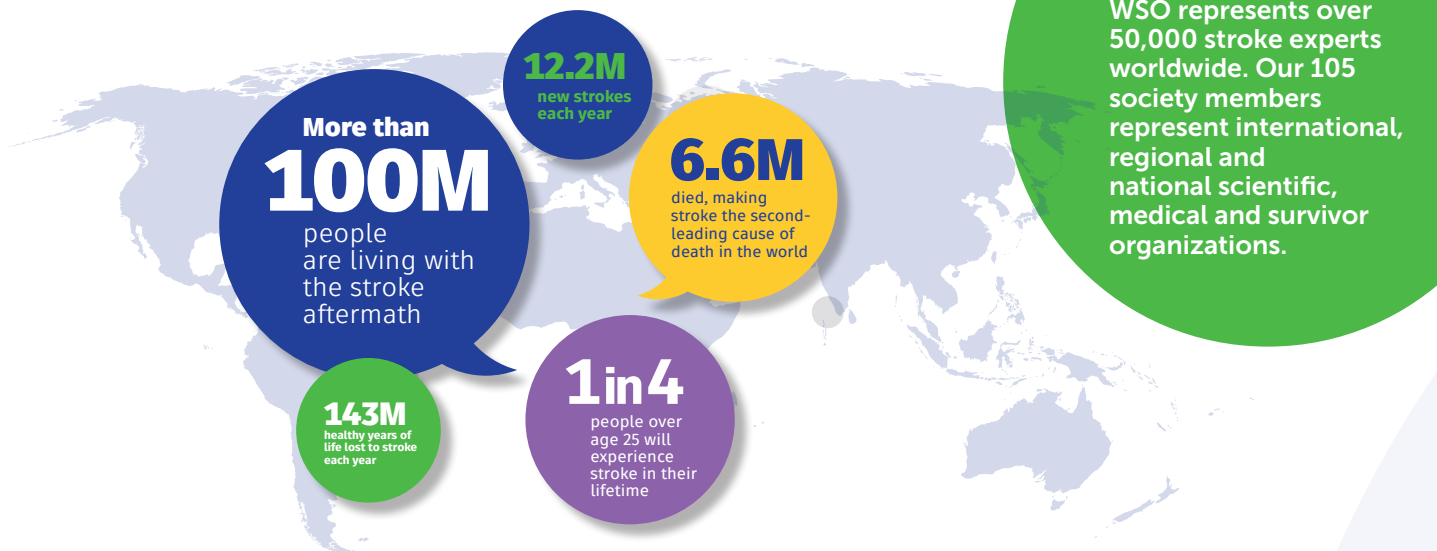
World Stroke Organization

# Strategy 2023-2026

*one voice*

The World Stroke Organization (WSO) is the only global organization with a sole focus on stroke. WSO is committed to providing leadership and expertise to efforts to address stroke as a major contributor to the global burden of disease.

We witness the full geographic extent of the suffering and burden caused by stroke. We have a responsibility to advocate, advise and act to reduce this burden. In 2019, over 12 million people worldwide suffered a stroke; 6.6 million died, making stroke the second-leading cause of death in the world. More than 100 million individuals around the world have experienced stroke and live with stroke aftermath.



WSO represents over 50,000 stroke experts worldwide. Our 105 society members represent international, regional and national scientific, medical and survivor organizations. The diversity of our membership base provides us with a wealth of expertise and diverse perspectives as well as a powerful, grass-roots base for campaigning and advocacy.

Effective implementation of WSO's Strategy 2018 – 2022 saw significant progress in many areas of stroke advocacy, education and capacity strengthening. The external environment towards 2026 will offer both opportunities and important challenges for WSO. Our strategy 2023 – 2026 aims to focus our resources on a limited number of priorities whilst also cementing the foundations of the organisation for the future.

## Our vision

**A world free from stroke**

## Our mission

**To reduce the global burden of stroke through prevention, treatment and continuity of care**

## Our values

**Equity:** Everyone has the right to preventive measures and access to high quality stroke care.

**Integrity:** We are trustworthy.

**Diversity and Inclusion:** We reflect and are inclusive of the diverse communities we serve.

**Excellence:** We are evidence informed and outcome focused.

**Transparency:** We are open in decision-making and feedback.

**Partnership:** We develop collaborations built on trust

**Innovation:** We strive for continuous improvement in our work and in the delivery of stroke care

# Strategic Priorities 2023-2026

WSO has established 5 strategic priorities towards 2026. These are summarised below with examples of some of the related 2026 outcomes. The priorities are underpinned by work to ensure that WSO itself is robust and resilient.

## PRIORITY 1

### DELIVER PROACTIVE, COLLABORATIVE AND IMPACTFUL ADVOCACY

WSO will drive global political commitment and supporting regional and national advocacy in collaboration with our members towards delivering positive outcomes in relation to Sustainable Development Goals SDG Target 3.4 (the World Health Organization WHO Global Action Plan on the Prevention and Control of Non Communicable Diseases NCDs) and the WHO Rehabilitation 2030 Initiative.



#### ANTICIPATED OUTCOME:

- More national stroke action plans or national NCD strategic plans explicitly include stroke
- Have baseline data on stroke specific action plans by country

## PRIORITY 2

### DELIVER ACCESSIBLE, ENGAGING AND APPLICABLE TRAINING AND EDUCATION

WSO will provide world class training and education for stroke-care professionals.



#### ANTICIPATED OUTCOME:

- Each world region has a multidisciplinary next generation stroke leaders
- More stroke care centres in Low- and Middle-Income Countries LMICs are certified

## PRIORITY 3

### CHANGE PERCEPTIONS OF STROKE

WSO will lead the global conversation on stroke to contribute to a change in perceptions of stroke and to underpin multi-level action on stroke prevention, treatment, rehabilitation and long-term management.



#### ANTICIPATED OUTCOME:

- National stroke strategies incorporate public awareness campaigns around prevention and stroke symptom awareness
- Increased number of countries are involved in the World Stroke Day