



World Stroke
Organization

Working in Partnership
with the World
Stroke Organization

For a Life Free from
Stroke

www.world-stroke.org

Why partner with WSO?

// *The global stroke community stands at a pivotal moment. Stroke is increasingly on the agenda and governments around the world work have committed to reduce deaths from Non-Communicable Diseases by 30% by 2030. Innovations in stroke prevention, treatment and support are offering unprecedented opportunities to free individuals and economies from the burden of stroke. We still, however, have a long way to go to overcome critical challenges in prevention, healthcare systems and support for survivors and families in every corner of the world. Sustained effort, collaboration and resources are urgently required to effectively address the stroke epidemic. As the only global organization focused on stroke, the World Stroke Organization is uniquely positioned to coordinate efforts, contribute expertise and input to policy and realize the promise of progress on stroke.*

Prof Werner Hacke, President World Stroke Organization



**Over
55,000
stroke
specialists
60
organizational
members
in every global
region**

As the only global body solely focused on stroke, with around 60 organizational members from countries in every global region, the World Stroke Organization represents a global community of over 55,000 stroke specialists in clinical, support and community settings. We are led by a team of globally recognized clinicians and researchers, with committees that draw on the expertise and experience of top cadre clinical, healthcare and support organizations. Our leadership and our membership are respected knowledge leaders.

The WSO vision is a 'life free from stroke' through reduced stroke incidence, fast access to evidence based treatments, access to rehabilitation and effective rehabilitation and support for stroke survivors.

We work to:

Foster the best standards of practice

Increase stroke awareness among populations and health professionals

Influence policies for stroke prevention and improved health services

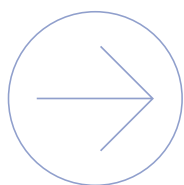
Facilitate advocacy for better care and research relevant to people with stroke

Provide stroke education in collaboration with public and private organizations

Foster the development of systems and organizations for long term support of stroke survivors and their families

Promote research into stroke, preventable dementia and cerebrovascular disease

Prioritize prevention of stroke, dementia and cerebrovascular disease



We develop comprehensive and complementary guidelines and educational resources to support the improve clinical and service capacity across the care continuum. We also develop toolkits and resources to support SSO capacity building, advocacy planning and awareness campaigns that aim to amplify the voices of patients and care-givers. Our guidance and tools are developed and tested in active partnership with our members and draw on the experience and expertise of stroke knowledge leaders in every global region.

Supporting WSO will contribute to significant benefit for patients globally, delivering the critical changes in policy, investment, services and clinical expertise needed to improve prevention, screening, access to treatment and long-term support.



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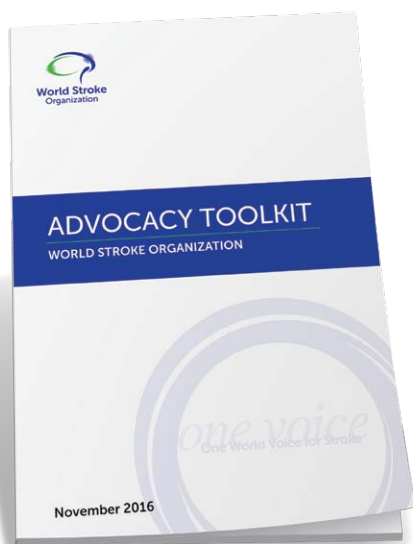
What we do - our core programmes

1

Stroke advocacy and awareness

WSO works to ensure that stroke gets the public and policy attention and resources commensurate with the leading cause of death and disability worldwide.

We work closely with global and regional policy makers to address key issues in health systems strengthening, prevention strategies and to improve access to healthcare. WSO is a collaborative partner with the World Health Organization and has secured UN ECOSOC consultative status, giving stroke profile and voice in the global health policy arena. We also work in close partnership with fellow members of the Non-Communicable Disease Alliance and partners in cardiovascular space including the World Heart Federation and World Hypertension League to address areas of common concern in relation to NCDs and the achievement of UN Sustainable Development Goals.



This year WSO is collaborating with WHO to deliver a Lancet Commission for stroke, gathering information on stroke service provision in Low to Medium Income Countries using our stroke service guidelines as a framework for data collection. The project will provide vital insight and a useful advocacy tool for the development of stroke prevention, treatment and support services at regional and national levels. We work closely with WHO on the essential medicines list, bringing a stroke specific focus to provision of healthcare. We are committed to

making a substantive contribution to the achievement of SDG 3 and are active partners in the Global Coalition for Circulatory Health and the NCD Alliance, collaborating on the development and delivery of policy briefings, WHO side events and civil society engagement.



KEY ADVOCACY ACHIEVEMENTS

- *Leadership participation in UN HLM on Non-Communicable Diseases in New York and World Health Assembly in Geneva*
- *Drafted and launched global policy brief 'Acting on Stroke and NCDs' in partnership with the NCD Alliance*
- *Co-authored and launched the White Paper 'Driving Sustainable Action for Circulatory Health' in partnership with the World Heart Federation*
- *Leadership providing technical advice to WHO on their list of essential medicines and devices for stroke*

WSO's global policy advocacy activity is complemented by our work to develop grassroots advocacy skills and capacity. Our Advocacy Toolkit provides a structured guide for SSOs to plan and deliver national and local advocacy programmes.

Campaign reached

170M

users

194 events

in **51** countries

11,500

campaign toolkit
downloads

165,000

views of President's
blog on World Stroke Day

84M

opportunities to
view WSO PR

The World Stroke Campaign, an initiative of the WSO, provides a campaigning platform for all of our member organizations, corporate partners, stroke professionals, survivors and supporters around the world. Building on successful World Stroke Day campaigns, the World Stroke Campaign now coordinates a global year-round campaign to increase awareness of the public, policymakers, and health professional about prevention, signs and impact of stroke. Our campaigns provide a global focal point for stroke stakeholders and support more effective coordination of activities and resources for member organizations and communities around the world. The Campaign website and social media communications are growing our community at a fast pace, we now have close to 10,000 active followers on our social media platforms who can be mobilized to support focal point campaigns.

Our Global Stroke Bill of Rights, developed with input from thousands of stroke survivors and care-givers around the world, identifies aspects of care that are important to ALL stroke survivors. The document, campaign toolkit and petition provide important year-round advocacy tools for individuals and for stroke support organizations.

In addition to working to continuously develop and improve our campaigns, our World Stoke Awards have become a way to recognize and profile commitment, innovation and creativity in stroke awareness campaigns in all resource contexts.

2

Education, professional development and research

Education and professional development programmes are at the heart of our work to foster the best standards of practice in stroke care. The WSO works to identify gaps in stroke educational provision in diverse contexts and develops strategies to address these at global, regional and national levels – with a focus on low resource countries. WSO teaching courses are developed to respond to these needs and are delivered in partnership with ministries of health and national and regional stroke organizations. Programs responding to national and regional needs are regularly delivered in China, Latin America, SE Asia and Sub-Saharan Africa.



WORLD CAMPAIGN STRATEGY 2019-22

- *Four year strategic goals related to prevention, treatment and life after stroke*
- *Two year World Stroke Day theme with public awareness focus always on prevention and FAST awareness*
- *2019-20 focused on prevention of stroke with CTAs around exercise to reduce hypertension*
- *Mini-campaigns linked to specific stroke issue and global partnership advocacy opportunities*
- *Simplified online content and campaign resources under key themes*

The World Stroke Congress – a biennial conference that showcases cutting-edge educational and scientific expertise and state of the art research from around the world. The WSC brings together thousands of clinical and advocacy leaders to focus on the latest developments in stroke prevention, acute management and restorative care after stroke. Acting as a focal point for engagement with national Health Ministries, our Congresses also provide a strategic opportunity to influence national stroke policy and the organization of stroke services in host countries.

Our leadership also attend important International Congresses and Workshops, to deliver state of the art clinical training and professional workshops to neurology, and stroke specific delegates around the world.

To extend the global reach of our educational work and to maximize opportunities for regional stroke advocacy, the WSO has committed to delivering Regional congresses in the year between the biennial World Stroke Congress (WSC). The first of these Regional Congresses held in Buenos Aires, Argentina in 2017 was highly successful, attracting 260 physicians. The Regional Congress was preceded by an SSO conference that attracted 350 stroke survivors and family members. The formation of the first Argentinian SSO was announced.

WSO also collaborated with the Russian Ministry of Health and the All Russian Society of Neurologists to deliver the World Stroke Day Congress, a three-day conference attended by around 1,500 neurologists and SSO representatives from Russian regions and countries throughout Eastern Europe.

To facilitate access to high quality education resources for clinicians outside conferences and in-person courses, the WSO has invested in the development of our flagship World Stroke Academy. WSA is an innovative online, e-learning platform that aims to improve education on a global scale, by providing free online access to quality clinical learning resources in a range of formats, developed and reviewed by leading global stroke experts. The Academy, headed by Prof Michael Brainin is self-accrediting and offers content in a wide range of formats, available via desktop, mobile or tablet.

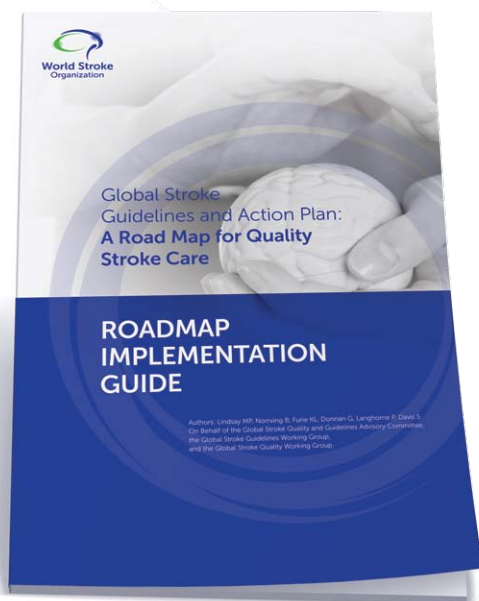


WORLD STROKE CONGRESS MONTRÉAL

2,670 registered delegates from **95** countries
1,330 abstracts submitted
41 main themes
11 joint sessions
21 late breaking trial results
306 oral presentations
321 ultra short abstract presentations
947 e-posters



Anticipating the largest ever global stroke event in May 2020. World Stroke Organization and European Stroke Organization to co-host the World Stroke Congress in Vienna.



3 Promoting best practice through global guidelines and tools

The WSO has developed and translated a range of tools and guidelines for clinicians, healthcare managers and professionals to support improvements in services that deliver improved outcomes for patients. One of our most comprehensive tools that is the Global Guide to Quality Stroke Care which incorporates guidelines for the provision of basic, enhanced and advanced stroke care and provides a quality improvement framework that is can be used in all resource settings to ensure the best possible standard of care.

4 Supporting and building capacity of stroke support organizations

The World Stroke Organization has a dedicated International Development Officer who works to support Stroke Support Organization capacity building, providing advice and help to those wishing to set up an SSO in countries where none exist and using the toolkit. It gives guidance on growing your SSO in different countries and contexts, with examples of how real SSOs across the world have achieved success and growth. The toolkit has been translated into 9 languages.

The IDO has also supported the development and dissemination of the WSO Advocacy Toolkit, a resource that supports SSOs to identify and deliver on their local advocacy priorities. The Advocacy Toolkit has been piloted in several low, middle and high income countries and has informed the development of an online learning resource which will be rolled out in Europe in 2018.



KEY ACHIEVEMENTS

- *Stroke patient and family contributions facilitated at World Health Assembly, NCD Alliance Civil Society Strategy Workshop*
- *Patient and carer testimonial exhibition and e-book launched in Montréal*
- *SSO Membership now stands at over 40 organizations*

WSO Programs and areas for partnership in 2019 and beyond...

1

World Stroke Campaign

With support from our partners the WSO conducted an independent review of the Campaign in 2018. This has informed the development of a four-year campaign strategy and several areas of development from 2019-21. The key feedback has included the need to ensure that the campaign can be implemented and cobranded flexibly with goals which member organizations and partners can contribute to over the lifetime of the strategy.

World Stroke Day Toolkit and Coordination

World Stroke Day will have a two-year theme with refreshed calls to action that build on the previous year's engagement. Developing flexible online and offline tools to support and increase engagement in World Stroke Day as well as to measure and celebrate cumulative contributions to global campaign goals will be a key feature of the day.

World Stroke Day in 2019-20 will focus on something we can all do something about - stroke prevention. Our public call to action will be linked to engaging in exercise as a means to reduce the biggest risk factor for stroke - hypertension. With a World Stroke Day relay starting in Philippines on Oct 6th and ending in Geneva on 29th Oct 2019, World Stroke Day will engage members of the public, high profile individuals in a pledge to undertake 20 minutes of exercise a day. Our goal is to achieve 20m pledges by 2020 in collaboration with our members and partners.

Aligned to the UN HLM on Universal Health Coverage in 2019 our public CTA will be supported by a specific policy brief to support stroke advocacy on the role of UHC in primary stroke prevention through access to hypertension diagnosis and treatment.

World Stroke Campaign Strategy Delivery

Year round the World Stroke Campaign will deliver shorter focused campaigns aligned with significant stroke issues, global and regional advocacy opportunities and awareness gaps. Our website is being revamped to provide a platform for year-round resources related to prevention, treatment and support, as well as tools to support individual and collective communication and advocacy on specific issues. We need funds to deliver:

- Global Stroke Bill of Rights 'mini-campaigns'– the Global Stroke Bill of Rights provides a structured advocacy tool and promotional resources for members. In 2019 we will review in line with the Lancet Commission findings and refresh the campaign to build demand for accessible stroke prevention, treatment and support.

- Development of updated suite of video animations and infographics using latest GBD and Lancet Commission data to support advocacy on stroke prevention and treatment needs throughout the year and to ensure stroke specific messaging in the NCD advocacy context.
- One World Voice for Stroke Brand Refresh – one of the key pieces of feedback we received from members about the campaign was that we needed to make it easier to co-brand and build visibility for the global commitment to address stroke. This year we will review and refresh the One World Voice for Stroke brand mark, stroke string design and branding guide to make sure action on stroke and support for the World Stroke Campaign is more visible. This underpins a strategy to embed indigo as the global stroke colour and to engage a broader public audience for stroke awareness.

Program activity 2019/20	Amount US\$
World Stroke Day Campaign	250,000
One World Voice for Stroke branding review and refresh	75,000
Videos, infographics and advocacy messaging tools on stroke and GBD	125,000
Global Bill of Rights Mini-Campaign	50,000
TOTAL	500,000



2

Education & research

Education and professional development programs are at the heart of our work to foster the best standards of practice in stroke prevention treatment and longer-term care. The WSO works to identify gaps in stroke educational provision in diverse contexts and develops strategies to address these at global, regional and national levels. WSO teaching courses are developed to respond to these needs and are delivered in partnership with Ministries of Health alongside national and regional stroke organizations. Programs responding to national and regional needs are regularly delivered in China, Latin America and Sub-Saharan Africa.

12th World Stroke Congress, May 12-15, 2020 Vienna, Austria

Our biennial Congress convenes global stroke professionals and stakeholders from around the world showcasing cutting-edge scientific research and providing a quality clinical and policy learning opportunity. Our last congress in Montreal 2018 attracted almost 3,000 participants. At our next Congress, which will be delivered in partnership with the European Stroke Organisation Congress an anticipated 6-7,000 participants are expected, delivering potentially the largest stroke conference to date.

WSO Future Stroke Leaders Program

The WSO Future Stroke Leaders programme will provide an innovative learning platform to engage promising early-career stroke professionals in an exciting, action-learning programme. Future Stroke Leaders aims to build cohort capacity regionally and globally and to ensure future stroke leaders have the perspectives, skills and collaborative professional networks required to advance stroke care and treatment globally. Future Stroke Leaders will take place around regional and/or global conferences with 20-24 participants engaging in a five-day immersive workshop, with action-oriented project planning sessions. Emerging projects will be supported by seed funds, WSO mentoring and online educational support via WSA for two years. Cohorts will share learning and outcomes at Regional Stroke Conferences, IJS and at WSC. These leaders will develop a network of distinguished academic researchers and clinical practitioners in the future and provide future development, input and leadership to WSO.

WSO Lancet Commission on Stroke in LMICs

In 2018 the WSO collaborated with the Lancet Commission to develop a global overview of stroke services and treatment. Due to be published in Spring 2019, the Commission will provide a key advocacy opportunity for WSO informing our engagement and public communications around the WHA and the UN HLM on Universal Healthcare Coverage.



Cut Stroke in Half Global Stroke Prevention Strategy

The WSO is facilitating the development of a global stroke prevention research program, to determine the potential of pharmacological and behavioural interventions to halve stroke incidence. Key elements of the research include an RCT of a stroke prevention 'polypill', in conjunction with motivational support using mobile technologies and community healthcare workers. This project is led by distinguished academics and aims to address the growing epidemic of stroke mostly in low and middle-low income countries, where currently the largest increase in stroke incidence and prevalence is seen.

WSO Regional Stroke Conferences

Developing our Regional Stroke Congress is an important part of our effort to ensure the highest level of clinical knowledge and best practice in every global region. Our tested model, wraps around existing regional programmes to offer targeted educational opportunities, engagement of stroke support organizations and policy advocacy opportunities to improve stroke outcomes at regional and sub-regional levels. Previous events in Buenos Aires and Moscow have delivered strong results for minimal investment. WSO regional events that are currently slated for 2019/20 include the Philippines/Asia and Costa Rica/Caribbean.

World Stroke Academy

The WSA provides a self-accrediting online education platform for stroke clinicians. The site provides multi-format learning opportunities that address key learning needs across the care continuum from prevention through to rehabilitation from short 'What do when' series to more substantive modules on endovascular therapies.



Funding requirement

Program activity	Amount US\$
Future Stroke Leaders	250,000
Cut Stroke in Half	100,000
Regional Stroke Congress (Philippines & Costa Rica)	150,000
World Stroke Academy	100,000
TOTAL	600,000

3

Stroke Support

Around 50% of WSO membership is now drawn from stroke patient and caregiver organizations. We are committed to strengthening the voice and capacity of SSOs and helping to build connections and collaboration between scientific and support organizations to drive improvements in prevention, treatment and support with life after stroke.

- Stroke and me will provide an online forum for SSO members to connect, share learning, pool information resources for patients and coordinate advocacy activity. The micro-site will be part the WSO website and will provide an integrated space connecting to SSOs to WSO’s core agenda as well as the World Stroke Campaign advocacy resources.
- SSO Toolkit Review and Update – The SSO Toolkit was developed to support stroke survivors and caregivers to establish, grow and strengthen organizations so that they can function most effectively in the delivery of support and local advocacy. This year we will work with our members to review and update the content of the SSO Toolkit in response to key developments and opportunities.
- The Quality Stroke Care Guideline and Roadmap and Lancet Commission findings provide the content for strong local advocacy on service improvement and healthcare policy. This year we will be working to engage our Stroke Support Organization Members more actively in these key resources and using their input to help develop campaign resources to support them to make an impact at national, regional and global levels.

Program activity 2019	Amount US\$
Stroke and me	50,000
Quality Stroke Care Guideline SSO dissemination – webinar program	25,000
Quality Stroke Care Guideline SSO program	25,000
TOTAL	100,000

Ways to support WSO's work



Unrestricted program support

Unrestricted funding supports the WSO in the achievement of our strategic goals. Partners can elect to direct funds to any or all of our core strategy areas: education, advocacy and awareness, guidelines development and dissemination, SSO capacity building. Given the restrictions that are often placed on specific partnership projects, unrestricted support is increasingly important in enabling WSO to contribute to high level partnership programmes.



Restricted program support

Partners can choose to support and collaborate on specific educational projects, awareness and advocacy programs that serve to address common strategic goals. All forms of support are subject to the WSO's Industry Policy which safeguards the independence of our research, educational content and advocacy activity.

In-kind support

We recognize that our corporate partners can often provide support in the form of services or in-kind support and welcome discussion of these aspects of support as part of an overall package.

We seek to work with a broad range of industry partners, to ensure as much expertise as possible is focused on our mission, we therefore seek multiple partners to support our programs. We value all our partners and offer a range of sponsorship levels.

Partner recognition



Platinum Plus Over US\$ 250K



Platinum US\$ 150-249K



Gold US\$ 100K-159K



Silver US\$ 50-99K



Bronze US\$ 25K-49K

Benefits of sponsorship

- Acknowledgement and corporate brand included on the WSO website, newsletters, print collateral and social media content related to the specific activity.
- Facilitated to WSO leadership, e.g., WSO executive committee, and WSO Board of Directors, for technical guidance and advice.
- Partnership working on public relations outreach and internal campaigns with members of the WSO corporate communications team.
- Invitations to propose speakers and participants at scientific or educational events, and program content.

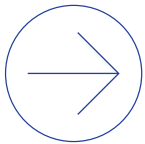
Safeguarding our independence

- It is imperative that WSO maintains and safeguards our scientific and advocacy independence. Our policy on working with industry provides more detailed information about how we manage our relationships with sponsors and is available on request.

Next steps

We are happy to discuss gaps and opportunities where collaboration may assist in the achievement of mutual aims and where these are complementary to our programmes, plans and policies.

If you want to partner with the only global organization focused on stroke, get in touch. For an initial discussion please contact:



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For a Life Free from Stroke



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