



GLOBAL
STROKE ACTION
COALITION

GSAC workshop

12 June 2025





Agenda

1. Welcome – B. Norrving /S. Martins
2. Status Update (5 min) – B. Norrving/ S. Martins
3. Key decision for today's meeting (5 min)– B. Norrving / S. Martins
4. Updates from WSO and Members (15 min) – M. Grupper & all
3. Every Minute count campaign (15 min) – Infinity / A. Wiseman
5. Country outreach (15 min)– M. Grupper
6. Advocacy & media training (10min) – S. Belson
7. UN General Assembly (UNGA) Event (10 min) – B. Norrving
8. Aligning the GSAC campaign with the World Stroke public awareness campaign (10 min) – A. Wiseman / Infinity

Status update



DELIVERED

**Launch event Policy brief published and a 2-page summary launched
Coalition website**

Launch PR

Coalition member video

Coalition advocacy concept paper

Every Minute Counts Advocacy Campaign concept launched

DELIVERED

Participation and delivery of statement at the UN multistakeholder briefing

WHA side event

First advocacy workshop delivered

First Ministry “champions” confirmed

Key decision for today's meeting

Key decisions for this meeting

UNGA Breakfast Meeting on September 24

- **Format**
 - **Agenda**
 - **Potential speakers**
-

Update from WSO and members

UN multistakeholder hearing in NYC on May 4

- Identifying priority actions to accelerate progress toward achieving SDG 3.4
 - Provide an opportunity for Member States and Observers of the General Assembly to engage with stakeholders
 - The gathering brought together close to 500 delegates from UN agencies, member states and the global NCD and mental health community
 - **A statement was delivered on behalf of the GSAC**
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WHA side event

Ignored and underfunded: Turning the Tide on the Global Stroke Crisis 19th May, 12pm – 14:30pm CEST, Intercontinental Hotel, Geneva

Objectives

- **Highlight the growing burden of stroke** and its profound human and economic costs
 - **Demonstrate the large opportunities to prevent and treat stroke** and its consequences with highly cost-effective actions
 - **Outline the urgent need for action**, and present **five key policy asks** for governments
 - **Showcase leadership from Ministers** committed to stroke action
 - **Build momentum** through the launch of the “Every Minute Counts” campaign
-

Welcome



Jeyaraj Pandian
President, World Stroke Organization



Claire Doole
Former Correspondent, BBC

Why Stroke? Why Now?



Professor Bo Norrving

Senior professor of neurology at Lund University, Sweden, and a globally recognized leader in stroke research and advocacy



Dr Alarcos Cieza

WHO Director for NCDs, global leader in noncommunicable disease (NCD), disability and rehabilitation policy



Vanessa Pederdy

Deputy Director of Health Progress at the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA)



Dr Melinda B. Roaldsen

Associate Professor at UiT, The Arctic University of Norway and MD with lived experience of stroke

Transforming Stroke Outcomes for All



Angelique Balguid
Sr Director, Neurovascular, Philips

Turning the tide

“



Dr Mohammed Fawzi

Radiology Advisor to the
Minister of Health
Egypt

“



Alexandre Padilha

Minister of Health
Brazil

“



Pembu Wangchuk

Acting Secretary of the Dept of
Health and Director General of
the Dept of Traditional Medicine
Bhutan

“



Dr Fernando Boyd Gallindo

Minister of Health
Panama

Other highlights from WHA78

- **Adoption of the Pandemic Agreement:** A landmark step to build a more equitable, coordinated, and resilient global response to future pandemics. The decision culminates more than three years of intensive negotiations launched by governments in response to the devastating impact of the COVID-19.
 - **Resolution on Medical Imaging:** A major milestone that will improve global access to diagnostic imaging—vital for timely and accurate stroke diagnosis and care.
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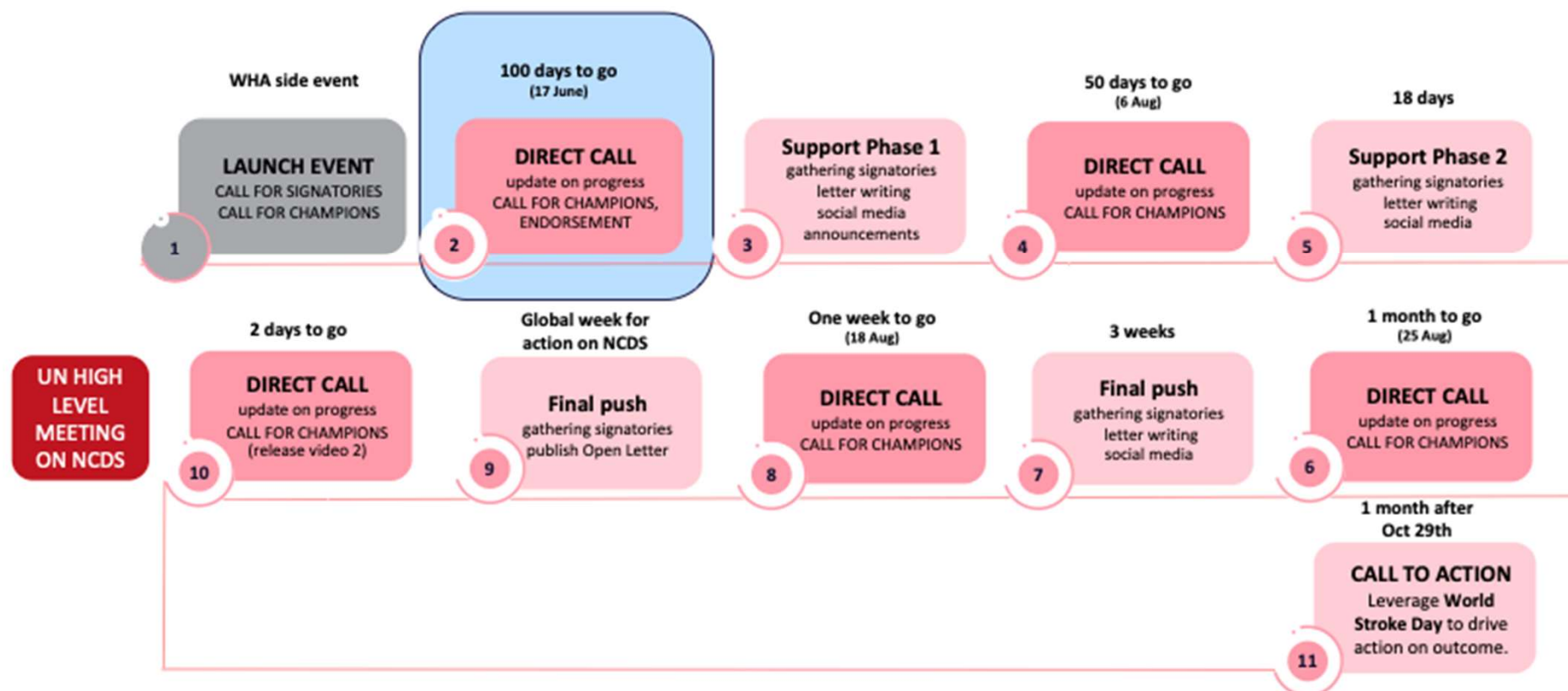
Zero declaration of the political declaration on NCD's

- The first draft aligns well with our overall objectives.
 - Clear, measurable targets are included
 - Stroke is included
 - Most of our priority recommendations have been adopted.
 - Our feedback is fully in line with the NCDA's remarks on the declaration.
 - Additional input submitted via the G77:
 - Call for national disease specific plans addressing the largest NCDs to complement NCD plans.
 - Highlight the critical need for accessible treatment and rehabilitation services
-

EVERY M1NUTE COUNTS

100 Day Call to Action

Campaign roadmap



Audiences



Healthcare professionals

e.g. primary care providers, physicians, rehabilitation specialists



Stroke survivors

including families and carers

Action

USE YOUR VOICE - SIGN AND SHARE YOUR LETTER OF SUPPORT

CALLING FOR STROKE ACTION NOW

Stroke is one of the top 3 causes of death and disability worldwide. This year around the world, an estimated **12 million** people have a stroke, resulting in **6 million** deaths, and leaving half of those who survive with serious disabilities.

Despite these bleak figures, major advances in **stroke prevention, treatment and rehabilitation** over the past 50 years have given us the power to create a healthier, brighter future for patients, families and communities.

But only if these life-changing services are available to everyone.

Stroke doesn't have to be a life sentence. As world leaders come together to agree on shared priorities for health, we want to remind them that:

- **Stroke is preventable** - With 80% of strokes linked to preventable risk factors, Effective primary and secondary healthcare interventions could cut the overall stroke burden in half, and yield a tenfold financial return.
- **Stroke is treatable** - Even the most serious strokes can be treated. Expanding access to thrombolysis (IVT) and mechanical thrombectomy will save lives and reduce disability.
- **Stroke is recoverable** - Rehabilitation improves long-term recovery yet 20 - 40% of healthcare systems lack basic rehabilitation services. Closing this gap will reduce the risk of long-term disabilities, improve functional and economic independence and improve people's quality of life.

Every minute counts.

Prioritizing stroke in global policy and national health strategies will save millions of lives and protect the quality of lives for countless more.

That's why I stand with the Global Stroke Action Coalition and call on world leaders to commit to **#StrokeActionNow**.

SIGN THE LETTER OF SUPPORT

First Name* Last Name*

Country* I am a... (optional)

Add your signature* 

Communication



Download your letter of support



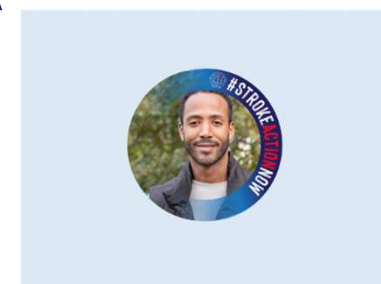
Send to MoH



Share with your networks



Share with your message



Show your support



Audiences



Civil society

Patient advisory groups,
non-profit organizations



Industry

Pharma and medical
device companies



Healthcare Institutions

Pharma and medical
device companies

Action

JOIN THE MOVEMENT

Standing strong on a shared call for governments to commit to stroke policy recommendations, shows global leaders that the time to act on stroke is NOW. Formal endorsement of the policy asks set out in Stroke Action Now by civil society organizations, strengthens our call to action and increases visibility of stroke among key stakeholders.

As an endorsing organization you can download and display a formal Coalition badge on your website/social channels and of course you can use the campaign materials that are available on our website. You will also receive Coalition news, campaign and event updates and your organizational logo will be featured on the Coalition website and social media.

ENDORSE THE CAMPAIGN FOR #STROKEACTIONNOW

First Name *

Last Name *

Country *

Sector

Email

If you would like to sign up for campaign updates, news and events, please enter your email address

Communication

We call on all governments to
prioritize action on stroke at the
UN HighLevel Meeting on NCDs.



Proud to endorse the



Find out more and **join the movement**
www.strokeactioncoalition.org
#StrokeActionNow #HLM4

We support the call for policy action on stroke



#STROKEACTIONNOW
www.strokeactioncoalition.org

Audience



Policymakers
Ministers of Health,
Ministers of Finance

Action

become a
Champion



Communication

Stroke Action Champion



Jamaica

→ **coalition website**

→ **social announcement**

Video content

WHA78 Highlights
Coming soon!



United in Action



Every Minute Counts



Advocacy & Media training

Advocacy Training

Target Coalition members, stroke advocates, people with lived experience

Objectives

- To share the coalition's resources: policy brief and other materials
- To highlight how the materials can be used in national advocacy
- To build momentum behind the key messages

Content

3 modules

1. **The need for action** - Making stroke a priority part of NCD strategies & national stroke plans. (10th June)
 2. **What can be done** - Successful national campaigns to influence government action. (August)
 3. **Driving the change** - the outcome of UN HLM meeting and what next? (Post UNHLM)
-

Advocacy Training

Module 1

1. **The need for action** - Focus on making stroke a priority part of NCD strategies & implementing national stroke plans. (10th June) 125 registered, 56 joined live

Learning objective: Increased appreciation of the need for bold and urgent action to reduce the impact of stroke.

- **Dr Rita Melifonwu – *Stroke Action Nigeria* How we raised the profile of stroke within the Nigerian NCD Plan.**
- **Dr Wan Asyraf Wan Zaidi - *Universiti Kebangsaan Malaysia & Malaysian Stroke Council* How we made stroke rehabilitation a priority in Malaysia**
- **Dr Melinda Roaldsen –*University Hospital of North Norway, The Arctic University of Norway, Stroke Action Plan for Europe* Driving improvements through the Stroke Action Plan for Europe**

Media Training

Trainer: Claire Doole, former BBC journalist, WHA side event moderator

Introduction to talking to the media 90 minutes

15th July, Lived Experience Ambassadors

Objectives

- Understand strategic media engagement;
- Grasp how the media operates
- Know what the media wants
- Be able to prepare for a media interview
- Understand how to craft clear, concise and compelling messages
- Be aware of the techniques for handling difficult questions

Transferable to panel event participation and public speaking

Ambassador involvement activities

Ambassadors Involvement Activities



Activity	Date	Involvement
Campaign video	3-12 May preparation 19 May launch	Collaboration – contributed content for video
Every Minute Counts Campaign	19 May – 17 June (100 days from UN High Level Meeting on 25 Sept)	Participation <ul style="list-style-type: none"> • Sign the call to action • Publicly state support, amplify our message • Share your stories, amplify our message • Write to your Ministry of Health Collaboration <ul style="list-style-type: none"> • Member of the Campaign Group
	End of May – 6 th August (50 days from UN High Level Meeting on 25 Sept)	Collaboration <ul style="list-style-type: none"> • Contributing content to more videos • Mobilizing your networks to get involved
Advocacy Modules	First half of June, August and November (one hour webinar)	Collaboration Contributing content for a webinar & resources
Media Training	15 July, 2pm UK	Participation - Introduction to talking to the media – 1.5 hours
UN General Assembly Event	24 Sept	Participation and Collaboration tbc

Country outreach



Confirmed champions

Jamaica
Antigua

In discussion

Brazil
Colombia
Guatemala
Chile
Panama
Dom Republic
Peru
Tanzania
Seychelles
Rwanda
Bhutan
India
Timor Leste
Egypt

To contact

Indonesia (Philips)
Europe (ESO)
Saudi Arabia (Philips)
Qatar
Kenya
Uganda
Ethiopia

UNGA Side Event

UNGA Event

Date

24th September

Venue

Westin Hotel, NYC

Format

Round table or Panel discussion

Potential speakers

Objectives:

Raise Awareness: Highlight the global burden of stroke and the urgent need for comprehensive policy interventions.

Promote Policy Change: Advocate for the inclusion of stroke prevention and care in national and global health agendas.

Showcase Innovations: Share best practices, technological advancements, and strategies to improve stroke outcomes.

Foster Partnerships: Engage policymakers, health professionals, civil society, and the private sector to drive collective action.

World Stroke Day Campaign

World Stroke Day as an opportunity to build on the momentum created by the Coalition

Each year, on October 29th, WSO organizes an awareness campaign to mark World Stroke Day.

WSO members engage actively with the campaign content, adapting it for their audiences and using it on a variety of channels – including social media and in-person events.

This year, World Stroke Day will fall one month after the UN High-Level Meeting on NCDs, a key moment for the Global Stroke Action Coalition's campaign.

This presents an opportunity to build on the momentum created, and amplify the Coalition's messaging with a broader audience.

The World Stroke Day campaign will:

- ✓ Reach a broad audience, raising awareness around stroke symptoms and action.
- ✓ Provide WSO members with a suite of templates and resources.
- ✓ Complement the Coalition's campaign.

Coalition vs World Stroke Day campaign

Global Stroke Action Coalition campaign



Goal: Elevate stroke on the political agenda, globally (WHA, UNGA), and nationally (national efforts to adopt stroke action plans)

Target audience: Policymakers

Dissemination: Through Coalition's members*, the Coalition website and events

World Stroke Day campaign



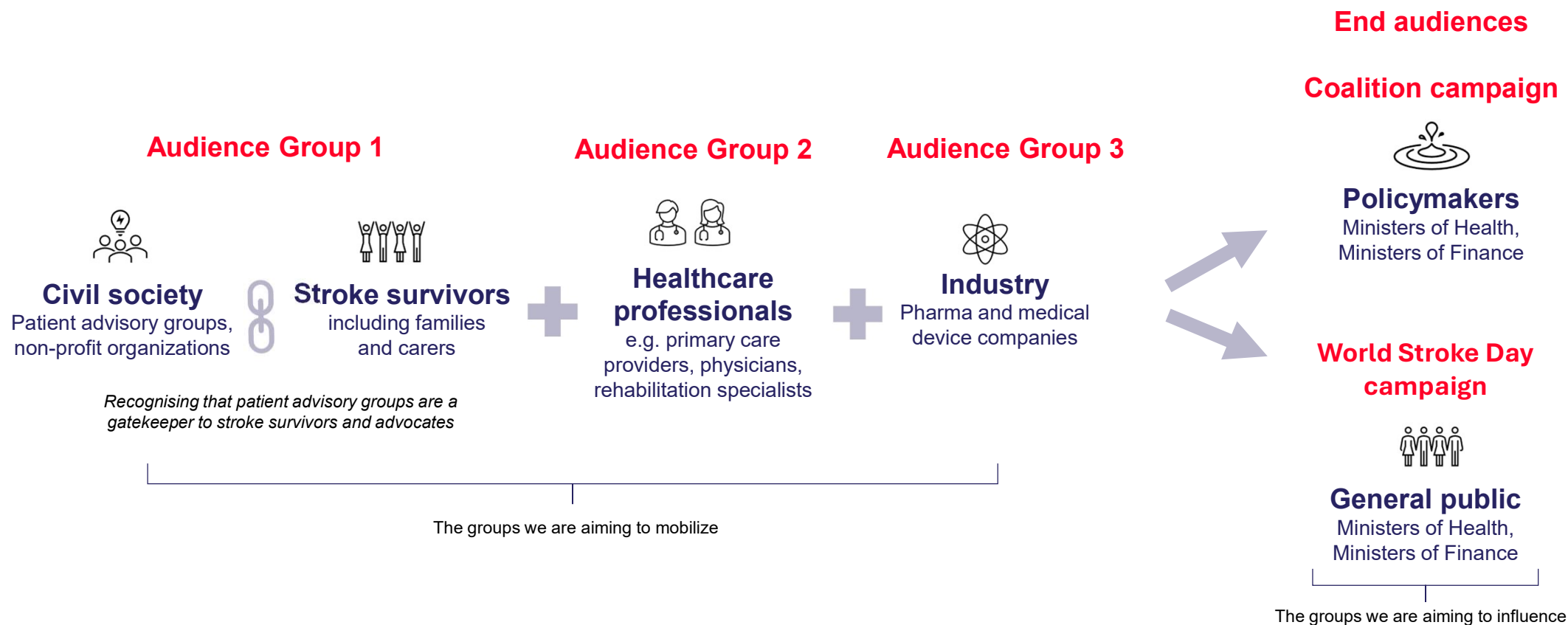
Goal: Increase public awareness of stroke symptoms and early warning signs

Target audience: General public

Dissemination: Through WSO members*, the WSO website and social media channels

*The broader stroke community is encouraged to disseminate both campaigns, to increase reach

Audience groups



Overview of recent World Stroke Day campaigns

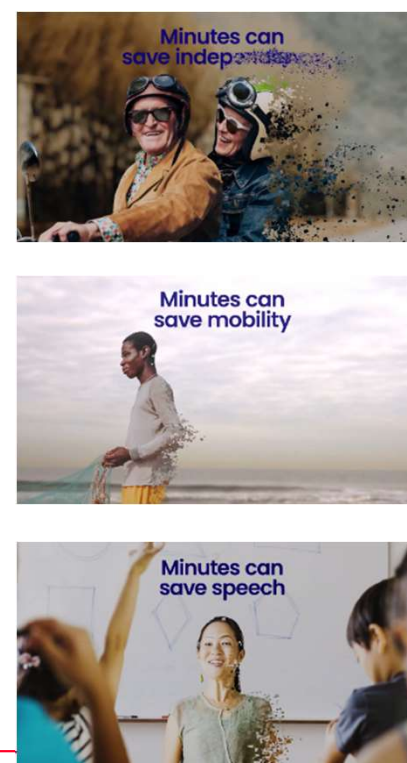
2024: **#GreaterThan** Challenge



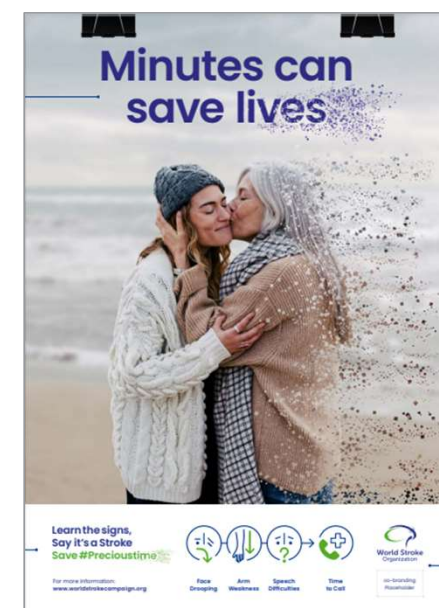
2023 : **#GreaterThan**



2022 : **#PreciousTime**

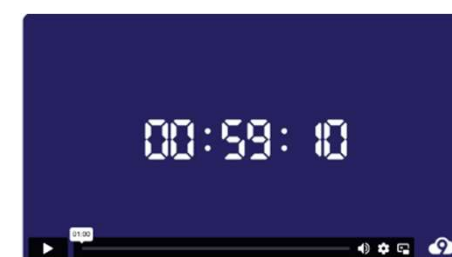


2020-21 : **#Precious Time**



Overview of Coalition campaign

Launched May 2025
Hashtag: **#StrokeActionNow**



Every Minute Counts for public awareness

Every Minute Counts is a powerful and flexible concept that can be harnessed for public awareness efforts, beyond policy audiences.



BRANDING

The branding will feature portraits of people from different regions and age groups, looking directly at the camera, in alignment with the Coalition's campaign.

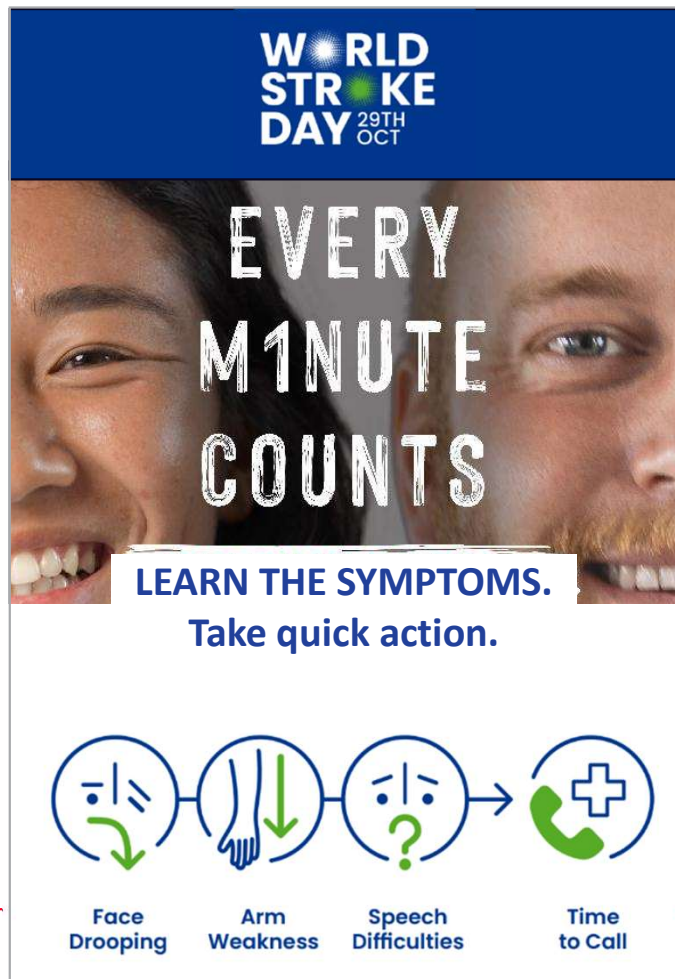
MESSAGING

The messaging will focus on stroke symptoms and the importance of fast action, harnessing the *Every Minute/Voice/Action Counts* tagline.

CALLS TO ACTION

The CTAs will be designed for a broad, non-technical audience, ensuring they complement rather than overlap with the Coalition's existing campaign CTAs.

Initial ideas: messaging and branding



The World Stroke Day campaign will use WSO's branding and remain consistent with the visual identity of previous World Stroke Day campaigns, while including imagery and fonts from the Coalition's campaign.

On the left, a draft mockup illustrates how the branding could look like.

The World Stroke Day campaign will call on the audiences to **learn the symptoms of stroke** and the critical actions to take when one occurs.

The letter sign-up (the main call to action for the Coalition's campaign) will also be featured as a secondary call to action, offering an opportunity for WSO institutional partners, members, and others who may wish to engage in this way.

Campaign assets and channels

Core assets:

- Social media resources
- Email banners
- Information resources (posters, leaflets)
- Hero video
- Campaign guide

Paid promotion will be put in place to secure reach and engagement on social media.

A monitoring framework will be established—building on previous campaign monitoring frameworks and results—to track the reach and impact of this year's campaign.

As in previous World Stroke Day campaigns:

- organizations will be able to **edit and co-brand** assets.
- assets will be available in several languages (English, French, Spanish, Portuguese, Arabic, Chinese, and Hindi)

Closing