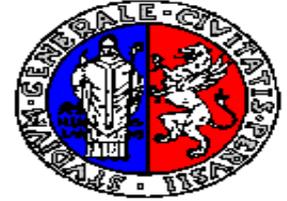




# LESSONS LEARNT FROM ADVOCACY

Valeria Caso  
Stroke Unit

Santa Maria della Misericordia Hospital/University of  
Perugia  
Italy



# Disclosures

## Stocks

None

## Drug trials (< 5 years)

- PERFORM
- SOCRATES
- BRAINSGATE
- MACSI
- NAVIGATE ESUS

## Advisory boards & speaker fees (< 3 years)

- Boeringher-Ingelheim
- Pfizer/BMS
- Bayer
- Mindmaze
- Daiichi Sankyo
- Ever-NeuroPharma

## **Action Plan for Stroke in Europe 2018–2030**

**Bo Norrving<sup>1</sup>, Jon Barrick<sup>2</sup>, Antoni Davalos<sup>3</sup>, Martin Dichgans<sup>4</sup>,  
Charlotte Cordonnier<sup>5</sup>, Alla Guekht<sup>6</sup>, Kursad Kutluk<sup>7</sup>,  
Robert Mikulik<sup>8</sup>, Joanna Wardlaw<sup>9</sup>, Edo Richard<sup>10</sup>,  
Darius Nabavi<sup>11</sup>, Carlos Molina<sup>12</sup>, Philip M Bath<sup>13</sup>,  
Katharina Stibrant Sunnerhagen<sup>14</sup>, Anthony Rudd<sup>15</sup>,  
Avril Drummond<sup>16</sup>, Anna Planas<sup>17</sup> and Valeria Caso<sup>18</sup>;**  
on behalf of the Action Plan for Stroke in Europe  
Working Group\*

European Stroke Journal  
0(0) 1–28  
© European Stroke Organisation  
2018



Article reuse guidelines:  
[sagepub.com/journals-permissions](https://sagepub.com/journals-permissions)  
DOI: 10.1177/2396987318808719  
[journals.sagepub.com/home/eso](https://journals.sagepub.com/home/eso)



**This requires the joint actions of ministries of health, other governmental bodies, scientific and stroke support organisations, healthcare professionals, clinical and preclinical researchers and the pharmaceutical and device industries.**

# ADVOCACY PLAN

## THE NINE STEPS TO ACHIEVE CHANGE

- 1. What do we want? (goals and objectives)
- 2. Who can give it to us? (key decision-makers)
- 3. What do they need to hear? (messages)
- 4. Who do they need to hear it from? (influencers, coalitions, alliances)
- 5. How do we get them to hear it? (delivery)
- 6. What have we got? (resources; strengths)
- 7. What do we need to develop? (challenges; gaps)
- 8. How do we begin? (first steps)
- 9. How will we know it's working, or not working? (evaluation)

# Political activities

SAFE launched a comprehensive overview of stroke care pathway across 35 European countries, called the Burden of Stroke Report.

SAFE is dedicated to muster the political will to help prevent stroke-related death and disability.



**epp** group  
in the european parliament

**ESO**  
EUROPEAN STROKE  
ORGANISATION

European Parliament

## Geography matters

**Inequalities in Access to Stroke Care  
and Innovation in Europe**

*Depending on where you live in the EU,  
you could be seven times less likely to survive a stroke.  
How can we end the stroke care lottery?*

**10 October, Room 6Q1, European Parliament, Brussels  
15:30 – 18:00  
RSVP: [esoinfo@eso-stroke.org](mailto:esoinfo@eso-stroke.org)**

Hosted by MEP Aldo Patriciello  
\*Interpretation will be provided in Italian

**Speakers**

<b>Prof. Valeria Caso</b>	ESO President and stroke neurologist at the University of Perugia Stroke Unit
<b>Prof. Dr. med. Urs Fischer</b>	ESO Secretary General and MD MSc Extraordinarius for Acute Neurology and Stroke Co-Director Clinical Trial Unit Bern, University of Bern
<b>Monique Lindhout</b>	SAFE board member and CEO of the Dutch stroke support organisation Hersenletsel.nl
<b>Prof. Anthony Rudd</b>	National Clinical Director for Stroke with NHS England and Professor of Stroke Medicine at King's College London
<b>Prof. Dr. med. Janika Körv</b>	Associate Professor in Neurology, University of Tartu
<b>Dr. Rodolfo Grella</b>	Medical Director Stroke Unit of the Mediterranean Neurological Institute Neuromed

# Learning Points

- Build public awareness. Raise awareness among the public to recognize the signs of stroke and understand it is a medical emergency.
- Improve systems and services. Enhance professional education and implement system changes across the continuum to improve stroke care.
  - Obtain funding and support. Convince the government that investing in stroke care would measurably improve the health of citizens