



Organising the communication around the Burden of Stroke Report

- up to and beyond the launch at the EU in Brussels-

THIS PRESENTATION IS ABOUT

**BOS
COMMUNICATION:**
The planning
stages

Activities at pan-EU
level

What to prepare at
National level

How to address the
issues arising from
the surveys we
have conducted

How to establish
relationships with
journalists

Partnering up with
other organisations
on National level

BOS COMMUNICATION: THE PLANNING STAGES



Pre-Launch

Prepare everything, communicate selectively to warm up the audience, rise interest without disclosing key findings

Launch

Communicate at Pan-EU level

Post-Launch

Communicate at National level and use the Report to advocate change



THE BURDEN OF STROKE REPORT

- *pre-launch* -

PRE - LAUNCH

PREPARING THE COMMUNICATION

ANALYSE BOS KEY FINDINGS

What is the best / most relevant for use on Pan – EU / National level

DEFINE A COMMUNICATION GOAL(S)

The most important thing that you want your stakeholders to know

DEVELOP A COMMUNICATION PLAN, TO BE USED:

- Pan-EU
- Locally

DEVELOP COMMUNICATION MATERIALS

- **Key messages**
- **Media Kit**
(press releases, infographics...)

COMMUNICATION ROADMAP

The Burden of Stroke Report – why we need it

Communication goal

Target public- identity and profile of message recipients

Key messages

Communication channels

Activities and materials

Fostering partnerships

Implementation of Communication plan

Evaluation and mid-course corrections

THE BURDEN OF STROKE REPORT: WHY DO WE NEED IT?

- To understand needs of people with stroke and plan future healthcare provision.
- To measure actual inequalities in stroke pathway of care across Europe and use this knowledge for advocating a positive change

BoS findings will provide rational and background information for campaigning:

Current state
of stroke care
in European
Countries

Best and worst
examples

Reccomendations
to make things
better

DEFINING COMMUNICATION GOAL

Use findings to identify where is **the biggest gap** in stroke care pathway in your country or in Pan-EU level

Transform these gaps into **specific communication goals**

Be precise

e.g. If there are no specific national policies or guidelines for stroke- the communication goal could be to rise awareness of importance of having a stroke strategy on national level.

TARGET PUBLIC- IDENTITY AND PROFILE OF MESSAGE RECIPIENTS

Decide who are you talking to and with which purpose

Health care
authorities
(Ministry of Health,
National Health
Insurance Fund...)

Stroke survivors
and their carers

Media

The profile of your audience demands certain message adjustments (financial, emotional, economic...)

KEY MESSAGES

What do you
want to say to
your target
public?



If you want to
communicate
just one
message about
the BoS Report-
what would it
be?



How do you
build up
argumentation?



COMMUNICATION CHANNELS



Use every channel possible, but respect the nature of each and one of them



Build up different strategy for each channel:

- Traditional media (TV, radio, newspapers)
- Digital (News portals, Social Media)

ACTIVITIES AND MATERIALS

Media events

Printed materials

Meetings with decision makers

STROKE kills 650.000 people a year in Europe. It leaves around a third of its survivors permanently disabled, imposing a significant burden on society and on healthcare budgets, accounting for 3-4% of the total health care costs in Western European countries.

Stroke Alliance for Europe (SAFE) is a European non-profit organization that represents a range of patient groups from across Europe whose mutual goal is to drive stroke prevention up the European political agenda and prevent the incidence of stroke through education. It was formed October 2004 in Brussels.

**STROKE KILLS
650K PEOPLE
EVERY YEAR
IN EUROPE**



**~33% OF SURVIVORS
PERMANENTLY DISABLED**

SAFE promotes better access to accurate and understandable information about stroke; increase the priority given to stroke by policy and decision-makers and by health care providers.

In addition, SAFE also promotes research on stroke and related areas and co-ordinates the efforts of national stroke patient groups in Europe. To better achieve our goals, SAFE is involved in several European research initiatives. Our involvement in research allows us to stay up-to-date on the latest research breakthroughs and promising treatments and to ensure that this potential live-saving knowledge reaches patients and healthcare professionals all across Europe. We also work with the scientists and clinicians conducting the research to ensure patient interests are represented at all stages of the research process.



For further information,
please visit www.safestroke.eu

MEDIA RELATIONS

How to establish relationships with journalists?



They want news

Put yourself in their position

Do not abuse your private contacts and connections
with media

Respect their time

KISS RULE: Keep It Short and Simple

Make an Editorial Board

Establish good relationship before the Launch



THE BURDEN OF STROKE REPORT

- *launch* -

LAUNCH

Pan-EU presentation of results in two waves:

1

The first Stroke Summit will be held in EU Parliament, at a during the Stroke Awareness Week in May

2

In front of scientific public at ESOC 2017 in Prague, Czech Republic

IMPLEMENTATION OF COMMUNICATION PLAN

Set milestones for each stage of communication and make sure you are following the plan

Engage with stakeholders, mobilise volunteers

PREPARE FOR THE NATIONAL LAUNCH

Prepare interpreted data for local use

Connect with media

Ask local decision makers for the launch endorsement



COMMUNICATION PLAN TEMPLATE

Communication Goal	Target Public	Speaker	Key Message	Comm. channels	PR Activities & Materials	Deadline for implementation	Service / Person Responsible	Budget per Activity in EUR
...								
W26								
W27								
W28								



THE BURDEN OF STROKE REPORT

- *post-launch* -

POST - LAUNCH

START SERIES OF NATIONAL LAUNCHES IN ALL SAFE MEMBER COUNTRIES:

- Organise media conferences
- Meetings with health care authorities
- Local partnerships with scientific stroke organisations to increase the impact

USE NATIONAL LAUNCHES TO START ADVOCATING CAMPAIGNS

- e.g. Advocate for the government to fund 2 new stroke units in the next budget or to include therapy for the prevention of the secondary stroke in the reimbursement list

EVALUATION AND MID-COURSE CORRECTIONS

Reaching or breaking the deadlines?



If your messages are not provoking the desired attention in media or with stakeholders, modify them without delay



CAMPAIGN EVALUATION

- !! Assess and evaluate results after each important event
- !! Evaluate the complete PR campaign when it ends
- !! Parameters to be taken into account during evaluation:

Total number of people who have taken part in activities

Number of people reached through media (rating, circulation, other if possible)

Number of partners and supporters of the project

Number of people who have followed the project online

Partners' opinion on activities – a questionnaire

Opinion of the media on activities – a questionnaire

Online questionnaire on the campaign website (if any)

Number of distributed brochures, leaflets, booklets and personal contacts made

Total media coverage

FOSTERING PARTNERSHIPS

A brief introduction to Advocacy:

**Connecting
to local
health care
NGOs**

**Continuing and
enriching the
cooperation
with scientific
organisations**

**Providing local
insight and
expertise to
global
organisations
(WSO, WHO)**

Establishing closer relationship with national media

ISSUES THAT MIGHT ARISE

- **How prepared is your organisation for campaigning and advocating?**
- **Do you have problems with reading and understanding the data from the research?**
- **Predicting problems is not 100% possible – make an emergency plan if your communication is failing**

ADDRESSING THE ISSUES

Learning how to read and interpret data

Finding communication agency locally to help you with
campaigning and advocating

Leaning on PR and advocating materials prepared centrally
by SAFE

REPORTING*

Performed activities

Achieved publicity

Used resources

Overall result



*To be done 15-30 days after the campaign

THANK YOU!

www.safestroke.eu

