



GLOBAL
STROKE ACTION
COALITION

Advancing policy action on stroke

June 2025



Why Now?

- **Stroke is a leading cause of death and disability globally.** Every year an estimated 12 million people experience a stroke. More than half will die, with two thirds of survivors affected by long-term disabilities.
- **The impact of stroke can be reduced for everyone, everywhere through bold and urgent action.** Many strokes can be **prevented**, even the most serious strokes can be **treated**, and **rehabilitation** can improve long-term recovery.
- **Stroke does not get the attention that it deserves on the global health agenda**
- **The UN 4th high-level meeting on NCD's will take place in New York on September 25** – the outcome will be a political declaration that will guide countries to reach SDG 3.4

Why a Coalition?

- **Collective advocacy** by coalition members to create a single, powerful voice that is more likely to gain the attention of – and influence – policy makers
- **Resource pooling** (financial, technical and human) to overcome scarcities, achieve new economies of scale, and maximise the impact of different interventions and activities
- **Shared intelligence learning**, with coalition members developing and refining best practices, avoiding duplication of efforts, and unlocking new progress towards complex challenges
- **Co-development of solutions** that work for the people who use them, based on the diverse expertise gained from a wide variety of stakeholders and partners

Our vision and mission

Vision

To **reduce the impact** of stroke for everyone, everywhere through bold and urgent action

Mission

To drive **urgent commitment, investment and action** in stroke prevention, treatment and continuing care.

Objectives

1. To coordinate a **collective advocacy campaign** and work together to elevate policymaker awareness of stroke within the global NCD agenda.
2. To create a coherent and contextualized **call for global action**, aligned to WSO and WHO recommendations for quality stroke care.
3. To build a community of **engaged members**, committed to sharing key learnings and opportunities to embed commitment to stroke in global health policy.

Lived Experience Ambassadors



Angela Yeo
Singapore

A human resource professional and Singapore National Stroke Association Executive Committee member. Angela had a stroke in 2023.



Richard Djan-Krofa
UK

A chartered surveyor running a property consultancy and a trustee for the charity Different Strokes. Richard had a stroke in 2008.



Melinda Roaldsen
Norway

A medical doctor, dedicating her career to advancing stroke research, care and clinical practice. Melinda had a stroke herself in 2023.

Lived Experience Ambassadors



Joseph Rukelibuga
Rwanda

A trained veterinary doctor, chair of Stroke Action Rwanda, and Our views Our Voices member of the NCD Alliance. Joseph had a stroke in 2016.



Michelle Ballasiotes
USA

An occupational therapist & member of American Stroke Association's National Advisory Committee. Michelle experienced a perinatal stroke.



John McGowan
Canada

Chair of March of Dimes After Stroke peer support group; Brain Injury Canada & Community Music Schools board member. John had a stroke in 2012.

Ambassadors Involvement Activities

Activity	Involvement
Launch event and World Health Assembly	Collaboration Speakers in the panels
Campaign video	Collaboration Contributed content for video
Every Minute Counts Campaign	Participation <ul style="list-style-type: none"> • Sign the call to action • Publicly state support, amplify our message • Share their stories, amplify our message • Write to their Ministry of Health Collaboration and Co-production <ul style="list-style-type: none"> • Member of the Campaign Group
	Collaboration and Co-production <ul style="list-style-type: none"> • Contributing content to more videos • Mobilizing their networks to get involved
Advocacy Modules	Collaboration and Co-production Speakers in the webinars and developing resources
Media Training	Participation Introduction to talking to the media
UN General Assembly event	Participation and Collaboration

Activities

Launch event

Policy brief published and a 2-page summary

Coalition website

Media activities

Videos

Every Minute Counts Advocacy Campaign

Participation and delivery of statement at the UN multistakeholder briefing

World Health Assembly side event

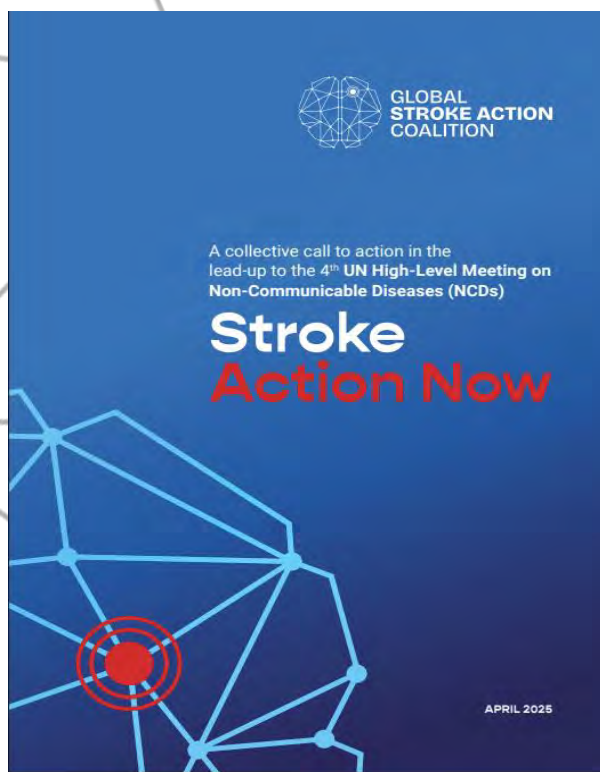
Outreach to Ministers of Health


Advocacy workshops online and at the World Stroke Congress


Media training


UNGA side event


5 urgent actions to reduce the burden of stroke




-  Make stroke a priority part of NCD health strategies

-  Develop National Stroke Action Plans

-  Commit to funding stroke action now

-  Implement robust stroke monitoring systems

-  Include stroke survivors and caregivers in policy development



**Support the call for
#StrokeActionNow**

Be part of the movement



#STROKEACTIONNOW



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 *

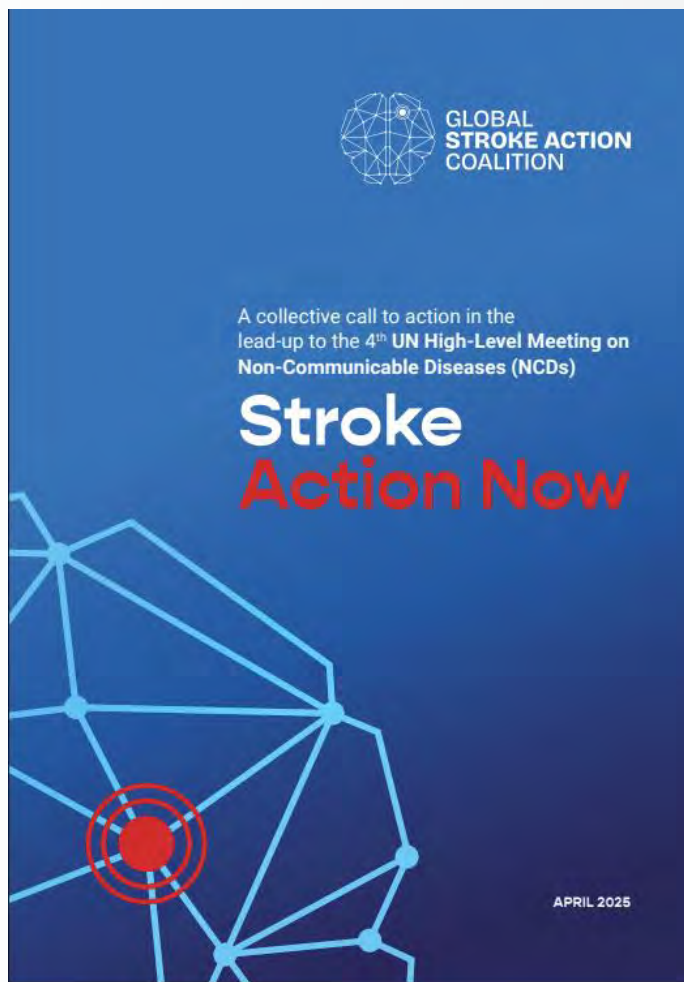
Country *

I am a... (optional)

Add your signature *



Organizational endorsements



Strokeactioncoalition.org/get-involved/campaign
#StrokeActionNow

Ask your government to be a Stroke Action Champion

Stroke Action Champions are government representatives that

- Publicly endorse the Coalition's call to action and commit to prioritizing stroke action now.
- Spread the word: share your commitment to improving stroke care globally
- Engage & collaborate: join stroke initiatives, events and advocacy campaigns
- Advocate & support the call for stroke action in national and international health policy.



Coalition members

Civil society organizations

Convener



Partners



Supporters



THE HEART
AND STROKE
FOUNDATION
SOUTH AFRICA

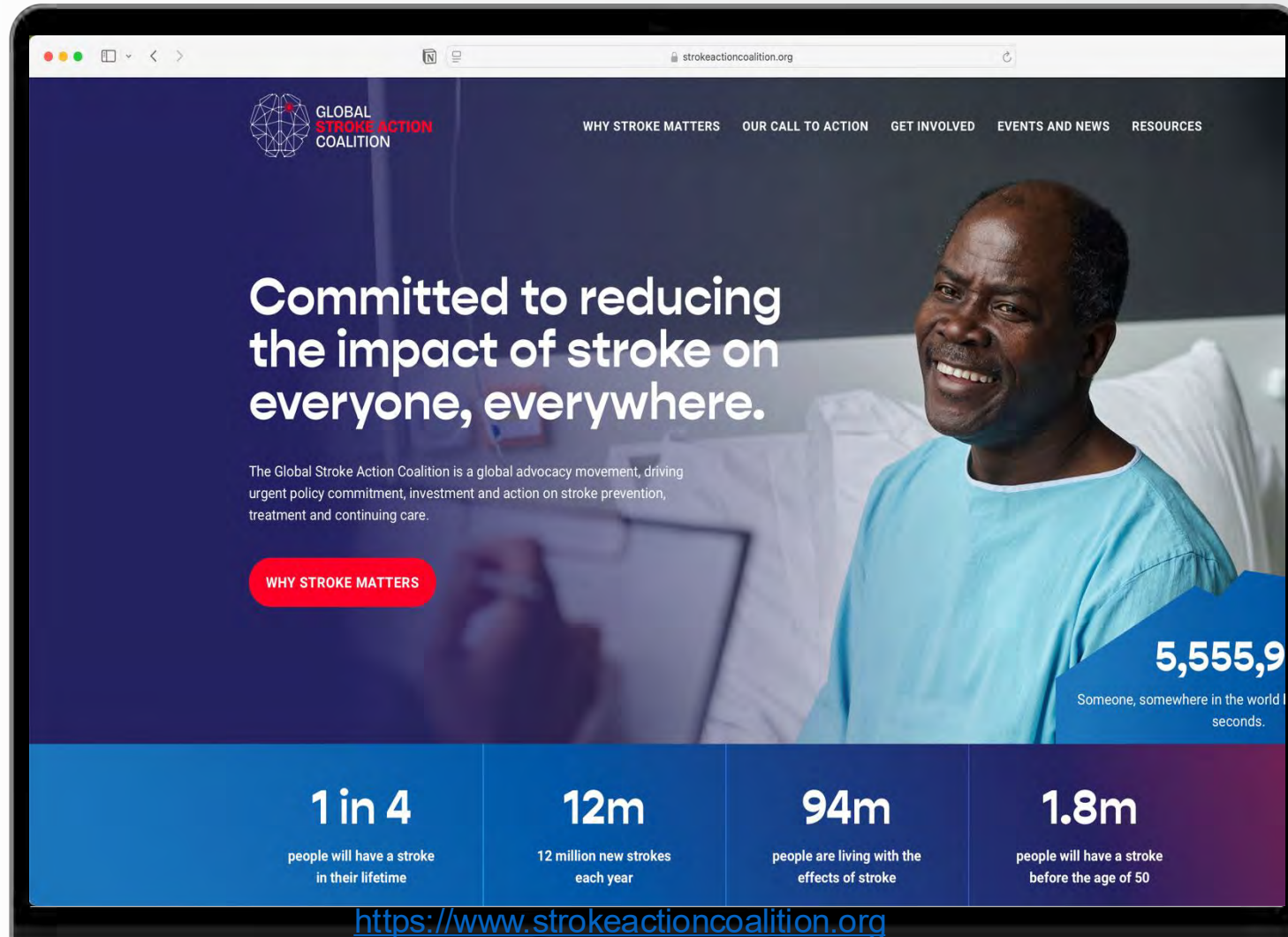
Industry



PHILIPS

Find out more

Visit www.strokeactioncoalition.org
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WHY STROKE MATTERS OUR CALL TO ACTION GET INVOLVED EVENTS AND NEWS RESOURCES

Committed to reducing the impact of stroke on everyone, everywhere.

The Global Stroke Action Coalition is a global advocacy movement, driving urgent policy commitment, investment and action on stroke prevention, treatment and continuing care.

WHY STROKE MATTERS

5,555,9
Someone, somewhere in the world 1 second.

1 in 4 people will have a stroke in their lifetime	12m 12 million new strokes each year	94m people are living with the effects of stroke	1.8m people will have a stroke before the age of 50
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<https://www.strokeactioncoalition.org>





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Thank you

StrokeActionCoalition.org

#StrokeActionNow

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