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- Opportunity
- What we did
- What was the outcome
- What it all means for you
- Next steps

Opportunity: Pre EU CVH plan launch activities – to raise the profile of stroke, its issues and the solutions

What did we look do to - typical advocacy steps:

- Work in partnership
- Agree a set of key messages
- Arrange meetings – group/121
- Attend meetings - group/121
- Write to policy makers
- Respond to consultations
- Follow up after plan has been published!

Advocacy – pre-EU CVH plan launch



- Partner: European Stroke Organisation
- 1. An agreed memorandum of understanding
- 2. An agreed set of key messages based on the Stroke Action Plan for Europe
- Shared commitment to ensuring that stroke remains a priority

1. Stronger emphasis on primary prevention, including risk-factor management and public awareness
2. Clear commitments to ensuring that all stroke patients have access to dedicated and properly staffed stroke units
3. Measurable targets for equitable access to acute stroke treatments, including mechanical thrombectomy
4. Increased focus on secondary prevention and follow-up.
5. Increased and sustained investment in rehabilitation, early supported discharge and community-based services
6. A long-term, person-led approach to life after stroke, including structured follow-up, social participation and quality-of-life support
7. Robust monitoring and reporting mechanisms to track stroke-specific outcomes and reduce geographical and socioeconomic inequalities
8. Increased investment in high-quality, collaborative research across the entire stroke pathway, from prevention and acute treatment to rehabilitation and long-term support, to strengthen evidence, drive innovation and reduce inequalities across Europe

SAFE and ESO meeting in Brussels



- SAFE members, ESO reps, MEPs, health attaches
- Our members met with MEPs at the event
- The meeting underlined the importance of stroke in the development of the EU CVH Plan
- SAFE and our members followed up with MEPs with the event report
- <https://www.safestroke.eu/safe-and-eso-sap-e-event-14-october-2025/>

SAFE and ESO attended the annual EACH Health Summit



- Shared commitment to ensuring that stroke remains on their priority



SAFE and ESO consultation responses

- Response the EU CVH Plan consultation
- Response to the OECD report on cardiovascular health in Europe
- Response to the EU CVH Plan launch

SAP-E and the new EU CVH plan – update

➤ Response to the EU CVH Plan launch

Welcomed:

- Strong emphasis on stroke through out
- **The commitment to developing national CVH plans by 2027**
- The strong emphasis on prevention, screening and early detection (possibly through a network of CVH centres)
- The recognition that multidisciplinary rehabilitation and continuity of care must be integral to national strategies.
- Plans to tackle inequalities, including through an EU CVH Inequalities Dashboard
- Investment foreseen under Horizon Europe to advance understanding of gender-specific mechanisms of CVD

What was missing:

- Acute stroke care and specialised stroke units
- Emergency pathways and life-saving interventions
- Structured secondary prevention and follow-up
- Rehabilitation and life after stroke
- Research, innovation and registries

Advocacy – pre-EU CVH plan launch

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What does this all mean for you

New opportunities - will lead to political CVH interest in your country – EU or not

1. Global - New WHO resolution on Stroke
2. European - New Stroke Action Plan for Europe
3. European - New stroke services tracker data
4. European - New stroke services tracker data
5. EU - New CVH plan – with a commitment to have national CVH plans by 2027

Develop your advocacy plans

- Decide on your partners
- Develop your key issues and solutions - using the new SAPE and SST data – highlight areas that need prioritised in your country
- Decide on your key stakeholders - Contact your Ministry of Health/Finance/Social Affairs/Education; MEP
- Start your outreach – meetings, letters, getting involved

SAFE member advocacy questionnaire – summer 2026

– we want to know more about the advocacy in your country and how we could possibly help

Questions/discussions