

Empowering, Supporting, Connecting

Stroke Strategy 2024





Stroke Foundation is a national charity that partners with the community to prevent, treat and beat stroke. Our focus is on evidence, innovation, and impact.

Since 1996, we have worked alongside survivors of stroke and their families, healthcare professionals and researchers to build stroke awareness so that action can be taken to reduce its impact on our community.

By championing research and innovation, we foster new thinking and gather evidence to support better treatment and recovery pathways. We support survivors on their journey to live the best possible life after stroke.

As the trusted voice of stroke in Australia we:

- › Raise awareness of the risk factors, signs of stroke and promote healthy lifestyles.
- › Improve treatment for stroke to save lives and reduce disability.

- › Improve life after stroke for survivors.
- › Encourage and facilitate stroke research.
- › Advocate for initiatives to prevent, treat and beat stroke.
- › Raise funds from the community, corporate sector, and government to continue our mission

We are brave in our decisions, we lead by example, we are caring and committed to doing the right thing, even when that is hard.

We are always improving, and our guiding principles ensure we listen to the voice of those with a lived experience of stroke in everything we do.

Our Story

Stroke Foundation's vision is ambitious. We want a world free from the disability and suffering caused by stroke. To achieve our vision we have a clear mission to prevent stroke, save lives, and enhance recovery.

We know that the trust of our community is built on evidence and by investing in research we can find the next 'game changer' in stroke prevention, treatment, and recovery. We choose to be brave in our approach because having the courage to innovate enables us to truly make an impact.

Stroke Strategy 2024 focuses on three significant goals to advance each pillar of our mission.

These will only be achieved by putting the lived experience of our stroke community at the centre of everything we do, and through collaboration with health professionals and governments. We do this with compassion and integrity because our community relies on us to be its trusted voice.

This means respecting and valuing the diversity that exists across our country, as well as embracing emerging technologies, and new ways of working. We can achieve more if we partner with others to increase our impact – stroke is a big problem to solve but together we can make significant, generational change.

Our Mission

By 2024

Prevent Stroke

We will *empower* a greater proportion of adult Australians to recognise the risks of stroke which can be changed, and in doing so increase their chances of preventing stroke.

65%
of adult Australians will recognise the **stroke risks** that they can **change**.

Save Lives

We will *support* hospitals and healthcare providers across Australia to strengthen their capabilities in stroke care and rehabilitation services.

93%
of **acute services** and
86%
of **rehabilitation services** will meet **best-practice** requirements.

Enhance Recovery

We will reach out to those impacted by stroke to ensure more Australians can *connect* with and access trustworthy information, resources, and post-stroke support.

85%
of Australians will be **connected** to **Stroke Foundation** and enabled to **navigate** the **ongoing support** they need to **live well after stroke**.

As a national organisation we seek to develop programs and services which can deliver on a national scale. This way we maximise our efforts and resources to create more impact and serve the needs of all Australians, regardless of their location. To support our three mission pillars, we have developed three **Enabling Goals**:



Improve our people capability and performance



Align our research for greatest impact



Grow our profile and funding for mission activity

Stroke Strategy 2024 will ensure more Australians are empowered, supported, and connected so that together, we can realise our vision. We will build on the significant advances made in prevention, treatment, recovery and research which Stroke Foundation has championed and driven over the past 25 years.

We are committed to a world free from disability and suffering caused by stroke. Strategy 2024 is the next step towards achieving this vision and we ask you to come with us on this journey.

Together we can change the state of stroke in Australia for the generations to come.

Strategic Actions

Prevent Stroke	Save Lives	Enhance Recovery
<ul style="list-style-type: none"> › Reduce the risk of stroke from high blood pressure by piloting an awareness and education program to correctly identify and manage high blood pressure. › Reduce the risk of secondary stroke by piloting the secondary prevention program Living Well After Stroke. › Promote community action to reduce the risk of preventable stroke by advocating for the establishment of a national behaviour change program. 	<ul style="list-style-type: none"> › Strengthen foundations of best-practice stroke care by enhancing the Living Stroke Guidelines and National Stroke Audit. › Support hospitals to deliver best practice stroke care by providing targeted quality improvement programs. › Further expand the capability of health professionals in stroke care by updating and expanding the suite of education resources. › Build the capability of at-risk communities by advocating for the delivery of a F.A.S.T. (Face. Arms. Speech. Time.) campaign that targets stroke hot spots. 	<ul style="list-style-type: none"> › Enhance the quality and reach of our information resources by ensuring they are relevant, current, digitally enabled, inclusive and well-known. › Provide better information and support to more survivors of stroke, family members and carers through the StrokeConnect Navigator Program. › Better support people with unique needs (e.g. families of childhood survivors of stroke and young adult survivors and their families) by ensuring relevant information and support is available. › Better support people in diverse communities (e.g. Aboriginal and Torres Strait Islander and culturally and linguistically diverse communities) by ensuring relevant and culturally appropriate information and support is available. › Expand service navigation and community access supports to survivors of stroke by advocating for a national Stroke Navigator program.

Guiding Principles



Voice of lived experience



Inclusive



Evidence-based



Always improving



Collaborative



National

Stroke is one of Australia's biggest killers



40% of Australians cannot name any of the common signs of stroke



In Australia there is one stroke every 19 minutes



Immediate treatment saves lives. Call 000 (triple zero) for help



Stroke can happen at any age



One in 4 people globally will have a stroke



Stroke costs Australia's economy \$6b each year



445,000 Australians are already living with the impact of stroke



80% of strokes can be prevented









Regional Australians are 17% more likely to experience stroke than those living in metro areas

About Stroke Foundation

Stroke Foundation is a national charity that partners with the community to prevent, treat and beat stroke. We stand alongside survivors of stroke and their families, healthcare professionals and researchers. We build community awareness and foster new thinking. We support survivors on their journey to live the best possible life after stroke.



How to get more involved

-  **Give time** – become a volunteer.
-  **Raise funds** – donate or hold a fundraising event.
-  **Speak up** – join our advocacy team.
-  **Leave a lasting legacy** – include a gift in your Will.
-  **Know your numbers** – check your health regularly.
-  **Stay informed** – keep up-to-date and share our message.

Contact us

-  **StrokeLine 1800 STROKE (1800 787 653)**
-  **strokefoundation.org.au**
-  **[/strokefoundation](https://www.facebook.com/strokefoundation)**
-  **[@strokefdn](https://twitter.com/strokefdn)**
-  **[@strokefdn](https://www.instagram.com/strokefdn)**