



Activate National Stroke Plans into real change

Stroke: a leading cause of death and disability. But only a minority of patients receive appropriate treatment. The science is there. The expertise is there. The economic case for stroke care is strong. Still, stroke pathways are underdeveloped in many parts of the world owing to a lack of governmental focus and prioritisation. Does this sound familiar?

We are calling on stroke care advocates who want to deepen engagement with policymakers and government representatives to prioritise stroke care on the public agenda. This initiative is jointly organised by ESO, Stroke Action Plan for Europe (SAP-E) and Philips.

We are excited to announce that ESOC will be organising the first Stroke Advocacy Masterclass:

“How to Prioritise Stroke Care on the Public Agenda”

Thursday, 22 May | 13:15 – 14:45 | ESOC 2025

The Masterclass will be led by a panel of experts who will bring their knowledge and experience.

- **Prof. Hanne Christensen** – Professor of Neurology & Chair of SAP-E
- **Dr. Aleš Tomek** – Associate Professor of Neurology
- **Dr. Francesca Romana Pezzella** - Neurologist, MD, PhD, MBA, FESO, BS
- **Angelique Balguid, PhD** – Portfolio Leader Neurovascular, Philips
- **Ruth van Asperen** – Government and Public Affairs, Philips

Below is the agenda, with the planned topics and discussions.

Section 1 10 mins	Why is advocacy needed for stroke and how can SAP-E support you? Prof. Hanne Christensen
Section 2 20 mins	Successful advocacy, theory and one best practice Ruth van Asperen
Section 3 45 mins	Workshop – Creating your local stroke advocacy plan Angelique Balguid
Section 4 15 mins	Wrap-Up, Evaluation & Next Steps

By the end of the Advocacy Masterclass, you will be well equipped to:

- **Understand theories of policy change and how advocacy plays a role in those**
- **Create your local stroke advocacy plan**
- **Build alliances to prioritise stroke on public agendas**
- **Activate your National Stroke Plan into real change**



This exclusive Advocacy Masterclass is only available to ESOC participants with valid registration and there are limited spaces available.

REGISTER NOW

Your voice and experience are central to getting stroke awareness higher on political agendas.

We hope you'll join us.