

# HOW WE BEGAN

- Our organisation which is a Foundation, was founded in 2007 by Doctor Gallofre and myself. It happened because, as a Stroke survivor myself, and after writing a guide for stroke survivors which was entrusted by the Health Department, I asked myself THE MILLION DOLAR QUESTION, which was “and now what? “
- And we started

# CAMPAIGN EVENT USING U.K. F.A.S.T. MODEL



# HOW DO WE REACH OUT?

- We created a website and Facebook page with high visibility, facilitating easy access to our services and especially to contact us.
- At the same time I used to go to the hospital where I was admitted, so I knew the nurses quite well.
- It was not the ideal way to reach patients, then at that time they were in the acute stage, and the only thing they have in mind is to recover and leave the hospital

# STROKE SURVIVORS PARTICIPATING IN A RACE



# CONTINUING OUR JOURNEY TO REACH OUT

- Visiting specialized Rehabilitation Hospitals
- Making agreements with the 4 most important hospitals in Barcelona.
- Speaking with caregivers and patients
- Explaining our services
- The importance of our Foundation



# CHRISTMAS PARTY IN A REHABILITATION HOSPITAL



# THE FOUNDATION AND THE PATIENTS ORGANISATIONS

- We realized that patients needed more specific attention and services, which made it necessary to create patient organisations in Catalonia, and we started up these organisations in the main cities, Barcelona, Tarragona, Lleida and Girona, all supported by the Foundation.
- Going back to the initial way we reached the patients, the responsibility was then given over to the Patients organisations

# EVENT WITH THE HEAD OF TARRAGONA ORGANISATION





# NOW WE ARE IMPROVING THIS MODEL

- Our Stroke Foundation deals with awareness, launching national campaigns and giving support to research
- Every association gives concrete support in their territory
- Stroke Foundation acts as an “umbrella” for the associations
- Marató 2016 (catalan Telethon) is a very significant source for fundraising and reinforces this model

# DANCE AND MUSIC THERAPY ACTIVITIES



# DIFFERENT WAYS OF REACHING OUT

- ❑ One of the most essential ways to increase the number of users is to offer a good number of quality services and activities, that they will benefit from.
- ❑ Some of these services are rehabilitation, legal counselling and also leisure activities
- ❑ Every local association offers different services based on the local demands







# THANK YOU !!!!!!!!!!!!!!!!!!!!!

