

## **Minutes of the Cross Party Group on Stroke**

**Date:** Wednesday 24 September

**Sponsored by:** Altaf Hussain MS

**Location:** Conference Rooms C & D, Ty Hywel.

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### **Attendees**

- Altaf Hussain MS (Chair)
  - Katie Chappelle, Director for Wales, Stroke Association
  - Members of the Cross-Party Group on Stroke
  - Stakeholders and invited guests in person and online
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### **Agenda & Minutes**

#### **12:00 – Welcome and Buffet Lunch**

- Informal networking and refreshments.
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#### **12:30 – Introduction (Altaf Hussain MS)**

- Welcomed attendees and outlined the purpose of the meeting: to review progress on stroke awareness and discuss next steps for the Act FAST / Cam NESA campaign.
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#### **12:35 – What We Are Asking For and Why (Katie Chappelle)**

##### **Presentation Highlights:**

- **Current Situation:**
  - Wales has not run a full Act FAST campaign since 2018.
  - In 2023, a small digital campaign was delivered using underspend, but no structured national campaign.
  - Ministerial commitment was made in 2023, but no delivery to date.
- **Impact of Lack of Campaign:**
  - Around **50% of stroke patients in Wales self-present** at hospital, compared to UK average of 25%.

- Delays in treatment: onset-to-arrival time in Wales is **6h 41m** vs **4h 4m** in England.
  - Thrombectomy cases: **38 in Wales** vs **1,154 in England** (Jan - Mar 2025).
  - **Evidence from England:**
    - Regular campaigns improve awareness and outcomes.
    - 91% of surveyed adults in England would call 999 if they saw stroke symptoms.
  - **Key Misconceptions Addressed:**
    - Spillover from England's campaign is not enough. Wales needs its own bilingual, culturally tailored campaign.
  - **What We Are Asking For:**
    - **Confirmed delivery timeline** for a bilingual, biennial campaign.
    - **Funding commitment** from Welsh Government.
    - **Clear ownership** of campaign delivery.
    - **Coproduction** with stroke survivors and stakeholders.
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## **12:55 – Questions and Discussion (Altaf Hussain MS)**

- Members discussed:
    - Barriers to public awareness in Wales (language, geography, cultural hesitancy).
    - Importance of bilingual messaging and survivor-led content.
    - Need for accountability and clear timelines from Welsh Government.
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## **13:15 – Next Steps and Recommendations (Altaf Hussain MS)**

- Agreed actions:
  - Prepare an **updated case for the campaign**.
  - Engage with Welsh Government to secure:
    - Funding and timeline.
    - Cabinet Secretary for Health and Social Care support.
  - Continue cross-party collaboration and stakeholder engagement.

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**13:25 – Close and Call to Action (Altaf Hussain MS)**

- Reiterated urgency: public awareness is a weak link in stroke care.
- Called on all members to advocate for immediate action.

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**Meeting Closed at 13:30**

**Link to video recording of meeting:**

[https://www.youtube.com/watch?v=O\\_hjVS1NtY0](https://www.youtube.com/watch?v=O_hjVS1NtY0)