

**European Heart Health Strategy  
EuroHeart**

**Grant agreement 2006 330**

**First technical interim report April 2008  
1 April 2007 to 31 March 2008**

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# 1. Introduction

- The Euroheart project, a joint initiative between the European Society of Cardiology (ESC) and the European Heart Network (EHN) (grant agreement 2006330) was launched in April 2007.
- The general objective of this project is to address the significant burden of CVD in Europe and to determine specific areas of intervention to contribute to preventing avoidable deaths and disability.
- The method defined to achieve this general objective is:
  - - Launch of a European Heart Health Charter at European and national levels, to mobilise broad support for CVH promotion and CVD prevention and strengthen cross-sector cooperation, through mobilizing support for cardiovascular health and CVD prevention. (Workpackage 4)
    - Obtain comprehensive comparable information on policies and measures impacting on CVH promotion and CDV prevention through mapping and analyzing national plans, policies and measures across Europe. (Workpackage 5)
    - Improve the awareness, diagnosis and treatment of CVD in women through investigating issues concerning CVD in women. (Workpackage 6)
    - Promote best practice in prevention and treatment of cardiovascular conditions through the implementation and adaptation to national situations of Heartscore (Workpackage 7) and the European Guidelines on CVD prevention in those countries where there is a gap. (Workpackage 8)
- This first-year-activity and financial report will cover the period April 2007 till end March 2008, during which Workpackage 4, (launch of the European Heart Health Charter at European and national level)” and part of the research work performed for Workpackage 5 were the main activities.

## 2. Coordination (Work Package 1)

Although ESC is defined as the main partner of the project and the lead partner of Coordination/WP1 , the EuroHeart project is dependent on close and constant cooperation between the two main organisations ESC and EHN.

Within each organisation, a project coordinator is dedicated to coordinate activities, provide support and secretariat tasks to steering groups of workpackages, support to associated partners at national level, ensure training and implementation according to timetable, develop communication tools, deal with accounting tasks and liaise with the European Commission Public Health Executive Agency.

To provide guidance and support to all partners of EuroHeart in the start-up phase of the project, ESC and EHN project coordinators jointly developed financial reporting templates, which were disseminated via e-mail and during a meeting gathering representatives of the ESC National Societies and the EHN Heart Foundations, on the day of the European launch of the Heart Health Charter in Brussels, on 12 June 2007.

A steering committee was created, composed of 2 ESC representatives and 2 EHN representatives, who met twice during the first year of the project.

The first meeting, held on 02 July 2007 was mostly dedicated to:

- Reviewing roles and responsibilities for each workpackage
- Agree on composition of the Advisory Boards / Steering Committees for WP5 and WP6
- Agree on reporting templates and contents for the various workpackages as well as communication tools : A Web Sharepoint platform was created by the ESC coordinator, to simplify the exchange of documents between the 2 partners coordinators.

During the second steering committee meeting, on 20 December 2007, a status was made on the launch of the European Heart Health Charter in the countries and a workplan was defined for the preparation of the report which was sent to the European Commission Public Health Executive Agency end of January 2008.

This meeting was also aimed at defining a detailed workplan and retro-planning for the preparation of the first interim technical and financial report to PHEA.

## **3. Dissemination (Work Package 2)**

### **3.1. General dissemination activities**

Since the beginning of the project in April 2007, ESC and EHN have created webpages on their existing website informing about the EuroHeart project. These webpages give an overview of the objectives and work packages that will be developed under this project.

The link to the ESC web page is

<http://www.escardio.org/initiatives/EuroHeart/>

The link to the EHN web page is

<http://www.ehnheart.org/content/itemstory.asp?level0=1456&level1=2096&level2=2097>

Both webpages are cross linked, as such stressing the cooperation between EHN and ESC and the active involvement of both organisations in this project.

The EuroHeart project was the subject of various communications to the ESC members as well as the subscribers to the “my ESC news” electronic bulletin and the quarterly ESC newsletter:

- ESC newsletter November 2007
- My ESC news June 2007

In EHN’s publication “Heart Matters 15” (December 2007) an article was dedicated to the EuroHeart project in general and the launch of the heart charter in particular.

### **3.2. Dissemination of the European Heart Health Charter**

#### **3.2.1. European and national events**

In order to run smoothly the launch of the European Heart Health Charter, it was decided to work with a PR firm which was responsible for the organisation of the event. Considering the budget involved, PR firms were contacted and a tender was organised.

In January 2007, the ESC made contacts with five communication agencies with relevant background in public health and/or European policy to ask them for proposals to launch the European Heart Health Charter at European level. The five agencies were:

- Ligaris (Paris)
- Burson Marsteller (Brussels)

- Ruder Finn (Paris)
- EuroRSCG (Brussels)
- McCann (Brussels)

A brief (in Annex 1) was circulated to the five agencies. Two of them quickly withdrew from the project. The three remaining agencies (Ligaris, Burson Marsteller and Ruder Finn) delivered a first proposal to the ESC team in February 2006. Ligaris did not deliver a presentation that corresponded to the brief so the two others were selected for a final presentation to the European Heart Health Charter Steering Group on 20 February 2007.

The European Heart Health Charter established a list of criteria (see table below) to select the most appropriate proposal, which resulted in the selection of Ruder Finn.

<b>Criteria</b>	<b>Ruder Finn</b>	<b>Burson Marsteller</b>
Media mobilisation	+++	++
Brussels-environment knowledge	+	+++
Understanding target audience	++	+
Creativity	Good feeling	Provocative
“Legs”	+++	+
Immediate impact	+	+++
Logo	++	+
Accuracy	Missing political	Incomplete
Website	+++	+
Addressing our members/alliances	+++	+

*Extract from: Minutes European Heart Health Charter Steering Committee, 20 Feb 2007*

Ruder Finn organised the PR event around the launch of the charter at EU level. Special dissemination tools were developed for the launch of the charter:

- Press kit, including a press release, interview extracts, Q&A
- Charter’s branding material: logo, power point templates, branding guidelines
- Testimonials and interview guides
- A series of document templates: invitations, signatories boards, photographic material, etc
- A dedicated website ([www.heartcharter.eu](http://www.heartcharter.eu)) containing all the above materials as well as the Charter for download, now in 23 languages.

National launches were organised in those countries participating in the EuroHeart project, but also in other European countries not involved in the EuroHeart project (nl Austria, Romania, Bosnia and Herzegovina, Sweden, Switzerland, Spain).

More detailed information on the events organised at EU and national level can be found in the separate report on the launch of the EU charter.

In total the charter has now been launched in 28 European countries.

More details on the national launches can be found on [www.heartcharter.eu](http://www.heartcharter.eu)

### ***3.2.2. Translation of the European Heart Health Charter***

The European Heart Health Charter has been translated in 24 languages. All the languages versions can be consulted on [www.heartcharter.eu](http://www.heartcharter.eu).

### ***3.2.3. Political commitment expressed at the launch of the European Heart Health Charter***

The European Heart Health Charter was launched with the support of the European Commission and the WHO Regional Office for Europe. Commissioner Kyprianou, EU Commissioner for Health and Dr Nata Menabde, Deputy Director of the WHO Regional office for Europe opened the event on 12 June 2007.

The European launch took place in the European Parliament in Brussels, where signatories and invited guests were welcomed by Professor Georgs Andrejevs MEP, co-chair of the MEP Heart Group.

Explicit reference is made to the European Heart Health Charter in the European Parliament Resolution on action to tackle cardiovascular disease adopted on 12 July 2007.

During the meeting of the MEP Heart Group in the European Parliament in Brussels (2 October 2007), Peter Hollins, president of the EHN, highlighted the objectives of the European Heart Health Charter and the need for strong political signals to take action to fight CVD.

Many of the national launches took place in the presence or with the support of Ministers responsible for one or several of the following portfolios: Health, Social Affairs, Youth, Education, Research.

Ministers from the following countries were present or represented at the national launches in their countries: Austria, Belgium, Bosnia and Herzegovina, Cyprus, Estonia,

Finland, France, Hungary, Iceland, Ireland, Italy, Norway, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK.

These European and national developments show a high and widespread political commitment to tackle cardiovascular diseases in Europe.

### **3.2.4. Wider dissemination**

As indicated above, a special website was created to disseminate the launch of the European Heart Health Charter: [www.heartcharter.eu](http://www.heartcharter.eu). On this website all European and national events organised in the framework of the launch of the charter are mentioned.

Belgian media immediately picked up the topic of the Charter's launch on the day of the launch in big local national media:

- Bel RTL, 12 June 2007, morning news from 7 am (repeated each hour)
- RTL/TVI, 12 June 2007, evening news at 7pm
- RTL/TVI, 13 June 2007, "RTL +" show at 12.45 am (online on the following day)

The European Commission mentioned the launch of the charter in its July edition of the Health EU newsletter, which can be consulted via this weblink: [http://ec.europa.eu/health-eu/newsletter/edition\\_0\\_en.html](http://ec.europa.eu/health-eu/newsletter/edition_0_en.html)

as well as on the research DG web section:

[http://ec.europa.eu/research/headlines/news/article\\_07\\_06\\_26\\_en.html](http://ec.europa.eu/research/headlines/news/article_07_06_26_en.html)

WHO has a page on its website dedicated to the European Heart Health Charter: [http://www.euro.who.int/noncommunicable/diseases/20070611\\_3](http://www.euro.who.int/noncommunicable/diseases/20070611_3) Reference to the charter was made in the July Newsletter of WHO.

The Charter was extensively presented to the European public health community participating in the European Health Strategies conference organised in July 2007 by the Portuguese Presidency.

The European Heart Health Charter was presented at the European Forum on CVD prevention 1 September 2007 in Vienna and at the ESC European Summit in Sophia Antipolis in January 2008. At this meeting a Call for Action was launched by 27 health organisations highlighting 3 critical steps towards a Heart Healthy environment according to the principles of the European Heart Health Charter :

1. Creation of a multi disciplinary alliance,
2. Definition of a national strategy (Education, Health Insurance, Primary Care, Hospitals),
3. Evaluation

Ministerial websites:

Slovenia: <http://www.mz.gov.si/nc/en/splosno/cns/news/article/12106/5587/>

National organisations involved in the EuroHeart project have also made links on their own website: Examples are

- Belgium
  - Dutch: [http://www.cardiologischeliga.be/nl/events\\_details.cfm?events\\_id=36](http://www.cardiologischeliga.be/nl/events_details.cfm?events_id=36)
  - French: [http://www.liguecardiologique.be/fr/events\\_details.cfm?events\\_id=36](http://www.liguecardiologique.be/fr/events_details.cfm?events_id=36)
- Estonia: <http://www.sydameliit.ee/index.php?Menu=62>
- Finland : [http://www.sydanliitto.fi/sydanliitto/euro\\_sydanterveyden\\_asiakirja/](http://www.sydanliitto.fi/sydanliitto/euro_sydanterveyden_asiakirja/) and [http://www.sydanliitto.fi/ajankohtaista/news/en\\_GB/pressrelease120607/](http://www.sydanliitto.fi/ajankohtaista/news/en_GB/pressrelease120607/)
- Germany: [http://www.herzstiftung.de/aktuelles\\_charta.php](http://www.herzstiftung.de/aktuelles_charta.php) and [http://www.herzstiftung.de/charta\\_ziele.php](http://www.herzstiftung.de/charta_ziele.php)
- Hungary: [http://www.mnsza.hu/ang\\_charter\\_hu.htm](http://www.mnsza.hu/ang_charter_hu.htm)
- Italy:  
[http://www.trombosi.org/trombosi/ITALIAN\\_EDITION\\_EUROPEAN\\_HEART\\_HEALTH\\_CHARTER\\_april\\_20.pdf](http://www.trombosi.org/trombosi/ITALIAN_EDITION_EUROPEAN_HEART_HEALTH_CHARTER_april_20.pdf)  
And  
[http://www.fondazionecuore.it/download/PRESS\\_RELEASE.pdf](http://www.fondazionecuore.it/download/PRESS_RELEASE.pdf)
- Norway: <http://www.lhl.no/>
- Slovakia: [http://www.sav.sk/index.php?lang=sk&charset=&doc=services-news&news\\_no=1577](http://www.sav.sk/index.php?lang=sk&charset=&doc=services-news&news_no=1577)
- Slovenia
- Switzerland
- UK : <http://www.heartforum.org.uk/1870.aspx> and [http://www.bhf.org.uk/news\\_and\\_campaigning/press\\_office/latest\\_news\\_views/european\\_heart\\_charter.aspx](http://www.bhf.org.uk/news_and_campaigning/press_office/latest_news_views/european_heart_charter.aspx)

Other health NGOs also made reference to the launch of the European Heart Health charter, such as

- EPHA: <http://www.eph.org/a/2664>
- ENSP: <http://www.ensp.org/>
- World Heart Federation: [http://www.world-heart-federation.org/publications/heart-beat-e-newsletter/heart-beat-junejuly-2007/in-this-issue/european-heart-health-charter-launched/print.html?no\\_cache=1](http://www.world-heart-federation.org/publications/heart-beat-e-newsletter/heart-beat-junejuly-2007/in-this-issue/european-heart-health-charter-launched/print.html?no_cache=1)

Medical publications relayed the information on the adoption of the Charter as well:

- European Journal of Cardiovascular Prevention and Rehabilitation, “**The European Heart Health Charter: towards a healthier Europe**”, Jun 2007; 14(3): 355-6, L Ryden, J Martin, and S Volqvartz

- European Journal of Cardiovascular Nursing, “**Back to the future: The Madrid Declaration and the European Heart Health Charter**”, Jun 2007; 6(2): 85-6, T. Jaarsma
- <http://www.heartzine.com/588-Heart-Disease-----Women---s-Biggest-Killer.html>
- <http://www.heartzine.com/595-European-Heart-Health-Charter-Unveiled.html>
- [http://www.innovations-report.de/html/berichte/medizin\\_gesundheit/bericht-85757.html](http://www.innovations-report.de/html/berichte/medizin_gesundheit/bericht-85757.html)
- <http://www.medicalnewstoday.com>
- <http://www.medilexicon.com>
- <http://www.hospitalsworldwide.com>
- Care and Health "New European Heart Health Charter Launched":
  - <http://www.careandhealth.com/Pages/Story.aspx?StoryID=59fa48ec-2c95-45af-ac6d-84c201>
- E Max Health "New European Heart Health Charter Launched":
  - <http://www.emaxhealth.com/80/13091.html>
- Mediplanet, *L'e-news du médecin*, 13 June 2007
- Impact medicine, 20 September 2007

On Google, when searching for “European Heart Health Charter”, over 1400 hits come up, which is indicative of the widespread dissemination that has taken place.

### **3.3. Dissemination under WP 5**

Dissemination activities of this work package will start in April 2009 and will therefore be reported on in the final technical report.

### **3.4. Dissemination under WP 6**

Dissemination activities of this work package will start in October 2009 and will therefore be reported on in the final technical report.

### **3.5. Dissemination under WP 7**

As this workpackage only started in March 2008, dissemination activities will be reported in the second interim report.

### **3.6. Dissemination under WP 8**

As this workpackage only started in December 2007 / January 2008, dissemination activities will be reported in the second interim report.

## **4. Evaluation (Work Package 3)**

At the launch of the European Heart Health Charter, Mr Schinas, Head of Cabinet of Commissioner Kyprianou, invited the originators of and signatories to the Charter to meet one year after the launch to review developments during the first 12 months.

A conference has been scheduled for 15 October 2008 to evaluate the current state of play with regard to the implementation of the actions mentioned in the European Heart Health Charter. Preparations for the organisation of this conference, which will take place in the presence of the new Health Commissioner Mrs Vasiliou are currently being taken care of now.

We will report on this conference in the second technical interim report.

The Karolinska University developed a draft questionnaire to evaluate how politicians, health professionals, health NGOs and administrators see the implementation of the charter and the further development of heart health policy in different countries in Europe. A first questionnaire was sent to a pilot group of people in four countries (UK, Croatia, Portugal and Sweden). The aim of this pilot questionnaire was to see whether a questionnaire could be used to get an opinion on how different groups active in the field of cardiovascular prevention experience the European Heart Health Charter and the see what the discrepancies and similarities are in what they see as important steps towards a better cardiovascular health.

The pilot study was presented and debated at the coordinators' meeting of 12-13 November 2007.

The pilot study allowed to improve the questionnaire. In a second phase (in 2008) the questionnaire will be sent to a wider group of people in more EU countries. The outcome of the questions will be analysed and used as input material for the conference on 15 October 2008.

Since we are only in the first year of the project, evaluation of the other work packages has not taken place yet.

## 5. Launch of the European Heart Health Charter (Work package 4)

A detailed report on the launch of the charter at EU level and at national level was sent to PHEA in January 2008. This report comprises all activities which took place at European and national level in the framework of the launch of the charter in each of these countries between June and December 2007.

We therefore refer to this detailed report for more information on the launch of the European Heart Health Charter.

Although the launch of the European Heart Health Charter was scheduled to take place before 2007, some countries involved in the EuroHeart project have adopted a different timeline to increase its impact.

The launch of the European Heart Health Charter in **the Netherlands** will be part of the launch of the so called United Hearts Project. This is an initiative of the Netherlands Heart Foundation, together with two organisations of cardiologists and patients organisations; more organisations representing other professions close to the cardiovascular field are to be included in the project at a later stage.

The mission of United Hearts is to put prevention, reduction and curing of cardiovascular diseases on the public and political agenda, via advocacy and networking. Promotion of the European Heart Health Charter will be part of this project.

The United Hearts project, including a session on the launch of the charter, will be presented to the Ministry of Health on the 4<sup>th</sup> June 2008. After that there will be an official presentation in 'Nieuwspoor' (the press centre of Parliament), just before or after the recess of Parliament this year.

In **Luxembourg**, the European Heart Health Charter was presented during the "Third national Health Conference" on 07 May 2008. Contacts are established with the Ministry of Health to prepare a national launch.

In **Poland**, although the initial Euroheart project plan mentioned that the WP4/Charter was due to be completed at the end of September 2007, the Polish Cardiac Society decided to postpone the launch of the Charter, due to political circumstances in the country.

However, thanks to the strong dedication and commitment of the Polish Cardiac Society to the Charter, some activities have started during the first-year of the Euroheart project:

The President of the Polish Cardiac Society, Prof. Rynkiewicz, established contact with the representatives of the Polish Ministry of Health. They also try to involve two

Members of the European Parliament. A common press conference in Warsaw is planned to disseminate the idea of the Heart Health Charter. When date of press conference is confirmed, contacts will be made with the Polish Press Agency (PAP) and the main Polish newspapers (at least five titles).

In parallel, during meetings organized by Sections of Polish Cardiac Society, the European Heart Health Charter was presented.

The European Heart Health Charter leaflets, CVD Resolution and the SCORE posters have been printed out (1500 items) (all previously translated to Polish).

The organisation of a "kick-off" meeting around the Charter is planned at the occasion of World Heart Day end of September.

In spite of the delay to launch the Charter in Poland, the Polish Cardiac Society reiterated its strong dedication and commitment to the Heart Health Charter.

## **6. National plans, policies and measures impacting on cardiovascular health promotion and cardiovascular disease prevention (Work package 5)**

### **Objectives**

The objective of this work package is to obtain comprehensive comparable information on policies and measures on Cardiovascular Health (CVH) promotion and Cardiovascular Disease (CVD) prevention, identify gaps and improve awareness of the importance of considering heart health in a wide range of policies and to provide a model for national action plans.

### **Description of the work and methodology**

The work package started in October 2007 and end in September 2009. This section of the report will describe of the work performed between October 2007 and March 2008.

In September 2007 EHN, the main partner in this work package, organised a preparatory meeting with Mike Rayner and Gill Cowburn, researchers at the British Heart Foundation Health Promotion Research Group (HPRG) at Oxford University to discuss and fine-tune the methodology for this work package.

The HPRG prepared a draft questionnaire (analysis matrix), based on the European Guidelines on CVD prevention. The questionnaire was subsequently revised by the advisory board and the national coordinators after the September preparatory meeting and will allow standardised collection of information in 16 European countries.

In October 2007, this questionnaire and the timetable for the work to be performed in this work package were discussed at a first advisory board meeting. The final questionnaire asks for information on the following subjects:

- national organisations responsible for public health and prevention and control of chronic diseases, in particular cardiovascular diseases
- national acts, laws, legislation decrees etc. in place to address public health, prevention of chronic diseases, including CVD, and impact on health determinants
- national policies, strategies or plans on public health, prevention of chronic diseases , including CVD, and impact on health determinants
- national programmes on public health, prevention of chronic diseases , including CVD, and impact on health determinants
- national guidelines on public health, prevention, treatment and care of CVD related illnesses
- national targets, monitoring and evaluation of these targets in the field of public health and relevant to prevention and control of chronic diseases.

A first two-day meeting of all the national coordinators was organised in November 2007. This was a training meeting for the national coordinators to inform them of how to fill in the questionnaire and where and how to collect the requested information. National coordinators were given time till mid February to perform the research work and send back the completed questionnaire to HPRG at the Oxford University.

The HPRG has started the analysis of the information collected and is following up with requests for more detailed or more specific information.

### **Outcomes and deliverables achieved**

In the first months of this work package, national coordinators have focused on collecting the necessary research information. Participants in the EuroHeart project have sent back the information collected to the Oxford University HPRG in February 2008. The HPRG is now in the process of analysing the information and comparing the material received from different countries.

### **Activities planned for the next period**

- A report will be prepared containing the analysis of the information collected. Once the report is available in English, it will be translated in all the languages of the partners involved in the research work. A European conference and national dissemination activities will be organised in April 2009 to communicate the results of the research.
- National coordinators meeting in June 2008.

A second national coordinators meeting is scheduled for 17-18 June 2008. The outcome of the research will be discussed at that meeting.

- Advisory board meeting in October 2008.

A second advisory board meeting for WP 5 is scheduled for 16 October 2008. This board will discuss and fine tune the draft report containing the analysis of the research done. It will also prepare the programme of the European conference to be organised in April 2009.

In the next technical report we will report on these activities.

## **7. Women and cardiovascular disease (Work package 6)**

This work package will start in October 2008. Information will be available in the next interim report.

## **8. Dissemination of HeartScore at national level (Work package 7)**

HeartScore Cyprus was developed according to the Greek calibrated version of HeartScore and translation of the texts in local language validated by the Cyprus Society of Cardiology.

A communication package including promotional materials was prepared by the ESC to support the national launch. It included a factsheet, a Powerpoint presentation, a press release and the HeartScore icon to be posted on the Cyprus Society of Cardiology website with a direct link to their national version hosted the ESC website ([http://www.escardio.org/knowledge/decision\\_tools/heartscore/cy/.](http://www.escardio.org/knowledge/decision_tools/heartscore/cy/))

HeartScore Cyprus was launched on 2-3 February 2008 at the occasion of the 21<sup>st</sup> International Conference on Cardiology. A press conference was organised by the National Coordinator for CVD Prevention for Cyprus, Dr Pambis Nicolaides. All local media were invited (i.e. press, TV stations, and radio stations) for a presentation of the program. A booth was dedicated to live demonstrations of HeartScore and participants had a chance to be informed in greater details and to experience the interactive tool.

The Cyprus Society of Cardiology is currently implementing HeartScore at a national level and informative leaflets have been mailed to all members of the Society.

## **9. Adoption of European Guidelines on CVD prevention to national data and dissemination of national guidelines (Work package 8)**

The Cyprus Society of Cardiology is finalising the endorsement and translation process.

The Slovak Cardiac Society has submitted a request to translate the Executive Summary of the 4<sup>th</sup> Joint Task Force European Guidelines on CVD Prevention to be published in their scientific journal Kardiologia.

The Turkish Society of Cardiology has endorsed the guidelines on 22 February 2008 and has declared their intention to translate the Executive Summary and the Pocket Guidelines.