

Maintaining the Momentum:

A Blueprint for Continued success

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Key factors contributing to the success



Continuous collaboration with decision-makers



Supporting the National Cardiac Societies



Creating & exploiting opportunities for effective communication – Moving Hearts & Minds

Current state of CV Health Plan support in the EU

Trio Presidency of the EU

- The current trio Presidency (Spain-Belgium-Hungary) took a historic step by addressing cardiovascular disease for the first time in the EU's 30-year history.



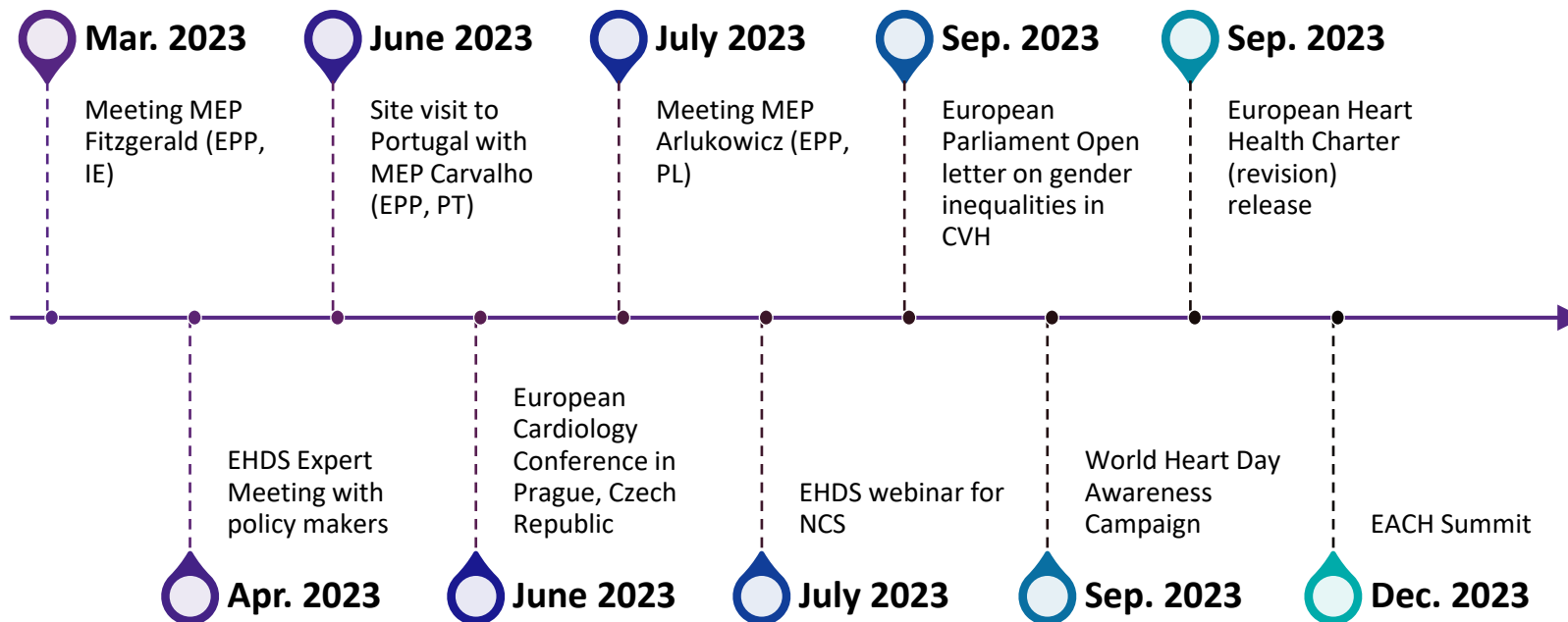
HU Presidency of the EU

- Commitment from the HU Health Ministry to prioritise cardiovascular disease (CVD): High-level Presidency Conference on CVD in July 2024 and Council Conclusions in December 2024.

European Parliament

- EU Cardiovascular Health Plan on Election Manifesto of the largest political group (EPP), announced in recent interview with ESC President and EPP President;

2023 Advocacy activities overview



EACH Summit Strasbourg



NCS were brought to present national data on CVD to their MEPs and demonstrate the urgent need for an EU CVH plan.



Over 100 MEPs from 20 countries signed a pledge and gave interviews.



EPP chair, Manfred Weber showed up to demonstrate EPP support for Cardiovascular Health

- Organised by EACH
- Hosted by MEP E. Łukacijewska (PL, EPP) and R. Maxová (CZ, S&D).
- The largest-ever exhibition on cardiovascular health held in the European Parliament.
- Gathered over 100 representatives from the EACH community.



CVH in all policies: Gender Inequalities



- Meeting with MEP Fitzgerald
21.03.2023
- FEMM Committee letter on CVH
in women

European Health Data Space: Expert meeting



- Organised with the MEP Heart Group
- Joint effort of ESC Advocacy & Regulatory Affairs Committees
- In presence of MEP leading on the dossier within the European Parliament: **Tomislav Sokol (HR, EPP)**
- Topic: **European Health Data Space** for the use and exchange of electronic health data in the EU, and for conducting CV research

The image shows a presentation slide and a tweet. The top part of the slide features a grid of eight portraits of individuals. Below the portraits, the ESC logo is visible, along with the text "Got questions about the European Health Data Space?". A tweet from the MEP Heart Group (@MEPHeartGroup) dated April 26, 2023, is displayed. The tweet discusses prioritizing data sharing for better cardiovascular health outcomes and mentions the #EUHealth, #DataForGood, #EP, and #EuropeanParliament hashtags. Below the tweet, there is a red banner with the text "MEP Heart Group" and a quote: "As policymakers explore technology for better health outcomes, initiatives like EHDS will shape future healthcare policy in Europe. This will lead to better patient outcomes and resilient healthcare systems." A photo of MEP Tomislav Sokol is included, along with his title: "MEP Tomislav Sokol, EHDS Rapporteur, European Parliament". A QR code is located in the bottom right corner, and a footer text says "Follow us on Twitter @mepheartgroup".

ESC
European Society of Cardiology

Got questions about the European Health Data Space?

MEP Heart Group @MEPHeartGroup · Apr 26, 2023
Prioritizing #data sharing for better #cardiovascular health outcomes in the #EU is key to better patient outcomes. Let's continue to work towards a more integrated and collaborative approach to #healthcare across Europe.
#EUHealth #DataForGood #EP #EuropeanParliament

MEP Heart Group

"As policymakers explore technology for better health outcomes, initiatives like EHDS will shape future healthcare policy in Europe. This will lead to better patient outcomes and resilient healthcare systems."

MEP Tomislav Sokol
EHDS Rapporteur, European Parliament

Follow us on Twitter @mepheartgroup

Awareness campaigns: 2023 World Heart Day



Dedicated toolbox to National Cardiac Societies



ESC Dedicated Webpage



European Heart Health Charter: Launch of the revised version



MEPs compiled videos calling for an EU CVH Plan

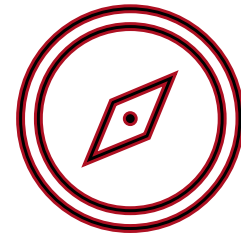


European Parliament FEMM committee letter on gender inequalities in CVH care

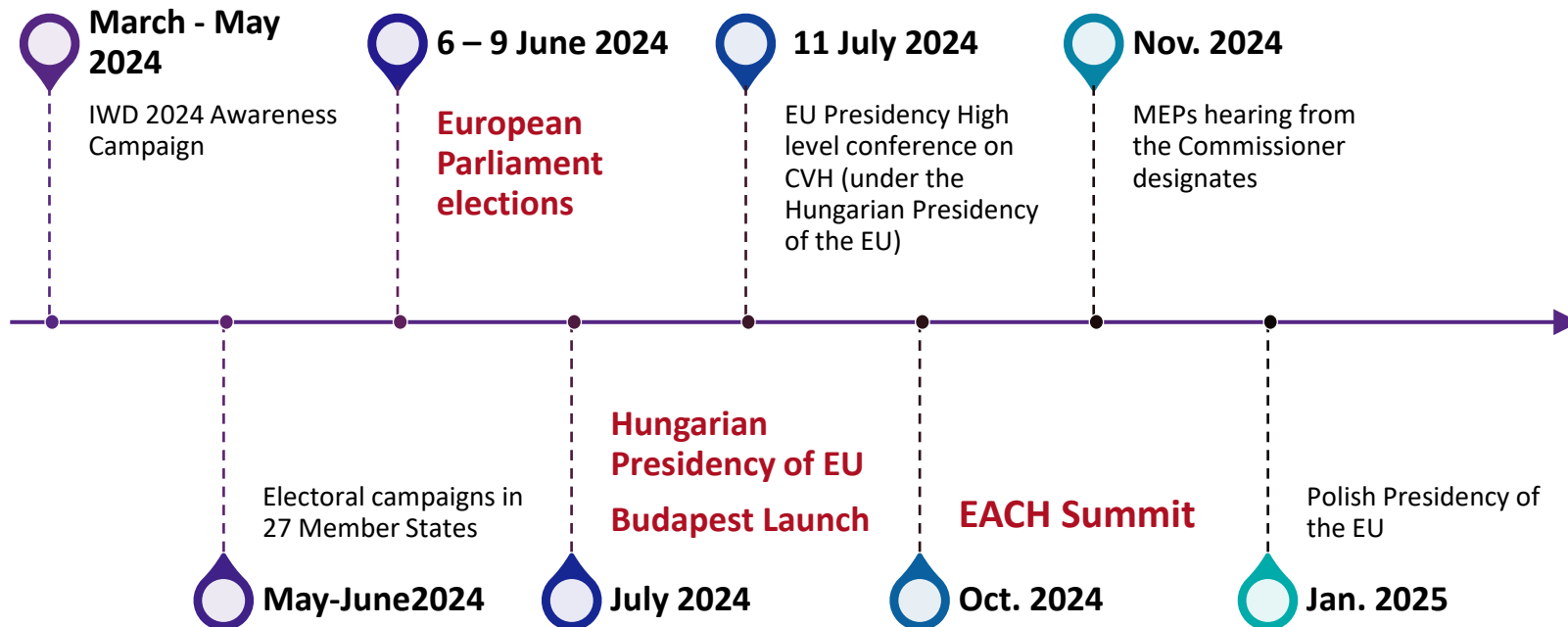


**Building on past achievements –
Planning for the future**

**Developing a blueprint for
continued SUCCESS**



What are the key opportunities ahead?



Awareness campaigns: 2024 International Women Day



Highlight Disparities



One heartbeat, two outcomes:
The EU needs a **plan to tackle gender inequality in cardiovascular health**.

International Women's Day
#tagpreInclusion #WID2024

Promote Vehicle of change: EU Cardiovascular Health Plan



Unlocking **gender-specific solutions for cardiovascular health** is vital.
The EU needs a Plan to ensure no one falls through the gaps.

International Women's Day
#tagpreInclusion #WID2024

Present the STORY & the STATISTICS together



Gender disparities are costing women their hearts.
EU Cardiovascular Health plan can change it.

International Women's Day
#tagpreInclusion #WID2024

2024 Advocacy Work Plan in a nutshell

CARDIOPOLICY

Invest in building advocacy efforts at the National Level



EUROPEAN ALLIANCE FOR CARDIOVASCULAR HEALTH

Lead EACH in prioritising cardiovascular health in the EU and beyond:

EU Cardiovascular Health Plan



HU PRESIDENCY OF THE EU

Lead prioritising of CVH under the HU Presidency of the European Union



EU PRESIDENCIES TRIO

Leverage political momentum, and mobilise resources to promote CVH across EU

EUROPEAN PARLIAMENT AND COMMISSION

Articulate the importance of cardiovascular health to NEWLY elected MEPs and Commissioner designates

