

CALL FOR ACTION

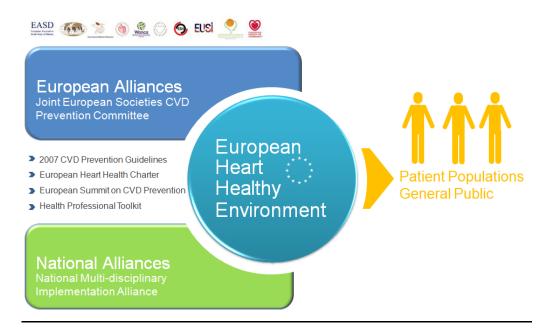
To promote a heart healthy environment in Europe

Following the European Summit on Cardiovascular Disease Prevention, delegates attending the meeting agreed to the following call for action.

Objectives

- 1. To ensure optimal implementation of:
 - a. the European Heart Health Charter (EHHC)
 - b. the Guidelines of the 4th Joint European Task Force on Cardiovascular Disease (CVD) prevention in clinical practice
- 2. To ensure equal access to efficient health care structures for CVD prevention and rehabilitation, adapted to individual CVD risk profiles, throughout Europe
- 3. All European countries are expected to have adopted and launched the EHHC by the end of 2008 and each European country will have a multidisciplinary alliance of health policy makers and representatives of scientific, professional and voluntary societies of agencies dedicated to CVD prevention by the end of 2010.

Committed multidisciplinary partners









A strong partnership of multidisciplinary societies oversees the development and implementation of prevention strategies across Europe. It includes the following professional health organisations:

- European Society of Cardiology (ESC)
- European Heart Network (EHN)
- European Atherosclerosis Society (EAS)
- European Society of Hypertension (ESH)
- International Society of Behavioural Medicine (ISBM)
- European Society of General Practice/Family Medicine (ESGP/FM WONCA Europe)
- European Association for the Study of Diabetes (EASD)
- International Diabetes Federation Europe (IDF-Europe)
- European Council for Cardiovascular Nursing and Allied Professions (ESC CCNAP)
- European Association for Cardiovascular Prevention and Rehabilitation (EACPR)
- European Stroke Initiative (EUSI)

All of these partners have contributed to the writing of the 4th Joint European Guidelines on CVD Prevention in Clinical Practice and most of them are signatories of the European Heart Health Charter.

Call for action - 3 critical steps towards a heart healthy environment

Together, these partners are committed to pursuing the creation of a heart healthy environment in Europe through various **actions at a national level**:

- 1. Each country will create a **multidisciplinary alliance**, which will take actions to implement the European Heart Health Charter (EHHC), in particular articles 9-18 to which each country has subscribed. This alliance will:
 - develop a national strategy to encourage professionals and politicians to find incentives for local populations to make healthy choices (balanced diet, physical activity, avoidance of tobacco)
 - coordinate the implementation of the 4th Joint Task Force guidelines locally, taking into account specific cultural, socioeconomic and medical issues
 - recommend the use of management tools such as the HeartScore program and the Health Professional Toolkit

2. National strategies should include the following areas:

- A. *Education:* educational programs in all schools throughout Europe should promote the integration of a healthy lifestyle (balanced diet, physical exercise, avoidance of tobacco)
- B. *Health Insurance:* an adequate budget should be allocated to health education, preventive care and rehabilitation within national health services. Actions related to CVD prevention should be reimbursed within existing health insurance plans.







- C. *Primary Care:* the contribution of primary care physicians to CVD prevention should be encouraged through the use of tools such as the HeartScore program and the Health Professional Toolkit
- D. *Hospitals:* units treating patients with CVD should provide multidisciplinary prevention and rehabilitation services with particular attention to
 - smoking cessation
 - Healthy eating habits
 - adequate physical exercise
 - health education programs involving patients as well as their families
 - follow-up ensuring adherence to lifestyle changes and compliance with lifelong drug therapies

3. Evaluation

The national implementation of the EHHC and of the 4th JTF guidelines should be evaluated at regular intervals and should include:

- definition of an evaluation base-line performed by the national multidisciplinary alliance
- countries should be encouraged to keep registers of CVD morbidity and mortality
- countries should survey CV risk factors (obesity, diabetes, high blood pressure, tobacco consumption) and total CV risk

Next meeting

Each year, a **European Forum on CVD Prevention** is organised during the ESC Congress where prevention experts, partner organisations and National Coordinators for CVD Prevention share their experiences on practical strategies to implement the European Guidelines on CVD Prevention and to influence policy makers on a national level.

The **2008 edition in Munich** will take place on **Saturday 30 August** and will primarily focus on reporting and providing first measurements on the implementation activities undertaken since the European Summit on CVD Prevention and following the Call for Action both on professional and political level.

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