

RAISING CARDIOVASCULAR HEALTH AS A PRIORITY ON THE EU POLICY AGENDA

2019 CVD Prevention Summit , EHH - 16 November 2019

- **Session 5: Influencing National and European Policies**
Prof Lina Badimon, ESC Advocacy Committee Chair

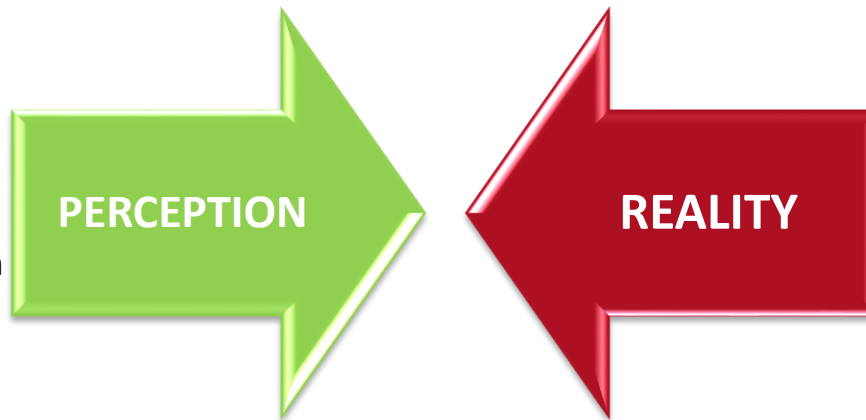
Why ESC Advocacy?

CVD IS UNDERESTIMATED & IGNORED BY DECISIONMAKERS

❑ CVD is a lifestyle disease which is fully preventable

❑ CVD is not too bad (can be cured, not too painful, not debilitating)

❑ Only old, fat, smoking, alcoholic men get CVD...and it is their "fault"



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NO DEDICATED POLICY ACTION
NO DEDICATED FUNDING

=

**NO SUPPORT BEYOND MEDICAL
COMMUNITY TO TACKLE CVD!**

❑ Genetics plays an important role in CVD

❑ CVD remains the n°1 killer (~47% of all deaths in Europe; more deadly for women than men!)

❑ CVD is closely linked to health inequalities, with more CVD-related deaths in women than men, and in middle-income countries

Why ESC Advocacy?

ESC ADVOCACY IS NEEDED TO ACHIEVE ESC MISSION

- ❑ Ensure **decision-makers' understanding of CVD**
- ❑ Entrench **CVD as a public health priority** on decision-makers' agenda
- ❑ **Bridge science and policy**
 - promote evidence-based policy
 - shape policy and regulation which will favour CV health
 - guarantee ESC recognition as go-to interlocutor for decision-makers
- ❑ **Increase funding** for CVD research and innovation

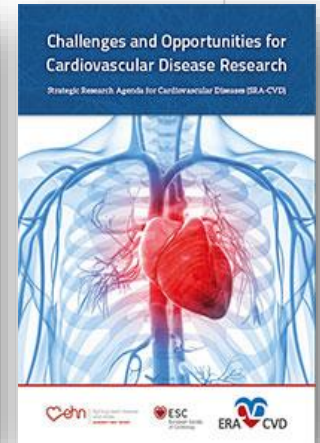
Work with NCS to advocate for CVD with decision-makers (1)

“Tools” for Advocacy Outreach at National level

✓ **Atlas of Cardiology Advocacy booklet** presented to all NCS @ ESC Congress:

- Includes **Advocacy Call to Action** addressing policy makers
- Allows to **compare data on CVD risk factors** across ESC member countries

✓ **Strategic Research Agenda for CVD** publication shared with all NCS to advocate for CVD research



Work with NCS to advocate for CVD with decision-makers (2)

“EU PRESIDENCY TASK FORCE” WITH NCS FOR UPCOMING EU PRESIDENCIES

- ✓ Advocacy Roundtable at EuroPrevent 2019 with PT former Health Ministers to discuss how to draw policymakers’ attention to CVD
- ✓ Meeting with Croatian Health Minister to discuss possible EU Ministerial activity on CVD under Croatia in Spring 2020
- ✓ Mobilisation of next EU Presidency Trio (DE –SL– PT) via Advocacy liaisons & NCS to include CVD on the trio programme and prepare for dedicated activities on CVD in 2020/2021





Placing CVD on the EU agenda

The leadership of the Croatian National Cardiac Society and Professor Lina Badimon, ESC Advocacy Chair, met the Croatian Health Minister on 28 October in Zagreb.

Make the case for CVD to be higher on the policy agenda post EU elections (1)

BUILDING RELATIONSHIPS WITH “NEW” EU DECISION-MAKERS

- ✓ **Letters sent to ~200 Members of the European Parliament** on the burden of CVD, the need of EU action on CVD and how the ESC can assist them with scientific knowledge in support of policy making
- ✓ Meeting with new **European Commission Director General for Health** (Spring 2019)
- ✓ Open Letter to **Stella Kyriakides, EU Commissioner-designate for Health** on World Heart Day
- ✓ Meeting with **Maryia Gabriel, EU Commissioner-designate for Research** in early December



European Society of Cardiology News @ESCcardioNews · Sep 27

On #WorldHeartDay promise to make #cardiovascular #health a priority! Heart disease is the first cause of death in the #EU. @escardio calls on @kyriakidestella @EU_Commission @EU_Parliament to act bit.ly/2n9Gx5q

Make the case for CVD to be higher on the policy agenda post EU elections (2)

- ❑ **BLUEPRINT FOR EU ACTION ON CVD** to be promoted widely to EU decision-makers, proposing specific actions that the EU can take to address CVD – **Calls for several EU actions on prevention**
- ❑ Letters sent to all Members of the European Parliament on the **RE-ESTABLISHMENT OF THE MEP HEART GROUP FOR 2019-2024**, asking to become supporters + launch event in the European Parliament (early 2020)
- ❑ **ESC PATIENT FORUM** to leverage the voice of CVD patients and to associate patients to ESC activities to better achieve our mission of reducing the burden of CVD



Dear Professor Fraser, FESC



The ESC Advocacy Team

The aim of ESC Advocacy is to bring CVD health higher up on decision-makers' agenda and to leverage the knowledge of the cardiology profession to promote policy and regulation favourable to CVD health.

Read the CardioPulse [article](#) by Professor Lina Badimon, ESC Advocacy Chair, explaining why ESC Advocacy is important and the Advocacy Committee's Roadmap for 2019-2020 activities.



Placing CVD on the EU agenda

The leadership of the Croatian National Cardiac Society and Professor Lina Badimon, ESC Advocacy Chair, met the Croatian Health Minister on 28 October in Zagreb.

As Croatia prepares to hold the rotating Presidency of the EU Council during the first half of 2020, the group discussed how we can move CVD higher up the EU agenda. Contact [Christina Dimopoulou](#) for more information.



Advocating for CVD research

Calling for increased CVD research funding is amongst our core priorities. To support this, the engagement of ESC National Cardiac Societies is a prerequisite, as their role is instrumental to



Experts in high risk CVD devices sought

The European Commission is building a pool of experts in medical devices. This expert panel will advise regulators on the clinical evidence and evaluation of high-risk cardiovascular devices under the new EU Medical Devices Regulation.

Have you applied yet? Review the [call](#) and [apply](#) before 24 November.



Shaping health technologies regulation

Ensuring that appropriate regulation is in place so that patients and healthcare professionals have timely access to innovative, safe and effective health technologies is a priority for the ESC.

Read the recent CardioPulse [article](#) from Piotr Szymański, Alan Fraser and Lina Badimon.



Slashing the red tape around clinical trials

The ESC participated in a consultation event at the U.S. Food and Drug Administration last month, looking at the revision of the international Good Clinical Practice (GCP) standards for the design and conduct of clinical trials.

The event was an opportunity to reiterate our longstanding call for an urgent and radical revision of these standards, which are too complex and fail to produce the intended benefit for CVD patients. Find out more.



Have your say on the future IMI

Five health industry associations are currently discussing the creation of a new Public-Private Partnership, that will replace the Innovative Medicines Initiative (IMI), under Horizon Europe.

Heart Healthy Cities and Public Awareness Raising at ESC Congress

☐ ROUND TABLE WITH POLITICIANS AND SCIENTISTS ON ADDRESSING THE URBAN CVD CHALLENGE

- ✓ Kick-off on 2/09 @ ESC Congress 2019 with FR NCS, Paris, Amsterdam & London
- ✓ to encourage identification of concrete actions to tackle urban CVD challenge
- ✓ to raise CV Health high on the political agenda

☐ PUBLIC EVENT @ ESC Congress to raise CVD awareness among general public, in partnership with French Society of Cardiology & Paris City Hall

HEART
HEALTHY
CITIES[®]



400 décès par
jour en France
dus aux maladies
cardiovasculaires

Seule 1 personne
sur 10 survit à un
arrêt cardiaque

Souhaitez-vous savoir quelles actions
mène la Ville de Paris pour réduire le
risque de maladies cardiovasculaires ?

Participez à la conférence-débat

Villes engagées pour un cœur en bonne
santé: Le cœur de Paris bat plus fort

Lundi 2 septembre de 14h00 à 18h00 dans les
salons de l'Hôtel de Ville de Paris

Avec des experts scientifiques de renommée
internationale et des élus, débattrez sur :

- la pollution de l'air en tant que facteur de risque
aggravant les maladies cardiovasculaires
- les mesures à prendre pour augmenter les chances
de survie après un arrêt cardiaque

Admission et inscription (obligatoire):

www.villes-engagees-pour-un-cœur-en-bonne-santé



Linking CVD prevention to EU e-health agenda

POLICY

❑ ESC (advocacy) member of the European Commission's eHealth Stakeholder group providing expert advice in key areas:

- ✓ Care continuum
- ✓ Citizen and health data
- ✓ Reimbursement of digital health products and solutions



**Currently re-applied
to renew our
membership**

EU RESEARCH PROJECTS

- ❑ CATCH ME project : New mobile app to support patient care
- ❑ BigData@Heart project: To inform on better prevention strategies for the treatment of HF,ACS, HFA
- ❑ Coroprevention project with EAPC involvement

DON'T MISS OPPORTUNITIES ON THE UPCOMING DIGITAL EUROPE PROGRAMME

Advocate for targeted action addressing CV risk factors



☐ ESTABLISH A NEW FRAMEWORK OF COLLABORATION WITH WHO

- ✓ Application as regional non-State actor tbc
- ✓ Would entail a 3-year workplan covering areas of mutual interest (including CVD prevention & rehabilitation)



☐ PRESS FOR EVIDENCE-BASED POLICY ACTION ON E-CIGARETTES

- ✓ Convey to decision-makers evidence produced by ESC/EAPC when available
- ✓ Input into European Commission scientific report on e-cigarettes

☐ ENCOURAGE EU ACTION FOR THE PREVENTION OF CHRONIC DISEASES

- ✓ Active participation in the European Chronic Disease Alliance (ECDA)

ecda

United to reverse the rise in chronic disease

European
chronic
disease
alliance



REGULATORY AFFAIRS COMMITTEE

- ✓ **Medical Devices:** ESC representation in 6 new technical groups of the European Commission preparing the implementation of EU MDR; creation of EU MDR expert panel on circulatory diseases
- ✓ **Clinical Trials:** pushing for review of the international standard (ICH-GCP) for the conduct of clinical trials, working collaboratively with the Wellcome Trust
- ✓ **Pharmaceuticals:** ESC representation on EMA stakeholder groups & response to 3 EMA consultations
- ✓ **Health Technology Assessment:** advocacy outreach to EU decision-makers in favour of EU cooperation on clinical HTA
- ✓ **Task Force w BioMed Alliance** for the involvement of healthcare professionals in regulatory science & the promotion of common positions
- ✓ **Task Forces with EHRA & EACVI (new)** to evaluate impact of GDPR on CIEDs and diagnostic imaging devices

STATEMENTS & PUBLICATIONS

ESC Statement on the European Parliament's Committee on Environment, Public Health and Food Safety (ENVI) vote on Health Technology Assessment (HTA) (September 2018)

Joint Statement: European Doctors Unite to Demand Policymakers' Support For EU-Level HTA (October 2018)

ESC Advocacy works! Promoting cardiovascular health through public policy (EHJ, 07 April 2019)

Open Letter to EU Health Ministers: Patients and doctors call for urgent investment to ensure that the EU Medical Devices Regulation is implemented on time (June 2019)

Working together to advocate for cardiovascular research funding (EHJ, 21 July 2019)

The new Medical Devices Regulation is just around the corner (ESC Congress News, 1 September 2019)

Heart Healthy Cities: Reducing the urban CVD burden (ESC Congress News, 1 September 2019)

Why the world's biggest killer misses out on vital research funding (ESC Congress News, 2 September 2019)

How will data protection impact remote monitoring? (ESC Congress News, 3 September 2019)

Advocacy and Access: How the European Society of Cardiology is Building Healthy Relationships with Brussels (EHJ, 1 October 2019)

European Society of Cardiology Advocacy: Promoting cardiovascular disease on decision-makers agenda (EHJ, 01 November 2019)

INITIATIVES DIRECTED TO EDUCATE THE PUBLIC

