



## GLOBAL **HEART FAILURE** AWARENESS PROGRAMME

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**Endorsement meeting**  
**Athens, Greece**  
**16 May 2014**



**HEART FAILURE  
ASSOCIATION  
OF THE ESC**



**EUROPEAN  
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# Future plans

## Global Heart Failure Awareness Programme

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The Global Heart Failure Awareness Programme is supported by Novartis Pharma AG and SERVIER, in the form of an unrestricted educational grant



GLOBAL **HEART FAILURE**  
AWARENESS PROGRAMME



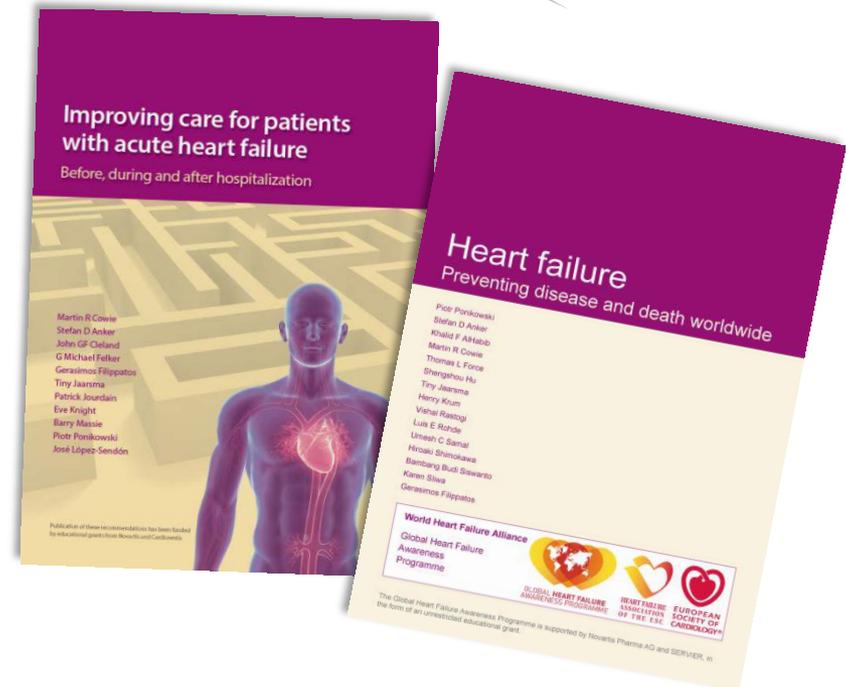
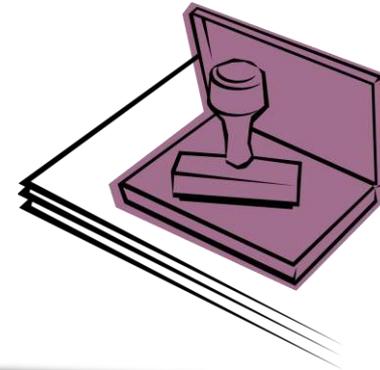
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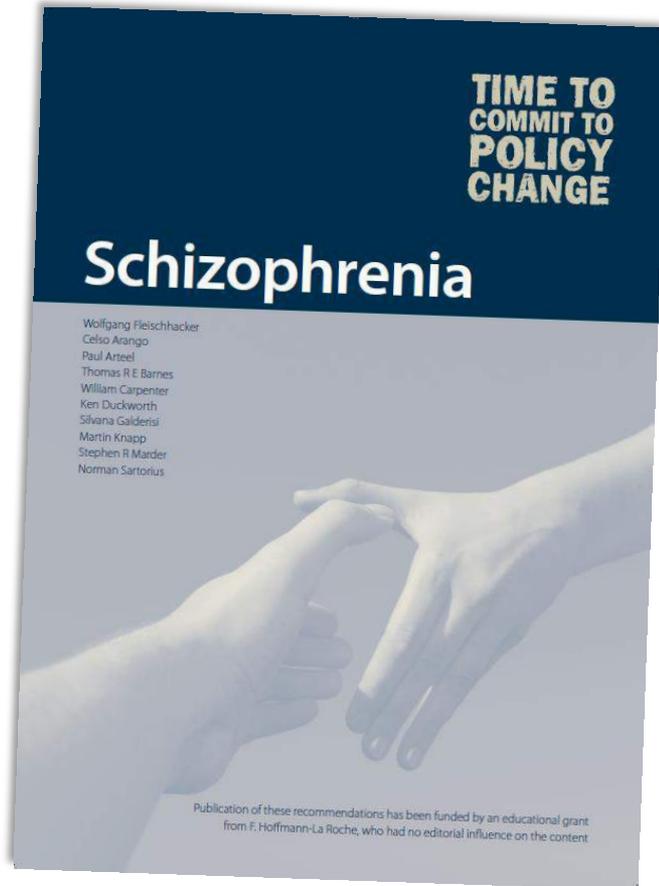
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# Endorsement of the documents: local engagement to drive uptake

- Endorsement by respected professional and advocacy bodies carries great weight
- We invite endorsement
  - Global
  - National
  - Local
  - Multidisciplinary
- The HFA will follow up with national members
- Which other groups should be invited to endorse?
  - Who should approach them?



# Endorsements obtained by our partner agency for an unrelated policy report



[www.oxfordhealthpolicyforum.org](http://www.oxfordhealthpolicyforum.org)

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# Phase 2 activities 2014–2018





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### Discussion



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# Driving uptake of the recommendations at local, national and international levels



Promote heart failure prevention

- Which organizations could lead a public awareness campaign?

Ensure equity of care for all patients

- How could we collaborate with policy-makers to improve equity of care?

Support and empower patients and their caregivers

- What role should governments or policy-makers have in supporting patients?

Promote heart failure research

- Which organizations would fund this, and how can we encourage them?