

EUROHEART

Grant Agreement 2006330

**Interim report on Work Package 4
“Launch of the European Heart Health
Charter”**

JANUARY 2008



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1. Report on the launch of the European Heart Health Charter at European level

1 Introduction

The European Heart Health Charter was launched on 12 June 2007 in the European Parliament in Brussels. It brought together officials representing the partners behind the Charter, i.e. the European Commission, the World Health Organization – Europe, the European Society of Cardiology and the European Heart Network, as well as the fourteen signatories to the Charter, all pan-European NGOs, from the medical field or acting in the health promotion area.

2 The Event

Preparation of the event

Before the event, visual elements had been developed to give a unique identity to the Charter. Among them a logo and a tagline were developed, giving each national partner the possibility to use it and translate the tagline. Branding guidelines were developed alongside to help guarantee the proper use of the logo.

The launch of the European Heart Health Charter

The event was organised so that most elements could be adopted and adapted for each national launch. It consisted of a balloon release on the outside of the European Parliament's premises, to give a festive flavour as well as to give visual material for media. A classroom of children aged 11-12 had been invited to represent the future of cardiovascular health. They all wore a T-shirt bearing the logo of the European Heart Health Charter. The presence of children also gave a emotional flavour to the event, allowing invitees and media to realise the impact of the future health of European that the European Heart Health Charter is expected to have.

The outside event was followed by a conference in the European Parliament where all present (including press and media representatives) were invited. Dr Georgs Andrejevs MEP welcomed the guests in the European Parliament and expressed his strong support for the European Heart Health Charter. The four partners behind the Charter (ESC, EHN, European Commission and WHO regional office for Europe) all shared with the public the rationale of the Charter and their expectations for the future. They underlined the role of the signatory organisations as well as the necessary adoption of the Charter by all European countries.



In the framework of the launch of the European Heart Health Charter a Round table was organised. The purpose of the Round table was to bring together for the first time all organisations that have signed the Charter (see below). Jill Farrington presented the WHO strategy for the prevention and control of non-communicable diseases. Michael Hübel outlined the Commission's policies and objectives in the field of heart health and the EU public health policy. John Bowis MEP outlined the initiatives taken by activities of the European Parliament in the field of health in general and heart health in particular. At the Round table, success stories and future actions that could be taken by all the signatories were also discussed. Concrete examples were presented by Professor Pekka Puska (lessons from North Karelia), Professor Torsten Lauritzen (health tests and health talks by general practitioners reduce the rate of people with high risk of cardiovascular disease) and Dr Peter Kearney MD (smoking ban in Ireland and its impact on incidence of acute heart disease)

3 The signatories

The event brought together approximately 125 persons, out of which representatives of the fourteen signatory organisations:

- WONCA Europe
- Comité Permanent des Médecins Européens / Standing Committee of European Doctors (CPME)
- European Institute for Women's Health (EIWH)
- European Men's Health Forum (EMHF)
- European Network for Smoking & Prevention (ENSP)
- European Public Health Alliance (EPHA)
- European Health Management Association (EHMA)
- EuroHealthNet
- European Atherosclerosis Society (EAS)
- European Society of Hypertension (ESH)
- European Association for the Study of Diabetes (EASD)
- International Society on Behavioural Medicine (ISBM)
- European Association for Cardiovascular Prevention and Rehabilitation (EACPR)
- ESC Council on Cardiovascular Nursing and Allied Professions (CCNAP)

On the occasion of the launch, the Charter was printed in 3000 copies which were distributed among signatories, associated partners and media, members of the European Parliament and representatives of Member States.

The Charter has been widely disseminated also thanks to a great number of translations: to date, it has been translated into **21 languages in addition to the English version.**



A dedicated website (www.heartcharter.eu) was developed and published on the internet, along with a series of tools available for download:

- Press kit (incl. Press release in English, interview extracts, Q&A)
- Charter in 22 languages
- Charter's branding (logo, powerpoint template, etc) and branding guidelines
- Testimonials and Interview guides
- Series of documents' templates (invitation, signatories' board, etc)

The press coverage has been very satisfactory from a local point of view, with an extensive coverage from Brussels-based media (TV, radio, press). The event was not as picked up as expected from international media but this is being compensated by the coverage done on the occasion of each national launch.

4 Next steps

The European Heart Health Charter will serve as a basis to mobilise all stakeholders, whether health promotion organisations, medical and scientific communities, policy makers, whether at national or European level, boost and foster the adoption of more policies contributing to heart health in Europe.

The European Parliament clearly marked its support to this commitment on 12 July 2007 by approving with an overwhelming majority a Resolution on Action to tackle cardiovascular disease that actually refers to the European Heart Health Charter.

In addition, some members of the European Parliament created end 2007 the “MEP Heart Group” aiming at promoting measures that will help reduce the burden of CVD in the European Union and raising awareness of the disease amongst target audiences.

While addressing the audience at the official launch of the Charter, the European Commission offered to hold a meeting at the Berlaymont building on the first anniversary of the Charter, with all the signatories and partner organisations. This meeting, to be held early in the autumn 2008, will pave the way for future actions on CVD prevention and CVH promotion at European level.

In particular, the European community involved in heart health promotion feels strongly that the time has come for the Council to adopt recommendations. The strong movement of European countries behind the Charter will hopefully help in reaching this objective over the next couple of years.



2. Report on the launch of the European Heart Health Charter in Belgium

1 Introduction

The Belgian Heart League and the Belgian Society of Cardiology took the initiative to organise the official launch of the European Heart Health Charter on the 23rd of October 2007.

2 The Event

Preparation of the event

Preparatory meetings:

- 27/06/07: preparatory meeting about listing of all necessary documents to be printed
- 13/07/07: preparatory meeting about all necessary documents to be printed
- 26/07/07: meeting with Prof Berkenboom, Chair of the Belgian Society of Cardiology
- 08/08/07: meeting with Prof Guy De Backer, chair of the National Task force on CVD prevention, in order to list all possible guests and signatories
- 11/09/07: preparatory meeting about mailings to be done
- 12/10/07: preparatory meeting about finalisation press kit, scenario, paperboard
- 17/10/07: meeting with Dr Wijns, chair of EU Relations Committee of the European Society of Cardiology
- 18/10/07: preparatory meeting about concrete scenario
- 22/10/07: meeting at the location on the 22nd of October 2007

Preparatory tasks:

- Making list of possible locations, caterers, guests, signatories, speakers, schools involved
- Drawing up all necessary documents (charter, invitation, special documents for signatories, press kit, board of all signatories with their logos)
- Contacting signatories in order to get their agreement to sign, to know who will sign and who will be present on the 23rd of October; to get information from their organisations for the press kit
- Contacting speakers (e.g. Ministries) and agreeing on the content and timing of their explanation
- Contacting possible locations, caterers, printers
- Updating press lists (French, Dutch)
- Collecting logos of signatories for the paperboard of the charter
- Making copies for press kits



- Composing press kits

The launch of the European Heart Health Charter

The Belgian Heart League and the Belgian Society of Cardiology organised a meeting with the signatories and invited journalists at the same time.

Date: 23rd of October 2007

Place: Paleis der Academiën, Ingang A - auditorium Baron Lacquet, Hertogstraat 1, 1000 Brussels

Because the elections of the 13th of June for a new Belgian federal government didn't seem to result in a new government very soon, we postponed our event to the 23rd of October 2007. Fortunately the Ministers of Health of the regions who are responsible for prevention were present.

The charter was translated in French and Dutch.

Guests/signatories:

- Regional ministers of Health
- Members of the National Task Force on CVD Prevention (Domus Medica, Société Scientifique de Médecine Générale, Belgian Lipid Club, Vlaamse Diabetes Vereniging vzw, Association Belge du Diabète, Comité Belge de lutte contre l'Hypertension)
- Associations concentrating on nutrition: VBVD, UPDLF and national respiratory association: VRGT, FARES
- Co-ordinator of the National Food and Health Plan for Belgium, a federal institution
- Presidents of the regional institutions for health promotion
- President of the Commission of Health of the federal Parliament

Other Guests:

- speakers active in Cardiology
- politicians: cabinets of different ministries, deputies of the Commission of Health of the federal Parliament
- patient organisations
- federal and regional institutions
- provincial deputies of health
- federations of the pharmaceutical industry



As witnesses and ambassadors of the signature of the charter, one class of a French speaking school and one class of a Dutch speaking school were present with their self-made drawings of cardiovascular prevention.

Who attended the event

- 200 invitations have been sent and 85 people attended the event.
- Speakers: Dr. Freddy Van de Casseye, Belgian Heart League; Prof. Dr. G. Berkenboom, Belgian Society of Cardiology; Dr William Wijns, European Society of Cardiology; Prof. Dr. Guy De Backer, National Joint Task Force on CVD prevention
- Regional Ministers of Health: Steven Vanackere (Flemish Community) and Cathérine Fonck (French Community)
- The president of the Health Committee within the Federal Parliament: Muriël Gerckens
- All signatories were present with a small delegation and signed the charter (exc. UDPLF). (see list above)
- Some patient organisations,...
- 3 journalists

Publicity material:

Press releases to the general and medical press were sent out (see annexes)

The event was posted on the website of the Belgian Heart League and can be accessed via the following links:

- Dutch: http://www.cardiologischeliga.be/nl/events_details.cfm?events_id=36
- French: http://www.liguecardiologique.be/fr/events_details.cfm?events_id=36

The event was also posted on the special website dedicated to the launch of the charter www.heartcharter.eu under the section “charter community”.

Outcome of the event

What was the result of the launch of the charter?

- Number of press items:



- La Libre Belgique,
 - Les échos du Coeur (newspaper of the patient organisation “Atout Coeur”, Liège
 - Heart & Arteries, (Magazine of the Belgian Heart League, November 2007)
- Website publicity:
- http://www.cardiologischeliga.be/nl/events_details.cfm?events_id=36
- http://www.cardiologischeliga.be/fr/events_details.cfm?events_id=36

3 The signatories

Group 1: associations

- National Task Force on CVD prevention: this organisation has a European equivalent and is composed of organisations active in the field of CVD prevention: members (see *)
 - * Domus Medica vzw-secretariat : represent the general practitioners in the Flemish region
 - * Société Scientifique de Médecine Générale : represent the general practitioners in the French speaking region
 - * Belgian Lipid Club
 - * Vlaamse Diabetes Vereniging vzw
 - * Association Belge du Diabète
 - * Comité Belge de lutte contre l'Hypertension
 - * Belgisch Hypertensie Comité
-
- FARES asbl (French) and VRGT (Flemish): organisations acting against smoking
 - UPDLF (French) and VBVD (Flemish): organisations dealing with nutrition
-
- Belgian Heart League, Belgian Society of Cardiology

Group 2: political institutions

- Plan National Nutrition Santé -Nationaal Voedings-en Gezondheidsplan: Laurence Doughan, advisor of the Federal Minister of Health (not appointed dd 23rd of October)
- President of the Health Committee of the federal Parliament (because of the lack of a federal government): Muriël Gerckens
- Regional Ministers of Health: M. Steven Vanackere, Vlaams minister van Welzijn, Volksgezondheid en Gezin; Ms Cathérine Fonck, Ministre de la Santé, de l'Enfance et de l'Aide à la Jeunesse : they are active on health prevention



- Regional Institutes for Health Promotion: Vlaams Instituut voor Gezondheidspromotie vzw ; Conseil supérieur de Promotion de la Santé

Procedure for new potential signatories:

When new potential signatories contact us, we send them the text of the charter and the list of all past signatories at the launch of the Charter. We send them a document which will be signed by their president to allow us to add them to the list of signatories, mentioned on our website.

The new federal Health Minister (when appointed), the German Community and all provincial deputies of Health & Governors of the province will be contacted with the request to sign the charter.

4 Next steps: Opportunities:

- Reactivation of the National Task Force on CVD prevention
 - Follow-up meetings and regular meetings
 - Platform for implementation of guidelines
- Set up of the European Heart Biking Tour in 2008 (promotion of physical activity with cardiologists, provincial health authorities).
- Establish contact and regular meetings with Health Committee of the Belgian Parliament
- Promotion of multidisciplinary approach for CVD prevention through the 40 CV revalidation centres.
- Project of an adapted version of the European Heart Health Charter for the general public which can be signed at every event during the celebration of the 40th anniversary of the Belgian Heart League.

In attachment:

- invitation event
- reply card event
- charter (French + Dutch)
- press release (French + Dutch)
- paperboard signatories charter
- press items (La Libre Belgique, Les Echos du Coeur, Objectif Cœur, Heart & Arteries)



3. Report on the Launch of the European Heart Health Charter in Cyprus

1 Introduction

The event with title: ‘European Health Charter Ceremony’ was organized by the Cyprus Society of Cardiology under the strict supervision of Dr Pambis Nicolaides who was also responsible of the overall organization of the event.

The event took place on the 2nd of October 2007 in the Cyprus Parliament under the hospitality of the President of the Cyprus House of Parliament, Mr Demetris Christofias. The inspirer of the Ceremony was Mr Markos Kyprianou, the European Commissioner for Health in the European Union.

2 The Event

Preparation of the event

The event required a preparation of five weeks prior to the day of the event. During these five weeks two meetings at Hilton Hotel in Cyprus took place with ten participants. During these meetings the majority of the Board Members of the Cyprus Society of Cardiology were present as well the an employee from the sub-contractor company, Top Kinisis Travel Plc, and several organizational issues such as design of invitations, posters, files, cocktail menus etc were thoroughly discussed and decisions were taken.

The launch of the European Health Charter Ceremony

The event promoting the European Health Charter was a ceremony which was launched by senior members of the Cyprus’ Parliament, journalists and doctors members of the Cyprus Society of Cardiology. There were four guest speakers who gave a brief speech during the ceremony and were as follows:

- **Mr Demetris Christofias**, President of the Cyprus House of Parliament
- **Mr Costas Kadis**, Minister of Health of the Republic of Cyprus
- **Mr Markos Kyprianou**, European Union Commissioner of Health
- **Dr Pambis Nicolaides**, President of the Cyprus Society of Cardiology
- **Dr Charis Fessas**, Secretary of the Cyprus Heart Foundation

The European Health Charter Ceremony was presented in Greek and there were 75 – 85 participants during the ceremony.



The ceremony was published in the quarterly news letter of escardio.com and several photographic material were sent in November to Ms. Sophie O' Kelly, coordinator for External Affairs within the European Society of Cardiology. However, the event was not yet published on the website www.heartcharter.com and we plan to post the event the soonest possible. Also, the event was published in a number of newspapers and electronic files of the newspaper are attached to this email.

Outcome of the event

The event was published on the 3rd of October 2007 in the following newspapers:

- Alithia Newspaper
- Phileleftheros Newspaper
- Haravgi Newspaper

Also the event was published through the following television channels during the main news of each TV-Station:

- ANT1 TV
- SIGMA TV

Please note that evidence of publication of the event to the above media is also attached to this email.

As far as signatories are concerned the four key speakers mentioned in Section 2.2 were asked to sign the Ceremony's Banner a photograph of which is also attached to this email.

3 Next Steps

The main aim of the Charter was to promote and educate at the same time the usefulness of a healthy heart to the people of Cyprus. The fact that statistically one out of two Cypriots die annually mainly because of heart problems made the particular ceremony attract a lot of people and a lot of interest has been noticed.

Also, the promotion of the event through the media also increased the promotional level of the ceremony reaching a vast majority of Cypriots who responded positively on the event.

However, changing nutrition habits of Cypriots is extremely difficult hence the increasing number of deaths due to heart problems. Educational material regarding the health of the heart and promotional displays and ceremonies should be carried on, on a more regular basis. This is done in order to try and persuade Cypriots to 'shift' their eating habits and lifestyle and needs a lot of effort from the people involved.



In conclusion, the promotion of the 'European Health Charter' in Cyprus was a big success with a lot of positive correspondence from both individuals and the media, an action which clearly proves the sensitivity and the attention paid to this particular field.



4. Report on the launch of the European Heart Charter in Denmark

1 Introduction

The launch of the charter in Denmark, in the form of press releases and other initiatives was organized by the Danish Hearth Foundation.

2 The Event

Preparation of the event

Information and discussion meetings took place. In the meetings participated the Danish Hearth Foundation, a number of other relevant patient organisations and relevant scientific societies.

All the organisations in question support the charter. For further information please look at the answer to question no. 3.

Also a number of press events were organized.

The launch of the European Heart Health Charter

The charter was translated into Danish. Press releases were sent out and the Medias were contacted.

Outcome of the event

The Charter was mentioned in television and the chairman of the Danish Hearth Foundation was interviewed. Also the Charter was mentioned in 18 national/local online news/websites.

Television

TV2

National online news/websites

TV2 Finans Online

Ritzaus Bureau

Ritzaus Online

The Danish Hearth Foundation

Politiken

Jyllandsposten

Ekstrabladet



Information
Berlingske Tidende

Lokal online news/websites

Fyns Stiftidende
Jyske Vestkysten
Nordjyske
Herning Folkeblad
Fredericia Dagblad
Stiften
Viborg Folkeblad
Vejle Amts Folkeblad
Horsens Folkeblad
Dit Centrum

Others

The charter was mentioned in the newsletters of The Danish Hearth Foundation

3 The signatories

A number of Danish scientific societies and patients organisations agreed to sign the charter.

Scientific societies:

Association for Cardiovascular Prevention and Rehabilitation
The Danish Society of Cardiology.
The Danish Endocrine Society
Society of Hypertension
Council on Cardiovascular Nursing and Allied Professions
Standing Committee of European Doctors

Patient organisations:

The Danish Hearth Foundation
The Danish Diabetes Foundation
The Danish Stroke Association

4 Next steps

At the time when the Charter was launch the Danish government decided to set up at committee which in 2008 is going to discuss initiatives preventing among others hearth diseases.

The Danish Heart Foundation expects to use the recommendations in the charter to influence the discussions in the committee.



5. Report on the launch of the European Heart Charter in Estonia.

1 Introduction

The launch was organized by the Estonian Heart Association on 30 September 2007.

2 The Event

Preparation of the event

The following preparatory meetings and events took place before the launch of the Charter in Estonia:

- 28th June: preparatory meeting with Social Affairs Minister.
- 31st July: preparatory meeting with most important press representatives.
- 23rd August: preparatory meeting with Järvamaa Count local government, where the launch of the Charter took place
- 29th August: preparatory meeting with the assistant of the Educational Ministers
- 11th September 2007: meeting with the representative from the Estonian Cardiac Society – Margus Viigimaa to discuss the introduction of the Charter in the Parliament's Social Affairs Committee.
- 25th September: preparatory meeting with the Lääne-Virumaa Count representatives.

The launch of The European Heart Health Charter

In the week of 30 September, the Estonian Heart Association organized a big event for the signatories, press and public in the Hirvepark in Tallinn. This is a venue with great symbolic value for Estonians since the first public meeting against the Russian occupation on 1987 took place here. This meeting holds a great historic value for Estonians.

The Launch took place on 30th September 2007, on World Heart Day, which allowed the Estonian Heart Association to combine those events into one.



The Charter was translated into Estonian and published in the same format as the European Heart Health Charter in English. During the launch, copies were made available to the larger public.

The Estonian Heart Association invited the following people/organisations for the event on 30 September 2007

- Social Affairs Minister Maret Maripuu – attended
- Education and Science Minister Tõnis Lukas – did not attend
- Estonian representative in the European Parliament Tunne Kelam and his wife Mariann Kelam – attended
- Estonian representative in the European Parliament Andres Tarand – did not attend
- Representative from the national parliament Toomas Trapido - attended
- J. Westholm Secondary School principal, teachers, students – attended
- Arte Secondary School principal, teachers, students – attended
- Liivalaia Secondary School students – attended
- Estonian Academy of Arts First Course of Fine Arts students, teachers – attended
- Representative of the Järvamaa Count government – attended
- Various media TV/radio/press – attended
- All Kindergartens and Schools in Tallinn – selection of students and teachers attended
- Network of Estonian Nonprofit Organizations – attended
- Estonian Chamber of Disabled People – attended

The Estonian Heart Association invited about 200 VIPs personally. Messages via the larger media were disseminated to invite the larger public to attend the event.

About 100 were there constantly present throughout the day. In total about 1500 people visited the event in the Hirve Park.

The Estonian Heart Association posted the event on the European website which was especially created for this occasion www.heartcharter.eu, under the section the Charter Community.

Developed materials:

- Charter flag (1 big, 3 small)
- Charter press releases (4)
- Charters posters (2)
- Brochure how to adopt Article 3
- Articles in the main newspapers in Estonia (listed in 2.3.)

Outcome of the event

Press items, where the launch was mentioned:



- Meditsiini Uudised (Medical News)
- Postimees
- Terviseleht (several times)
- Järva Teataja
- Maaleht
- Hea Laps
- Hippocrates

Tv:

- Reporter, Kanal 2 30. September 2007
- ETV aktuaalne kaamera 30. September 2007
- ETV in Russian

Radio:

- Eesti Raadio Uudised
- Eesti Raadio Special Program about the Charter
- Eesti Raadio Special Program “Huvitaja”
- Vikerraadio
- Raadio Kuku

Websites:

- World Heart Federation: <http://www.world-heart-federation.org/what-we-do/world-heart-day/worldwide-activities/europe/estonia/>
- Parliaments Home Page: www.riigikogu.ee
- Postimees Online: <http://uudisvoog.postimees.ee/?DATE=20070928&ID=158941>
- Järvamaa Infoportaal: <http://www.jarva.ee/?action=article&CatID=126&ArtID=35070>
- Homepage of Social Affairs Ministry : <http://www.sm.ee/est/pages/news1079>
- Network of Estonian Nonprofit Organizations Homepage:
 - <http://www.ngo.ee/17301>
 - www.ilm.ee
 - <http://ilm.ee/?inf=16&ID=24269>
- Euro Postimees Online: <http://euro.postimees.ee/011007/esileht/arvamus/286244.php>
- Delfi: <http://www.delfi.ee/news/paevauudised/eesti/article.php?id=17045079>
- Järva Teataja: <http://www.jt.ee/021007/esileht/tervis/20006915.php>
- Järvamaa Count Government, who signed the Charter, has published a story about the Launch in their local paper.

3 The signatories

- Maret Maripuu the Social Affairs Minister – governmental sector
- Kaie Altmets representative of Järvamaa Count governmental sector



- Maire Sirel Estonian Heart Association – nongovernmental sector
- Marianne Sirel Estonian Heart Association – nongovernmental sector
- Maarit Vaikmaa Estonian Heart Association – nongovernmental sector
- Jaanus Laanoja Estonian Cardiac Society – nongovernmental sector

The Estonian Heart Foundation foresees a procedure to allow organizations or politicians to sign up after the Launch of the charter. This procedure is now being developed further.

The Education and Science Minister has already agreed to sign up to the Charter and preparatory meetings with his cabinet have already been scheduled.

4 Next steps

The launch of the European Heart Health Charter offered an opportunity to the Estonian Heart Foundation to develop a strategy for nongovernmental organizations involved in heart health. It also strengthened the nongovernmental sector and allowed several organisations to work together on the same event.

The Charter will impact on CVD prevention and CVH promotion by emphasizing the importance of nongovernmental organizations and drawing attention to people's own lifestyle, rather than concentrating on the medical side of CVD prevention.

However, the Estonian Heart Foundation firmly believes that the government should support more health-oriented nongovernmental organizations.

How can the signatories contribute?

- Estonian Heart Association – coordinates how the Charter is put in action
- Estonian Cardiac Society – helps the people with high risk or those who are already ill
- Social Affairs Minister – governmental support for nongovernmental organizations is needed, as is the development of new policies in the field of CVD prevention and CVH promotion
- Järvamaa Count – put the Charter in action in Järvamaa and they are planning to create a “model County” by creating a count-wide network to promote CVH

Possible hurdles:

- In Estonia the medical society dominates strongly over nongovernmental organisations – people associate CVH only with medical treatment and prescription of drugs.



- It is hard to find financial supporters – charity is not developed or popular in Estonia, government support only hospitals, not health-oriented nongovernmental organizations.
- As a country with fast economical growth people are getting richer after long period of poverty which boosts unhealthy consuming.



6. Report on the launch of the European Heart Health Charter in Finland

1 Introduction

The Finnish Heart Association (FHA) and the Finnish Cardiac Society (FCS) organised the launch of the Heart Health Charter in Finland on 25 September 2007.

2 The Event

Preparation of the event

The Finnish Heart Association organised a preparatory meeting for the event on 24 August in Helsinki. Secretary General Tor Jungman, Communication Manager Eeva-Riitta Piispanen, Programme Director Anna-Liisa Rajala and Personal Assistant Tuula Karjalainen from Finnish Heart Association and the President of the Finnish Cardiac Society, Juha Hartikainen participated in the meeting.

The launch of the European Heart Health Charter

The official signature of the charter took place on 25 September in the National Parliament. The ceremony included an opening speech by Pekka Puska, testimonials by the signatories, a Q&A session and press conference, and a photo session. Lunch was offered to participants. 350 invitations were sent and 40 persons participated in the event. The event will be posted on the website www.heartcharter.eu.

The charter has been translated in Finnish in April 2007 and a revised Finnish version of the charter was available for the event, both in print and electronic format. Other publicity materials prepared for the event were:

- a printed invitation,
- a press release
- and an envelope with the Charter logo.

The press release and a print version of the Charter were distributed on-site to the attendants and sent after the event additionally to the key members of the Finnish Parliament, NGO's, key people in the ministries, health care and professional organisations, FHA's district officers and board members and members of the medical expert groups. 500 copies of the Charter were distributed at FCS's Autumn Meeting.

A Heart Health Charter section (in Finnish) is available on the website of the Finnish Heart Association www.sydanliitto.fi (European Heart Health Charter). The section is



linked with the official website of the European Heart Health Charter:
www.heartcharter.eu

Outcome of the event

It was a major achievement to have two ministers to sign the Charter (See sections 3. and 4.) The media coverage of the subject was, however, slightly disappointing, no television and/or radio interviews and no news in the national newspapers. An explanation may be that the event was very close to World Heart Day and its press conference (30 September 2007). Nevertheless it is good to remember that the message of both events was very similar: to promote heart health.

The Charter was launched on the website of the National Institute of Health; it will be posted on FCS's website and an article will be published in the FCS's paper "Sydän Ääni" (Heart Voice).

FHA's publication "Sydän" (Heart) is made available in three different formats: a hard copy for the members (100 000 copies), a hard copy for the health professionals (6000 copies) and an online electronic version, available via www.sydan.fi. All of them included articles about the launch of the Charter in Finland.

Most probably more articles will be published in periodical, health and medical journals.

3 The signatories

The following people committed to the aims of the Heart Health Charter by signing the charter

- The Minister of Education and Science **Ms Sari Sarkomaa**, responsible for education and science policies. She is also a Member of the Finnish Parliament (the Coalition Party).
- The Ministry creates favourable conditions for education, know-how, lifelong learning, creativity, civic participation, and well-being.
- The Minister of Health and Social Services **Ms Paula Risikko**, who is also a Member of the Finnish Parliament (the Coalition Party).
- The Ministry of Social Affairs and Health aims to provide the population with a healthy environment, good health and functional capacity, and adequate income and social protection in different life situations. It defines the main course of social and health policy, prepares legislation and key reforms, steers their implementation and handles the necessary links with the political decision-making process.



- Director General of the National Public Health Institute (KTL) **Professor Pekka Puska**, who has also led the internationally known North Karelia Project, a successful population-based prevention programme of non-communicable diseases. Prior to his present position he served as the Director for Non-communicable Disease (NCD) Prevention and Health Promotion at the WHO Headquarters in Geneva (2001–2003).

Professor Puska is the President of the Finnish Heart Association and the President Elect of the World Heart Federation. Professor Puska is also Vice President of the newly founded International Association of National Public Health Institutes.

KTL is responsible as an expert body under the Ministry of Social Affairs and Health for providing various professionals and citizens the best available information for their choices. KTL's functions are research, expert functions, health monitoring, public health services, education and training, international collaboration, development, assessment and performing of laboratory research and participating in the dissemination of health information and health education.

- The President of the Finnish Cardiac Society **MD Juha Hartikainen**. The FCS represents nearly 800 cardiologists in Finland. The FCS provides scientific and educational activities, organisation of educational courses and initiatives. The main annual meetings are the Autumn Meeting and the Practical Cardiology Conference.
- The Secretary General of the Finnish Heart Association **Mr Tor Jungman**.

The Finnish Heart Association (FHA) is a nationwide public health and patient organisation promoting heart health. The Association provides information on health, promotes a healthy lifestyle and supports rehabilitation. The Finnish Heart Association has over 85,000 individual members, 19 regional offices and 240 local heart societies.

4 Next steps

After the launch of the Heart Health Charter in Finland (25 September 2007), the FHA has contacted more organisations to ask them to sign up the Charter.

The important opportunity and challenge for the Charter's implementation is the Government's **new programme on health promotion** (September 2007). The aim of the programme is to advance the thinking and practices of the 'health in all policies' approach, which was showcased during the Finnish Presidency of the EU. The programme is seen as particularly important in preparing local government and service reforms that in part aim to guarantee quality health services.

The programme focuses on developing the structural and legislative bases of health promotion and its application to different population groups, such as children and young people and people of working age.



The project goals stress the cost effectiveness of health promotion at work in that preventive treatment is markedly cheaper than curative procedures. Health promotion is clearly needed, because in recent years obesity and bad diet have become widespread, suggesting a future increase in related diseases unless health promotion kicks in. Ministers Risikko and Sarkomaa are both board members of the programme.

The Finnish Heart Plan is a crucial part of the implementation of the Charter in Finland. The Plan aims to influence the social, economic, environmental and cultural background factors of cardiovascular health.

The goals of the Plan are:

- To ensure that cardiovascular diseases will no longer be a significant health problem among working-age adults in the 2020's,
- To ensure that people experience more healthy and active years in their lives,
- To ensure that those already fallen ill remain active as long as possible.

The Heart Plan includes the prevention of cardiovascular diseases at population level and in risk groups, early diagnosis and treatment and secondary prevention. Owing to the good experiences from the North Karelia Project the Finnish Heart Plan has good starting points for population-level prevention.



7. Report on the launch of the European Heart Health Charter in France

1 Introduction

The French Federation of Cardiology (FFC) and the French Society of Cardiology (FSC) decided to launch together the European Heart Health Charter on September 19, 2007.

2 The event

Preparation of the event

Due to the fact that the FSC has not given its approval to participate in the EuroHeart Project, the early step of the project was to get the official approval from the FSC to co-organise the launch in France with us. The topic was discussed by their Board and approval was given.

Both Presidents, Pr Jacques Beaune and Pr Nicolas Danchin had first to find a common date on their agenda in order to launch the Charter before the end of September. The date of the 19th of September appeared to be a good one due to the fact that in France the Heart Week was starting the week after (24-30 of September).

In order to help us on the preparation of the event, we asked Ruderfinn (responsible for the launch in Brussels) to send us a proposal of action. We also asked i&e consultants responsible, on a regular basis, for our relations with the media and the political leaders to work with us on the launch. We decided to work with i&e consultants.

Concerning the general strategy of the launch a programme in 2 steps was decided because “the union makes the force”. First step: to contact our regular institutional health partners and the entities working in the cardiology world to ask them to sign or support the chart. The local associations of the FFC and the work groups of the FSC were also asked to give their support to the Chart. The 2nd step is to contact the Minister of Health in order to convert this text into a national guideline.

The European Heart Health Charter was translated into French during the spring of 2007.

The launch of the European Heart Health Charter

Lead by both Presidents of the FFC and the FSC, the event took place at the Heart House in Paris on September 19, 2007. 62 entities (institutional partners) and 100 journalists working on the field of health were invited to the launch. Very few representatives



attended the event since they were only 10 people but 67 signatures were received up to 73.

It means that the text and the philosophy behind the Charter were seen as very important for the entities contacted.

After the speeches of both Presidents, the people who attend the ceremony signed the Board in a symbolic way. A cocktail was served to thank everybody.

The following material was developed for the event : French version of the European Heart Health Charter and a complete Press Kit.

FFC has not posted a note on the website www.heartcharter.eu yet but will do it soon. It is important to also mention that an article has been published in the quarterly newsletter “Au coeur de l’hémicycle” sent to the French deputies and senators. The article stressed the launch in Brussels underlining the fact that the official launch in France was going to take place on September 19th 2007.

Outcome of the event

The media coverage of the event was not significant. Very few articles were published. But we received several letters from French deputies and senators giving their support to the initiative.

3 Signatories

Please see in Annexe 1 the list of signatories who signed or supported the Charter. FFC is still contacting the entities that have not given their approval to get their answer.

4 Next steps

Following this first step of the launch, a letter was sent mid-November to Mrs Roselyne Bachelot, Minister of Health and Youth requesting an interview in order to present the 2008 campaign and the European Heart Health Charter. In the mean time, we received a letter of support from the Minister because a senator requested to know what her position was with regard to the Charter (following the “Au coeur de l’hémicycle” article).

The final goal is to obtain that the Charter becomes a national health guideline. The question will be asked during the meeting that FFC and FSC are planning with the cabinet of the Minister of Health.



8. Report on the launch of the European Heart Health Charter in Germany

1 Introduction

German Heart Foundation organised the launch of the European Heart Health Charter in Germany.

2 The Event

Preparation of the event

We had no external preparatory meetings for this event. We internally discussed how to best distribute the message of the Charter and decided first to address the most important health organisations in Germany and ask them to sign the charter. Once done that, we thought about organising a press event, but realised it would have more effect to publish a press release and send the Charter to all our press contacts and partners of the German Heart Foundation.

In the past we noted that by organising a press event, we had less attendance by the press than by sending the press release directly to agencies and contacts because we don't want only to address the local press.

Prof. Gohlke, member of the Board of the German Heart Foundation, and also contact person of the German Cardiac Society for health prevention helped us to prepare the German version of the Charter.

The launch of the European Heart Health Charter

We prepared a press release and translated the English version of the Charter into German. We launched the Charter in Germany after the 30 September for various reasons:

- summer time is not a good moment for campaigning
- 30 September was World Heart Day and the time before and after was blocked for this event
- we decided to wait after finishing our mass campaign for preventing coronary heart disease (10 – 17 November) because just after the campaign, surveys show that the German Heart Foundation and its aims are better known by the public and politicians.

Therefore, we chose the week of 26 – 30 November to get the best impact in press. We asked the most important German health organisations and associations in the field of cardiovascular diseases to sign the charter. We preferred to address exclusively well known and well established organisations rather than asking “everybody” just to get their



signatures. The feedback was throughout positive: ten organisations signed the Charter. The German Ministry of Health was very pleased about this initiative. Due to political reasons they were not able to sign it but offered their support.

We sent the press release together with the Charter to more than 600 press contacts, all signatories as well as to the Ministries of Health and consumer protection (Bund and Länder) and to selected German Members of Parliament in Brussels. The Charter was also put on our website.

We will post our event on the website www.heartcharter.eu as soon as we get the results of the impact in the German press.

The electronic version of the German press release is attached.

Outcome of the event

The German Ministry of Health found the idea of a charter very interesting and offered its support. The Germany Heart Foundation has subsequently arranged a meeting with the Ministry, which will take place in the months to come.

The German Heart Foundation will also contact the signatories of the Charter in Germany to follow up what they have done with the charter (put it on their website, presented it in meetings etc.).

3 The signatories

Prof. Dr. med. Harald Darius
Chairman, Working Group Leading Cardiologists in Hospitals (Arbeitsgemeinschaft Leitende Kardiologische Krankenhausärzte e.V.)

Prof. Dr. med. Jörg-Dietrich Hoppe
President, German Medical Association (Bundesärztekammer)

Prof. Dr. med. Thomas Haak
President, German Diabetes Society (Deutsche Diabetes Gesellschaft)

Prof. Dr. med. Jürgen Schäfer, Marburg
Chairman, German Section of the International Atherosclerosis Society (Deutsche Gesellschaft für Arterioskleroseforschung e.V.)

Prof. Dr. med. Hans-Peter Schuster
Secretary General, German Society for Internal Medicine (Deutsche Gesellschaft für Innere Medizin)



Prof. Dr. Dr. h.c. Gerd Heusch
President, German Cardiac Society (Deutsche Gesellschaft für Kardiologie – Herz- und Kreislaufforschung e.V.)

Prof. Dr. med. Axel Haverich
President, German Society for Thoracic and Cardiovascular Surgery (Deutsche Gesellschaft für Thorax-, Herz- und Gefäßchirurgie)

Univ.-Prof. Dr. med. Martin Halle
President, German Society for Prevention and Rehabilitation of Cardiovascular Diseases (Deutsche Gesellschaft für Prävention und Rehabilitation von Herz-Kreislaufkrankungen e.V.)

Prof. Dr. med. Achim Weizel
Chairman, German Lipid League (Deutsche Gesellschaft zur Bekämpfung von Fettstoffwechselstörungen und ihren Folgeerkrankungen (Lipid-Liga e.V.))

Dr. Brigitte Mohn
Chairwoman, German Stroke Foundation (Stiftung Deutsche Schlaganfall-Hilfe)

If organisations apply for signing up the Charter after the launch of the charter in Germany, the German Heart Foundation will carefully check the organisation and its aims and then decide whether to accept or not.

4 Next steps

The Germany Heart Foundation will ask the organisations that signed the charter what they have done in the meanwhile to bring forward the aims mentioned in the Charter.

The German Heart Foundation sent out the charter and the press release to German and European politicians and will use the charter to contact them again, asking if they can support the goal of the Charter.



9. Report on the launch of the European Heart Health Charter in Greece

1 Introduction

The launch of the European Heart Health Charter in Greece was organised by the Hellenic Cardiological Society and the Hellenic Heart Foundation

2 The Event

Preparation of the event

The Hellenic Cardiological Society organised three meetings to coordinate the event. There was full cooperation between the Hellenic Cardiological Society and the Hellenic Heart Foundation throughout the preparatory period of the charter launch in Greece. Dr Andrikopoulos was the liaison for the two organizations. Members of the Board of both organizations participated in the aforementioned meetings, Prof. Boudoulas & Dr Andrikopoulos as well as the managers of both organizations (G. Giannoulidou & M. Pantazopoulou)

The launch of the European Heart Health Charter

Press Conference

The Press Conference was given on September 26th at a Central Conference Centre (Egli Zapiou). The Charter was translated in Greek and distributed to the media during the press conference.

Both parties had invited various medical awareness groups as well as representatives of political parties who addressed the issue of prevention of cardiovascular diseases. Invitations were sent to about 30 representatives of different target groups as well as the media (newspapers, magazines as well as TV & Radio)

The event was announced in all national newspapers and the Hellenic Cardiological Society's website.

It will soon be mentioned on the website www.heartcharter.eu

Invitations and the press release regarding the event were sent to the media.

Interviews

The two organisations produced two different awareness spots that were featured on both radio and TV at regular intervals for a period of one month.



We also arranged for a number of radio and TV interviews, and the matter received extensive media coverage.

other dissemination activities

The members of the Board of both organisations sent the translated charter to the Ministry of Health with their observations.

Outcome of the event

- 16 National Newspapers made note of the event. I'll send the material electronically
- The Presidents of both organizations gave four TV and Radio interviews
- The event was posted on our website (www.hcs.gr)

3 The signatories

We offered the opportunity to all signatories to stand up and express their thoughts to the public and the media.

The signatories were:

- National Institute of Consumers, represented by Miss Tsekeri, vice-president of the Institute
- Hellenic Society of Obesity, represented by Dr Kiortsis, Associate Professor of Endocrinology of Ioannina University and vice-president of the Society.
- Hellenic Society of Hypertension, represented by Dr Votteas, director of Cradiac dpt of Laikon Hospital in Athens and president of the Society.
- Hellenic Society of Lipidology and Atherosclerosis, represented by Dr Zampelas, Associate Professor of Dietology of Athens University and president of the society
- Atherosclerosis Society of North Greece, represented by Dr Euthimiadis, Professor of cardiology and president of the Society.
- Hellenic Society of Atherosclerosis, represented by Dr Kolovou, president of the Society.
- Hellenic Diabetic Society, represented by Dr Katsilampros, Professor of Endocrinology of Athens University and president of the society.
- Hellenic Association of schoolchildren's parents, represented by Mr Nikolopoulos.
- Ministry of Health : The ministry of Health accepted the invitation, but due to political circumstances was not able to attend
- Hellenic College of Sports Medicine, Represented by Prof. As. Deligiannis, President
- Antihypertensive Company, Represented by A. Pittaras, Vice President
- Prof. G. Hrousos, University of Athens, Department of Pediatric
- D. Papamichail, Representatives of the a Greek Political Party "LAOS"



4 Next steps

We have already begun the translation of the Guidelines on cardiovascular disease prevention and have been organising meetings of the Board in order to propose national prevention policies to the government.

We have planned a meeting with the Minister and the Vice Minister of Health to inform them of the Guidelines and the proposed prevention policies for Cardiovascular Disease.

We plan to create two more TV & Radio spots late December 2007 early January 2008.



10. Report on the launch of the European Heart Health Charter in Hungary

1 Introduction

The Hungarian National Heart Foundation (Magyar Nemzeti Szívalapítvány – MNSZA) and the Hungarian Society of Cardiologists jointly organised the first national level signature ceremony of the European Heart Health Charter. The charter was endorsed by the Minister of Health and leaders of 18 professional and civic organisations.

2 The Event

Preparation of the event

The launch of Charter was organised in close cooperation with the Hungarian Society of Cardiologists (HSC). The Board of HSC happily accepted the invitation even if HSC was not a EuroHeart partner. Three preparatory meeting was held with leaders of MNSZA and HSC. A PR agency was contracted for the arrangements for meeting room, technical equipment, participants catering.

The launch of the European Heart Health Charter

The signature ceremony was held on 20 June, 2007 in Budapest, in the Duna Palace in the governmental district. The first part of the event was the signature ceremony, with the presence of national electronic and printed media, with 45 participants. In the second part signatories held a round-table discussion. Speakers did not accept fees. The charter was translated into Hungarian and printed in 1000 copies in a colour brochure format (http://mnsza.hu/Heart_Health%20Charter_HU.pdf). A press release was issued.

A report of the event was posted on the European website www.heartcharter.eu under section “Charter Community”.

Outcome of the event

In the second part of the Charter event signatories held a round-table discussion. The roundtable of the signatories of the Charter prioritised three key areas for immediate action:

- Heart-healthy lifestyles should be incorporated into the curriculum of school education.



- Forceful regulatory and taxation measures should be implemented against active and passive smoking. Smoking should be forbidden at all workplaces.
- Appropriate incentives combined with strong media involvement are needed to reach at least the minimum recommended level of 400 g fruit and vegetable consumption for adults.

A detailed report was publicized on MNSZA website featuring a video report (http://mnsza.hu/szivbeteg_kockazat_eucharta.htm). The video report was also publicised on YouTube.

National public service TV channel DunaTV reported about the event (video report can be viewed on MNSZA website). A list of appearances:

- http://www.diagnozis.eu/images/stories/video/07_07_14.wmv
- <http://www.ofe.hu/inet/ofe/hu/menu/press/kozlemanyek/2007/egeszsegessziv.html>
- <http://www.megved.hu/fokuszban/070625charta.html>
- <http://gondoskodo.hu/?p=hir&id=1107>
- <http://www.tudobeteg.hu/news/070621charta.html>
- <http://www.hirado.hu/cikk.php?id=213783>
- http://www.pharminindex.hu/pharminindex-hirek.xhtml?hir_id=5618
- http://www.weborvos.hu/hirek/kihirdettek_egeszseges_sziv_europai/92289/
- www.korhazszovetseg.hu/write/docs2/sajtofigyeles_20070621.rtf?PHPSESSID=abc5212ecb34db21420dd8a413e9f61b
- <http://www.m2.hu/content/view/26/2/>
- <http://vilaggazdasag.hu/index.php?apps=cikk&cikk=178983>
- <http://www.betegsegismertetok.hu/index.php?menu=hirek&id=42>
- <http://gondola.hu/cikkek/54875>
- http://www.diagnozis.eu/index.php?option=com_content&task=view&id=12&Itemid=25
- http://www.mcd.hu/hirek/2007/26_week/0498.html
- <http://volksgruppen.orf.at/magyarok/aktualis/stories/68873/>
- http://www.informed.hu/egpol_new/?article_hid=95542&voteadmin_site=3107

MNSZA and the Hungarian Society of Cardiology dedicated an exhibition tent to the Charter at the World Heart Day central event in Budapest, which attracted more than 10,000 visitors. In the tent the Charter was exhibited and visitors could meet with representatives of the signatories (9 organizations) who held lectures and were available for face-to-face discussions as well. Charter was also publicised on the Hungarian website of World Heart Day (www.szivunk-napja.hu).



3 The signatories

- Ministry of Health * Government
- Hungarian Society of Cardiologists * Professional society
- Hungarian National Heart Foundation * NGO
- Professional College of Cardiology * Governmental advisory board
- Association for Healthy Hungary (Heart Friendly logo) * NGO
- National Network of Healthier Kindergartens * NGO
- Hungarian Society of Atherosclerosis * Professional society
- Hungarian Society of Diabetes * Professional society
- National Association of Hungarian Dieticians * Professional society
- Hungarian Coalition Against Smoking * NGO
- Hungarian Society for the Study of Obesity * Professional society
- Hungarian Society of Paediatricians * Professional society
- Hungarian Society of Hypertension * Professional society
- Hungarian Society of Cardiovascular Rehabilitation * Professional society
- Hungarian Society of Stroke * Professional society
- Hungarian Society of Nutrition Sciences * Professional society
- National Foundation of Diabetics * NGO
- National Association for Consumer Protection * NGO
- Hans Selye Hungarian Society of Behavioural Sciences and Medicine * Professional society

No further signatories joined to the Charter since the ceremony to the present day. We plan to open a sign up section on our website in 2008 for interested organizations and individuals.

In November 2007 professional societies (6 of 11 signatories) and MNSZA held the Hungarian Cardiovascular Prevention and Therapeutic Consensus Conference that issued a scientific recommendation for the prevention and therapy of cardiovascular risk factors. The recommendation made a strong reference to the Charter.

4 Next steps

The most important relevance of the launch of the Charter was that it represented the widest coalition ever with a consent to contribute to cardiovascular disease prevention and health promotion. A key aspect was the presence of the Health Minister, since by signing the Charter she bided the government to the goals of it.

Signatories agreed that progress in the field of cardiovascular disease prevention and promotion since the launch of the Charter will be monitored regularly by them. It was agreed that signatories will convene at least yearly to discuss results and evaluate the need for further measures.



MNSZA and the Hungarian Society of Cardiology plans to organize large scale publicity event on the occasion of No Tobacco Day in 2008 with the involvement of the signatories of the Charter, as a key principle for CV health promotion adopted during the launch ceremony was acknowledging the need for forceful regulatory and taxation measures against active and passive smoking.



11. Report on the launch of the European Heart Health Charter in Iceland

1 Introduction

The launch of the European Heart Health Charter was organised by the Icelandic Heart Association (IHA), in cooperation with the Icelandic Society of Cardiology

2 The Event

Preparation of the event

Two preparatory meetings took place in early August. Participants were Bylgja Valtýsdóttir, coordinator, Vilmundur Guðnason, director IHA and Karl Anderson, chairman of the Icelandic Society of Cardiology.

The launch of the European Heart Health Charter

The launch was organized as a press event and took place on August 16th 2007 at the Icelandic Heart Association's office in Kopavogur. The European Heart Health Charter was translated in Icelandic and printed in 700 copies.

Participants at the launch of the European Heart Health Charter were

- Professor John Martin, Board member of the European Society of Cardiology, who was invited as a special guest.
- The Minister of Health Guðlaugur Þór Þórðarson who endorsed the European Heart Health Charter.
- Vilmundur Guðnason, Director of the Icelandic Heart Association and
- Bylgja Valtýsdóttir coordinator at the Icelandic Heart Association
- Karl Andersen chairman of the Icelandic Society of Cardiology.

Notification was sent to all the major media (national) on the 13th of August and a press release was sent on the 16th, followed by a phone call to the news rooms.

The event was posted on the website www.hearcharter.eu.



Outcome of the event

The Icelandic Heart Association and The Icelandic Society of Cardiology have for some time worked on implementing cardiovascular health in Iceland and the Charter gives an opportunity for the two organizations to work even closer on the matter.

After the press event of 16 August 2007 there was an informal discussion between the participants on the burden of cardiovascular disease and how Iceland could improve cardiovascular health and take the lead on improving cardiovascular health in Europe.

Attention of the Media:

- The biggest and most respected newspaper (circulation ca 50.000 pr day), Morgunbladid, published an article about the European Heart Health Charter and the launch.
- Interviews on the National Radio (RUV) at prime time with the Minister of Health who said that the meaning and message of the European Heart Health Charter was very much in line with the authorities' goals in public health and cardiovascular health of the Nation. Professor John Martin (ESC) and Karl Andersen (Icelandic Cardiac Society) were also interviewed by the same media.
- Interview in the National Television (RUV) with Director Vilmundur Gudnason
- The launch was also published on the website of the Ministry of Health and in a RSS feed.
- Editorial in "The Icelandic Medical Journal" by Karl Andersen

3 The signatories

Gudlaugur Thor Thordarson Minister of Health on behalf of the Ministry of Health and Social Security.

Karl Andersen on behalf of Icelandic Society of Cardiology.

4 Next steps

The Charter brought the opportunity to bring together organizations and the administration, the most important elements in improving cardiovascular health in Iceland. The launch itself gave opportunity to meet, talk and change ideas.

In Iceland the emphasis will be on risk assessment and risk factors and women and cardiovascular disease.



12. Report on the launch of the European Heart Health Charter in Ireland

1 Introduction

The Irish Heart Foundation organised the event in conjunction with the National Heart Alliance, many of whom are signatories to the Charter. The launch was used as a forum for key decision makers and opinion leaders from the main Irish health organisations with an interest in heart health and to attract media coverage in all national media.

The event took place at 10.30am on Wednesday 11th July, 2007 in the Merrion Hotel, Dublin 2

2 The Event

Preparation of the event

The event was organised by the Irish Heart Foundation. The President of the Irish Cardiac Society agreed to speak at the event and provided quotes for media releases. The Merrion Hotel was chosen as the location for the event because of its central location and proximity to the Irish House of Parliament, to encourage members of press and the Irish Government to attend.

Prior to the event, stakeholders from the main Irish health organisations were contacted and asked to sign up to the charter. They were asked to provide electronic signatures, for inclusion in the document, and invited to the launch on the 11th July. A media invitation and photo call notice was issued in advance of the event and media information was produced and distributed on the day via a press pack, which included the press release, fact sheet (adapted from pack supplied by EHN) and copy of the charter. (*Please see appendix 1 for press release & fact sheet*)

The launch of the European Heart Health Charter

A formal launch was held at the Merrion Hotel, Upper Merrion Street in Dublin 2, where all signatories and stakeholders present were presented with a copy of the Charter. Local and national media were invited to a photo-call at 10.15 with the Minister for State at the Department of Health and Children.

A press reception followed where short addresses were made by the President of the Irish Heart Foundation, the Chief Executive of the Irish Heart Foundation, President of the



Cardiac Association, Chair of the National Heart Alliance and Pat the Cope Gallagher, Minister for State at the Department of Health and Children.

The speakers used the PowerPoint template as provided by EHN and ESC and signage featuring the EuroHeart logo was also displayed as a backdrop, as well as a list of signatories. *(Please see Appendix 2 for official launch photographs).*

Outcome of the event

Media exposure

The launch gained good publicity across a variety of media – both national and regional. Articles were carried in five national newspapers: The Irish Times; The Irish Examiner; The Irish Sun; The Irish Mirror; The Irish Star

Five regional papers also covered the launch:

The Cork Evening Echo; The Donegal Democrat; The Donegal People's Press; Herald AM (Dublin); The Metro (Dublin)

Articles were also published in the two weekly medical papers: Medicine Weekly and Irish Medical News and in the leading national business magazine: Business and Finance Magazine, *(Please see appendix 3 for full print coverage).*

Radio Interviews were given by Professor Eoin O'Brien, president of the Irish Heart Foundation and were featured on one national radio station (Today FM) and two local radio stations (Dublin's 98FM and North Cork's County Sound) as well as to 16 local stations.

Additional support from MEPs

Two MEPs from Sinn Féin: former Health Minister in the Northern Executive Bairbre de Brún and MEP Mary Lou McDonald issued a press release, pledging their support for the Charter.

Website pick up

Press releases outlining statistics and quotes relating to the Irish Heart Charter were placed on the websites of the Department of Health and Children, the Institute of Women's Health and the Public Health Alliance, and both a press release and a full copy of the Charter were available to download from the Irish Heart Foundation's website.

The launch was also posted on the EuroHeart website www.heartcharter.eu

Dissemination of European Heart Health Charter and immediate follow-up to promote new action and policies on CVD.



The Charter brought about an immediate opportunity to engage with the Department of Health and Children who announced at the launch that they were developing a new policy on CVD.

The Irish Heart Foundation announced details of a meeting on September 27th to review national policies and strategy on CVD. Both the DoHC and HSE asked to be partners in this event. The HSE agreed to publish their audit 'Ireland: Take Heart' of the national Cardiovascular Health Strategy, Building Healthier Hearts (1999) at the conference.

The conference provided an opportunity to promote and disseminate the charter with an information stand. All those who attended received a copy of the Charter. (See list of attendees).

In addition the conference provided an opportunity to review current strategies and activity and the report will inform the next phase of the EuroHeart project.

3 The signatories

Overall, 61 parties were invited to sign: 13 MEPs, and 44 decision makers and opinion leaders (including 30 members of the National Heart Alliance) from the main Irish health organisations with an interest in Heart Health.

The Minister for Health and Children was a main signatory, along with six Irish MEPs and 18 other organisations, many of whom are members of the National Heart Alliance. Two organisations approached us to sign after the launch, and we added those organisations to the charter document. *(Please see appendix 4 for full list of all signatories).*

4 Next steps

The Charter, along with the work already undertaken and planned, will hopefully keep heart health strongly on the national agenda.

The Irish Heart Foundation will maintain a watchdog role ensuring and advocating implementation. We would propose also using the mapping of policies by the EuroHeart project to further lever support and interest by Government.

The Irish Heart Foundation needs to continue to maintain communication with Charter signatories and to identify additional signatories.

The Irish Cardiac Society indicated they would organise a separate event for Northern Ireland.



In a declining economy and with increased competition for funding, there is a risk of a possible shortfall on funding for what is agreed or required for CVD policies at Government level.



13. Report on the Launch of the European Heart Health Charter in Italy

1 Introduction

The event was organised by *ALT - Italian Association Against Thrombosis and FlpC - Italian Heart Foundation*, in collaboration with *FIC - Italian Federation of Cardiology*.

2 The Event

Preparation of the event

Several preparatory meetings for the event were organized with representatives of the Departments of the Municipality of Milan, of the Lombardia Region, and of the Ministry of Health involved in the project. Much time and personal effort was dedicated to present and to explain the importance of the project. In order to leave a long lasting message among the students and help them to understand the message we wanted to convey, the week before the event representatives of ALT and FIPC paid a visit to the classes and in an easy and positive way discussed with the students and their teachers about prevention, cardiovascular risks and diseases, and the importance of personal responsibility in healthcare.

The Launch of the European Heart Health Charter

A press conference was organized on Thursday, November 15 in the Milan City Hall (Room Alessi – Palazzo Marino).

The speakers at the press conference were:

- *Carla De Albertis* – Health Councillor, City of Milan
- *Rodolfo Paoletti* – President of the Italian Heart Foundation
- *Lidia Rota Vender*, President of the Italian Association Against the Thrombosis
- *Giuseppe Di Pasquale* – President of the Italian Federation of Cardiology and representative of the Italian Ministry of Health and of the National Centre for Disease Prevention and Control
- *Aldo Genghi* – Deputy Director of the Educational Office for the Lombardia Region.

The meeting was organized under the auspices of the Italian Ministry of Health, National Centre for Disease Prevention and Control, City Council for Health, City Council for the



Family, Education and Social Policies, Office for the Education of the Lombardia Region.

Following what was done in Brussels in June, 50 students from first and second grade schools were invited to participate with their teachers in this event and red heart-shaped balloons were launched in the sky.

The children wore the European Charter T-shirt, bearing the name of the Charter and the logos of the main promoters.

The day was beautiful and sunny, the location of the launch was the square between the City Hall and the La Scala Theatre so the launch could not be more successful with a lot of people in the square joining ALT and FIPc freely and happily.

Outcome of the event

The launch of the Charter was a great success of public and media; besides the invited students and their teachers, the audience, made of medical and lay journalists, representatives of the local Institutions, and lay public, was very interested in the presentations.

There were two posters about the event: one near the welcome desk for the press registration, and the other behind the speakers in the press conference room.

In attendance were press and TV journalists from different headings and networks.

All the participants at the Press Conference were interviewed by local and national media. The most frequent questions were: aims of the Charter, the meaning of the Charter for the children, the role of the children inside the family, the importance of prevention, the role of the individual and of the Institutions in healthcare, and the role of the School. The School is, in fact, developing a plan to promote health protection among the students.

ALT and FIPc publicized this event by sending out to an extensive mailing list (about 450 e-mails) of journalists, medical opinion leaders, officers of scientific societies, politicians, key people in Academia and Industry the attached “save the date” letter three weeks before the event, followed a week before by the enclosed formal invitation.

The event was mentioned in the following newspapers and journals:

- Vivere sani e belli, a weekly magazine
- Vera Magazine a monthly magazine
- Corriere della Sera, one of the most important national newspapers.
- Corriere Medico, a weekly magazine specialized in Health

and on the following websites:

- www.comune.milano.it;



- www.humanitasalute.it;
- <http://it.health.yahoo.net>; www.siset.org;
- www.sanihelp.it; http://it.notizie.yahoo.com/pensiero/20071115/thl-carta-europea-per-la-salute-del-cuor-bd646f4_2.html;
- <http://www.italia.gov.it/servlet/ContentServer?pagename=eItalia/news3&id=1195465058646>;
- <http://www.farmacia.it/cgi-bin/dbnews/dnrun.cgi?newsid=rdm3796>;
- <http://portale.fnomceo.it/Jcmsfnomceo/Jarticolo.jsp?lingua=It&idsezione=324&idarticolo=42438>;
- <http://milano.repubblica.it/notizie-dal-web/dettaglio/Milano:-Carta-europea-per-la-salute-del-cuore/4421788>
- [http://www.cardiometabolica.org/itstories/story\\$num=46&year=2007&month=6](http://www.cardiometabolica.org/itstories/story$num=46&year=2007&month=6)
- <http://www.hypertension.it/pressione/news20070614.html>
- <http://www.helpconsumatori.it/news.php?id=16018>;
- <http://www.cardionet.it/scientifico/focus/opinione/dett.html?ID=2159>
- <http://www.newsfood.com/Articolo/Speciali/20071119-Carta-Europea-Salute-Cuore.asp>
- www.informazione.it;
- http://www.agopress.info/vis_news00.asp?id_news=158722
- http://www.municipidiroma.it/index.php?page=visualizza_una_news&id=2206
- <http://www.numedionline.it/apps/essay.php?id=7063>
- <http://www.farmaciadigretta.it/singolaNews.asp?IDNews=4417&TipoNews=in&Vedi=>
- <http://www.kurtis.it/it/index.cfm?ln=it&pagina=articolo&IDarticolo=600>
- <http://www.raiutile.rai.it/notizia.jsp?id=8918>
- http://www.amesvenezia.it/index.php?option=com_content&task=blogcategory&id=21&Itemid=68&limit=11&limitstart=33
- http://www.conselvesalute.it/index.php?option=com_content&task=blogsection&id=0&Itemid=9
- http://www.milanonotizie.it/archivio_novembre_07/16novembre.htm
- http://www.corriere.it/vivimilano/gallerie/2007/11_Novembre/15/cuori.shtml
- http://www.dealbertis.it/com_stampa_assessorato/novembre_07/carta_europea_15_11_07.pdf

The Charter translated into Italian by ALT and FIPc, was included in the press kit for the conference and can be viewed at the following web sites:

www.heartcharter.eu; www.trombosi.org; www.fondazionecuore.it.

We have the electronic version of developed material:

- Save the date
- Invitation
- Press release (before and after the event)
- T-Shirt



- Posters
- European Heart Health Charter (Italian version)

The Launch of the Charter was organized after the end of September for the following reasons:

- The school system played a major role in the event: in July and August ordinary administration only is carried on by the School Departments, therefore no authorization could be given.
- The Italian school opens in the middle of September. It took more than 6 weeks for the School Department to select the schools and classes to finalize the right contacts, to get confirmations, and more important all the necessary legal authorizations from the schools involved.
- Most important the insurance of the Italian Heart Foundation could not be activated until all the necessary authorizations were in place.
- In July and August it is very difficult to reach key people in Ministries, Government agencies and get official authorization on the use of logos, patronage.
- At the end of September the World Heart Day takes place in Italy and it draws much media attention. It would be counterproductive to have two major events in the cardiovascular field at the same time. Linking the two would mean to weak both of them.
- For the above main reasons we have been forced to postpone the event in November in order to have a better media coverage and all the main actors in place.

3 The signatories

The signatories of the Charter are:

- Ministry of Health : Giuseppe Di Pasquale, Member of Cardiovascular Committee
- National Centre for Diseases Prevention and Control (CCM) : Giuseppe Di Pasquale, Member of Cardiovascular Committee
- Council for Health, City of Milan: Carla De Albertis, Health Councillor
- Council for Health, City of Milan: Marino Pron, Central Director
- Italian Association Against Thrombosis (ALT): Lidia Rota Vender, President
- Italian Heart Foundation (FIpC): Rodolfo Paoletti, President
- Italian Federation of Cardiology (FIC): Giuseppe Di Pasquale, President
- Educational Office for the Lombardia Region: Aldo Genghi, Deputy Director
- National Federation of Associations of Cardiopatic Patients (CONACUORE): Giovanni Spinella, President
- Italian Society of Pharmaceutical Sciences (SISF): Andrea Peracino, Board Member
- Italian Society of Gender Health and Medicine: Massimo Mammucari, Board Member



We asked the signatories to officially endorse the European Heart Health Charter in order to commit to combat early death and suffering from cardiovascular disease through prevention.

The signatories represent:

- Policy makers: they should provide supportive environments whether through legislative, including taxation and social marketing, or other measures.
- Associations, Foundations and Research Associations: they help people to adopt healthy life style, diet, smoke-free environments and engage in regular physical activity. Moreover, they have to support the establishment of national strategies for detection and management of those at high risk and for primary and secondary prevention.
- The children were asked to sign the Charter as the main actors of the Charter and of the event. They were empowered to be the "Ambassadors" and the "Witnesses" of the Charter commitments as representatives of the "upcoming generation".

ALT and FIpC identified other major Italian Associations interested in health protection and improved quality of life in the Italian population by reducing the impact of cardiovascular disease. ALT and FIPC are in the process of sending out a copy of the Charter and contacting them, in order to have their support and engagement in this new alliance.

4 Next steps

The Charter brought the opportunity to focus once more on the issue of cardiovascular diseases and on the need of protecting health and improving the quality of life in the Italian population by reducing their impact.

The Charter launch was also an opportunity for the signatories to work together and form a strong and visible alliance against cardiovascular disease. The Charter allowed this new alliance to engage in education, empowerment of the public and patients by involving mass media and developing social marketing for raising awareness, and securing community mobilisation and broad based coalition-building. Mass media's participation was very important in order to spread the message and inspire endorsement and commitment at every level.

In Italy the Charter could certainly be another important instrument that policy makers and professionals can use to reinforce and support plans for solving CVD problem and undertake political action to bring change in legislation. On the other hand, associations and foundations can keep on raising awareness through heart campaigns directly addressed to the population.



ALT, FipC and FIC, together with the signatories, commit to take action to promote cardiovascular health and build support at local and national level. By sharing ideas and collaborating with all the stakeholders they will be able to accomplish much more. Only by working in close collaboration will everybody reach their objectives: to implement policies and measures and develop comprehensive health strategies to promote cardiovascular health and prevent cardiovascular diseases.

The possible hurdles to achieving progress in this field are:

- the lower awareness of the lay people, and the lower attention of the authorities to the dangers of cardiovascular diseases and their impact on lives and related economic burden, compared to other pathologies such as cancer. Consequently, there is a shortage of funds allocation and donations, both from Institutions and private donors.
- the difficulties in changing people’s lifestyle and in persuading them to modify their habits: raised blood pressure and raised blood cholesterol levels, lack of physical activity, smoking, incorrect diet, overweight/obesity, excessive stress, in-door and out-door pollution, are the main risk factors associated with cardiovascular diseases.
- not sufficient attitude and experience of the various Associations, Foundation and Scientific Societies to work together and create alliances to solve population’s problems and to establish common intervention platforms. A very good example is the “Platform on Childhood Obesity” started by ALT, which managed to involve medical associations, scientific societies, Institutions, consumers, alimentary industries and advertising companies in order to combat obesity and all the dietary disorders increasing more and more among children.

Another impressive example is the yearly celebration of the World Heart Day in Italy. Promoted and organized by the Italian Heart Foundation, is a very successful example of collaboration among different groups active in CVD prevention.

Every year the Italian Heart Foundation is able to attract and link to the World Heart Day project more than 40 groups (Scientific societies, Ministries and Agencies, patient groups, health organizations, professional sport teams, Carabinieri, and many more), the Association of all the Italian Municipalities, scientific and lay, press, radio and TV networks, food and health industries, the Italian Red Cross and pharmacists. The 2007 edition reached a total of 148.677.286 contacts.



14. Report on the launch of the European Heart Health Charter in Norway

1 Introduction

The launch of the Charter in Norway was organised by LHL, the Norwegian Heart- and Lung Patient Organisation.

2 The Event

Preparation of the event

LHL organised several meetings in its offices to prepare for the event. We also had communication by mail and telephone with the President of the Norwegian Cardiac Society.

The launch of the European Heart Health Charter

The event was held 2 October 2007. Since July and August are holiday time in Norway, we needed September to prepare the launch.

LHL had invited to the event the Minister of Health in Norway, representatives from different organisations and media.

The press was represented with a couple of magazines. The newspapers did not show up and the reason was that the charter was “old news” since it had already been launched in Brussels in June. But during the day of the launch one nationwide TV-channel and one nationwide radio-channel sent an interview with the national coordinator of the EuroHeart project.

The charter had been translated into Norwegian and printed. The Norwegian coordinator, Knut Magne Ellingsen, presented the charter and gave the first copy to the Deputy Minister of Health in Norway, Vegard Harsvik.

Mr. Harsvik gave a very engaged speech, where he stressed that prevention of heart illnesses and other illnesses has a very high priority in the Norwegian government.

Afterwards as an example of an activity which promoted prevention, a short movie was shown about LHLs campaign “Women Go Red”.

There were around thirty people at the launch representing different organisations and they were treated to a small meal healthy for the heart at the end of the launch.



Information about the launch has been posted on the website www.heartcharter.eu. A press release was sent to the media. Afterwards we have made a short power point presentation in English of the launch of the charter. (Attached)

Outcome of the event

Trough the event we have presented and given information about the charter to the government and governmental institutions, all hospitals and several organisations.

Quite a long interview with the national coordinator with a lot of information about the charter was sent every hour on a nationwide television channel and a nationwide radio channel. (TV2 and Channel 24).

The event and the charter have at least been published on three websites in Norway: www.forskning.no (the website for Norwegian research), www.hib.no (The University of Bergen), www.lhl.no (The Norwegian Heart and Lung Patient Organisation).

We also know that there will be articles in a few magazines and that the launch will be mentioned in signatories' publication material.

3 The signatories

LHL invited a few, but important organisations to sign the charter:

These were:

- The Minister of Health
- The Norwegian Directorate of Social Welfare and Health
- The Norwegian Society of Cardiology
- The Norwegian Organisation of Nurses
- The Norwegian Federation of Organisations of Disabled People
- The Norwegian Diabetes Association
- The Norwegian Heart and Lung Patient Organisation

Later on, The Norwegian Health Association – Norwegian Council on Cardiovascular Diseases, has also given its support to the charter.

All of them signed the charter, but the Norwegian Society of Cardiology, the Norwegian Organisation of Nurses and the Norwegian Heart Association with a single reservation according to §15 because of special national conditions.

4 Next steps

The charter has underlined how important prevention is to reduce the different kinds of heart diseases. This will be an area with high priority for all the signatories.



The European Heart Health Charter has therefore inspired both the government and several organisations to work harder with information about how we can prevent heart diseases, and what we can do in our plans and policies to enforce prevention.

The signatories have not committed themselves to any specific action, but will follow up the charter in their ordinary work.

The national co-ordinator will be in regular contact with the signatories during the next couple of years.



15. Report on the Launch of the European Heart Health Charter in Portugal

Report on the campaign to raise awareness about the European Heart Health Charter (EHHC).

The Portuguese Society of Cardiology decided to organize this campaign into three phases:

1. The launch of the EHHC in the week before World Heart Day (30/9/2007);
2. Publicity campaign in December 2008, the final month of the Portuguese presidency of the European Union;
3. Activities to be held from January onwards, as and when necessary to raise awareness about the Charter.

This first report concerns phases 1 and 2

1 – A) The Portuguese version of the ECCH was posted on the PSC website and, subsequently, on the website of the Ministry of Health's high Commissioner for Cardiovascular Diseases.

1 – B) Press releases were sent out to the LUSA press agency on 24th and 25th September. The results were:

- a) A ten-minute radio interview about the Charter given by the PSC President to Antena 1 – a leading national radio station – which was broadcasted on the 27th of September and repeated on the 29th.
- b) On 28th September, a one-minute phone interview given to Radio Renascença, national radio station with the highest listener ratings.
- c) On 28th September, a one-minute phone interview given to Radio Clube Português, one of the leading national news radio station.

1 – C) Press Conference at the Portuguese Society of Cardiology Heart House on 26th September given by the President and Vice-President João Morais, during which journalists received the Preamble to the Charter and a symbolic relay baton containing the main sentence of the Charter's message – “every child born ...”.



The results were:

Reports in the 4 leading national daily newspaper – Jornal de Notícias, Correio da Manhã, Diário de Notícias and Público – as well as in 8 other national and regional newspaper on 27th September.

2 – A) The PSC published the Charter in booklet form and sent it to 12,000 doctors – cardiologists, internists, neurologists and general practitioners, as well as to the directors of 350 national Health Service Centres.

2 – B) Several meetings occurred also during December :

- a) Meeting with the Minister of Health to present the charter.
- b) Meeting with High Commissioner to gain political support for the objectives of the Charter
- c) Media conference at Heart House in the presence of the High Commissioner. During the conference, the high Commissioner announced that the EU Council of Ministers had approved the principles of the charter three days previously.
- d) Meeting with the President of the Parliamentary Health committee, Maria de Belém Roseira, who subsequently posted the Charter on the parliamentary website. Furthermore the PSC also arranged to present the Charter to the Committee and discuss the political implications with representatives of each party.
- e) Following the action mentioned in point d), the President of the Parliamentary Health Committee spoke about the charter for around five minutes on a weekly political programme on Antena 1.
- f) Around a week later, she appeared on TV where she introduced the Charter and emphasised the need to provide political support for its principles.
- g) The PSC have also arranged with the President of the Episcopal Conference to authorise placing copies of the Preamble to the Charter at church doors around the country where people will be able to pick it up and take it away to read.

16. Report on the Launch of the European Heart Health Charter in Slovakia

1 Introduction

The event was organized by the Slovak Society of Cardiology (SSC), the Slovak Heart Foundation (SHF), the Slovak League for Prevention and Treatment of Cardiovascular Diseases (SLPTCD or Slovak Heart to Heart League) and Ministry of Health.

2 The Event

Preparation of the event

There were several preparatory meetings.

- Three meetings between representatives of the SSC, SHF and SLPTCD on the topics who will be invited, who will and what organise etc.
- Two meeting with representatives of the Ministry of Health
- Three meetings with agencies, which was hired to organize the EHHCH
- Two press conferences
- Two conferences and one exhibition organized by SLPTCD for public with
- lectures of professionals as a preparatory meetings for HHCH.

The launch of the European Heart Health Charter

The main press conference was organized on Friday September 28, 2007 in Bratislava at the building of Ministry of Health.

- The charter was translated into Slovak language and was integrated part of the signatory document.
- Media, were invited by Ministry of Health. The Ministry of Health has the exact list of invited medias.
- There were approximately 12 media representatives at the press conference.
- The information regarding the launch of the European Heart Health Charter was on our website (www.tvojesrdce.sk) and is also on www.heartcharter.eu and website of SLPTCD www.srdcesrdcu.sav.sk
- There were number of publicity materials (see in the attachment) from press conferences and also organization of WHO and preparatory meetings with exhibition under 2.1.



Outcome of the event

Generally since we started the campaign MOST as the important part of European Heart Health Charter in May - June 2007 there are many press releases, 4 press conferences including one of EHHCH signing, number of TV, radio broadcasting as well as in print media, exhibition that won award for the best exhibition, etc.

Many articles on the topics of CV prevention including European Heart Health Charter in *dailies* (Hospodárske noviny, Korzár, Plus jeden deň, Pravda, Sme, Új Szó), *supplements* (Magazín Plus jeden deň, Moment, Pravda ženy, Sme Ženy), *weeklies* (Báječná žena, Bratislavské noviny, Echo, Katolícke noviny, Nový čas, Ľudia, Slovenka, Star, Šarm, Telemagazín, Žurnál), *biweeklies* (Tele plus, TV Svet, Žena a život) and *monthlies* (Dorka, EMMA, Eva, Harmónia, Mama a ja, Mamina, MIAU, Moderná žena, Rebecca, Új Nő, Zdravie) were presented (see also website of SLPTCD)

Internet: www.atlas.sk ; www.24hod.sk ; www.aktuality.sk ; www.zoznam.sk
www.aktualne.sk ; www.bleskovky.sk ; www.centrum.sk ; www.wanda.sk ;
www.zdravie.sk ; www.srdcesrdcu.sav.sk

There were several programmes on the Slovak Radio (Night pyramide, Serial of the week, Good morning, Story for week, Public matter), Radio Regina (Vademecum, Pyramide), Slovak Television (TV news, Regional newspaper, Morning broadcasting, People for one, Objectiv), TV Markíza (Telemorning) and regional TVs (Without white coats).

Effectivity of the campaign reflects following data: the campaign had reached about 16 234 300 contacts in the target group of 35-55-year Slovaks (approximately 25% of inhabitants) and 8 548 100 contacts in the target group of 35-55-year women.

Articles published on the topics of EHHCH and photos are enclosed.

3 The signatories

The charter was translated into Slovak language and was integrated part of the signatory document, which was signed by following signatories:

- the Minister of Health, Mr. Valentovič
- the Governor, the Slovak Heart Foundation, Assoc. Prof. Kamensky
- the Secretary, the Slovak Society of Cardiology, Assoc. Prof. Goncalvesova
- director, the WHO office in Slovakia, Mrs. Sedlakova
- director, Office of public health, Assoc. Prof. Rovny
- president, the Slovak League for Prevention and Treatment of Cardiovascular Diseases – Slovak Heart to Heart League, Prof. Slezak



There were no other signing after the official press conference signing by Minister of Health and other signatories press conference.

4 Next steps

As already mentioned in paragraph 2.3. we started the campaign MOST as the important part of the European Heart Health Charter implementation in Slovakia, which is also a part of the National Cardiovascular Programme. It is intended to continue with this process in the next two or three years. The next year we start the campaign MOST – 2008 and this will be the most important part of the EHHCH implementation in Slovakia.

More about educational activities including the whole cardiovascular programme for the next three years is under evaluation of the Ministry of Health. We may also enclose it to you.

The SSC, SHF and SLPTCD will prepare several educational booklets and pamphlets on cardiovascular prevention and healthy living and will continue in its active involvement in organization of WHO together with other organizations.

We are working hard on persuading our Ministry of Health about the importance of the programme including discussion with the Chairman of the Slovak Parliament Mr. Paška and also with the minister of Health Mr. Valentovič.



17. Report on the Launch of the European Heart Health Charter in Slovenia

1 Introduction

The event was organised by the Slovenian Heart Foundation and Slovenian Cardiac Society.

2 The Event

Preparation of the event

The event was prepared by Slovenian Heart Foundation, who organised and realized the launch of the charter for civil organisations and public. For the preparation the Heart Foundation had to contact a lot of people and organisations by telephone and E-mail. The preparatory meetings took place in the Slovenian Heart Foundation. Those meetings were necessary to harmonize views and tasks to plan the event.

The launch of the European Heart Health Charter

The Slovenian Heart Foundation organized a press conference to underline the importance of the Health Charter and its activities. The press conference was organised in a hall of the Slovenian Medical Chamber. Two main events were announced:

- “Heart of sports – a day of fair play”: at the Sports park in Ljubljana several matches took place on 23rd of September among different teams – 10 clubs (parents, coaches, the homeless, the military, the police, football fans). There were blood pressure and blood cholesterol and sugar screening, different elementary games were organised, as well as workshops for parents and children and leisure activities. The day was concluded with a football show between famous Slovene personalities and a mixed team composed of members from all participating clubs.
- On 29th of September the central event on occasion of the Launch of The Health Charter took place at the Prešeren Square in Ljubljana; stands were displayed with informative and educational materials on prevention of cardiovascular diseases, there were consultations on healthy lifestyle, some music and addresses given by the President of the Slovenian Heart Foundation and other famous personalities. On this occasion the European Heart Health Charter project was presented to the larger public.



Additional activities, which were performed by the Slovenian Heart Foundation are:

- Translating and printing the poster of the European Heart Health Charter.
- Sports – recreational events (trekking, cycling, hiking, Nordic walking, etc.) across Slovenia.
- Blood pressure and cholesterol screening across Slovenia.
- Lectures on cardiovascular diseases and prevention across Slovenia.
- Different TV and radio programmes, articles published in Slovene newspapers – to create public awareness of risk factors for heart disease and stroke and to promote preventive measures.

The European Heart Health Charter was endorsed also in Slovenia by numerous festivities organized by the Slovenian Heart Foundation:

On **23 September** the following event took place at the **Kodeljevo sports park** from 9.00 to 14.00: »Heart of sports – we can also contribute our share through sports«. In cooperation with the Sportikus Institution and the Slovenian Football Association, our Foundation organized the »Heart of sports« day. This was an event to mark also the endorsement of the European Heart Health Charter. It was organized for all visitors who wished to become acquainted with healthy lifestyle and sports activities. Football games were played between different groups, all in the spirit of tolerance. Different workshops were organized for children and adults. The preventive-medical part consisted of the monitoring of blood pressure, and the level of blood cholesterol, glucose and triglycerides, as well as of the basic resuscitation procedures coached by professionals. The Foundation also presented its activities by offering different consultations and distributing folding leaflets. The participants were addressed by Zoran Jankovič, Mayor of the Municipality of Ljubljana, and Danica Rotar Pavlič, President of the Slovenian Heart Foundation. The day was marked by beautiful weather, happy faces, sweating bodies and new acquaintances established when the participants »extended their hands for a healthy heart«.

The central event took place on 29 September at the capital's major square called the Prešeren Square. Different health and educational activities were performed from 9.00 to 13.00, and the monitoring of blood pressure and the level of blood cholesterol, glucose and triglycerides was also performed. The visitors could consult professionals with reference to the issues concerning health, sports, prevention of diseases, etc. Our Foundation set up eleven stands and we distributed, together with our sponsors, different folding leaflets, books and small gifts depicting the healthy heart topic.

The event started off at 9.45 with a concert by the Bežigrad brass orchestra.

The official opening of the central event started at 10.00 with the following addresses:

- Danica Rotar Pavlič, President of the Slovenian Heart Foundation
- Elizabeta Bobnar Najžer, Director of the Slovenian Heart Foundation
- Jani Möderendorfer, Deputy Mayor of the Municipality of Ljubljana
- Janez Remškar, General Director of the Directorate for Health Protection with the Ministry of Health of the Republic of Slovenia
- official president candidates attending the event

The brass orchestra played again at 11.00.



The exhibition called »Health Charter« was set up in the Historical atrium of the Town Hall.

The monitoring of blood pressure and of the level of blood cholesterol, glucose and triglycerides was performed from 10.00 to 14.00 at the Prešeren Square, as well as in the Town Hall.

The opening of the exhibition started at 11.00 with the children's choir I of the Glasbena matica and the addresses given by:

- Danica Rotar Pavlič, President of the Slovenian Heart Foundation
- Elizabeta Bobnar Najžer, Director of the Slovenian Heart Foundation
- Jani Möderendorfer, Deputy Mayor of the Municipality of Ljubljana
- Janez Remškar, General Director of the Directorate for Health Protection with the Ministry of Health of the Republic of Slovenia

This was followed by signing the European Heart Health Charter. All the people present were invited to attend the signing. The exhibition was opened from 29 September to 6 October 2007, except on Sunday. On these days all people who are aware of the importance of healthy hearts in our children could sign the European Heart Health Charter.

On 30 September the participants gathered at Šmarna gora, the trekking spot near Ljubljana. We also performed the monitoring of blood pressure and of the level of blood glucose, cholesterol and triglycerides; actually from 9.00 to 17.00. In the meantime there were several demonstrations of basic resuscitation procedures and healthy lifestyle. The visitors could also consult our doctors. This was a mass event and many people showed interest in the Foundation's activities. We distributed many preventive materials and offered advice. The participants were addressed by Elizabeta Bobnar Najžer, Director of the Foundation, Danica Rotar Pavlič, its President and Prim. Boris Cibic, Vice President. All the speakers described the importance of the Health Charter and the activities performed by the European Heart Network. The music was again played by the Bežigrad brass orchestra.

On 30 September, there was a parallel event organized at **Rožnik which is the capital's central walking path**, to accompany the endorsement of the European Heart Health Charter. Between 11.00 and 15.00 the monitoring of blood pressure and of the level of blood glucose, cholesterol and triglycerides were performed and our representatives gave replies to the questions related to the prevention of cardiovascular diseases. The staff from the Slovenian Heart Foundation advocated the importance of the European Heart Health Charter.

On 4 October there was a cultural evening organized at the Historical atrium of the Town Hall

At 19.00, when the exhibition was closed and the EuroHeart Charter completed, we listened to the concert of the chamber choir from Lek who livened up the event



concluding the activities on occasion of the World Heart Day. The address was given by Monika Kozjek and at the end Franci Zalar thanked the attendants and the choir, on behalf of the Foundation. The concert was wonderful, which all the participants agreed with.

Outcome of the event

See below for an overview of press items published or broadcast after the launch of the charter

Date	Type of media	Publication	Circulation	Comments
mm/dd/yyyy	TV / newspaper / radio / magazine	name	0'000	
25.9.2007	radio	Kranj		Presentation
26.9.2007	newspaper	Mag	17.000	Declaration
26.9.2007	newspaper	Večer	52.500	Declaration
28.9.2007	newspaper	Dnevnik	60.000	Declaration
28.9.2007	radio	Nova		Declaration
28.9.2007	newspaper	Žurnal	205.000	Declaration
29.9.2007	radio	Hit		Presentation
29.9.2007	radio	Ognjišče		Subscription
29.9.2007	radio	Slovenija 2		Declaration
29.9.2007	radio	Maribor		Declaration
30.9.2007	radio	Koroški radio		Presentation
30.9.2007	radio	Center		Presentation
30.9.2007	TV	Slovenija 1		Presentation
30.9.2007	radio	Slovenia VAL 202		Presentation
30.9.2007	radio	City		Presentation
30.9.2007	radio	Maribor		Presentation
1.10.2007	newspaper	Slovenske Novice	100.624	Presentation
1.10.2007	TV	Primorka		Subscription
3.10.2007	newspaper	Primorske novice	21.000	Presentation

3 The Signatories

The Health Charter was signed by:

- Zofija Mazej Kukovič – Minister of Health
- Zoran Jankovič – Mayor of Ljubljana
- Milan Kenda – President of Slovenian Cardiac Society
- Danica Rotar Pavlič – President of Slovenian Heart Foundation
- Elizabeta Bobnar Najžer – Director of Slovenian Heart Foundation
- Vasja Klavora – Vice-chairman of the National Assembly
- Mirko Bombek – President of Slovenian Heart Foundation for Maribor and Podravje
- Janko Kušar – President of Association of associations of diabetics of Slovenia



- Metka Zorc – Association of Operated On Heart and numerous cardiologist and representatives of lay public.

4 Next steps

The Slovenian Heart Foundation is preparing a process of evaluation of the charter. The impact evaluation will measure to what extent national plans and policies are adopted and implemented in Slovenia. The measurement will be carried out by contacting all signatories to the charter.

- The Charter will bring an opportunity to enlarge public awareness of the importance of cardiovascular diseases.
- The Charter is going to impact on CVD prevention and CVH promotion. There are some new research projects, which are running on CVD prevention in primary care setting in Slovenia.
- Our organisation and the signatories are contributing in putting the CVD prevention and promotion as a priority in political schemes and discussions.



18. Report on the Launch of the European Heart Health Charter in Turkey

EUROPEAN HEART HEALTH CHARTER signed by the Minister and 9 Specialty Societies:

The Signing Ceremony of the [European Heart Health Charter](#) by the Turkish Minister Of Health Prof. Dr. Recep Akdag, Chairman of the Health Commission of the Turkish Parliament Prof. Dr. Cevdet Erdol and the presidents and secretary generals of 9 specialty societies led by the Turkish Society of Cardiology was held on December 25, 2007 in Ankara.

The signatory societies were:

- Turkish Society of Pediatric Cardiology
- Turkish Society of Cardiovascular Surgery
- Turkish Society of Hypertension and Nephrology
- Turkish Society of Internal Medicine
- Turkish Society of Endocrinology and Metabolism
- Turkish Society of Neurology
- Turkish Society of Medical Physiotherapy and Rehabilitation and Society of Rheumatism.

The presidents and secretary generals of the Union of Turkish Doctors and its Standing Committee for Coordination among the Specialty Societies were also invited together with a crowd of journalists.

Ministry developed the strategic plan and action plan based on the National Heart Health Policy:

After the President of the Turkish Society of Cardiology Prof. Dr. Erol's presentation of the European Heart Health Charter and the activities held in reaching to it, Chief Executive Officer of the society Ahmet Unver provided concise information about the EuroHeart Health Project where TSC participates in all 5 modules it can join.

Turkish Minister of Health Prof. Dr. Akdag stated that they determined the first three targets related with CVD Prevention as

1. Struggle against smoking,
2. Struggle against obesity by promoting healthy eating habits and
3. Promoting physical exercise.

Prof. Dr. Akdag announced in his speech that within the ministerial organization, a new department, Department for Health Promotion is established recently, under the General



Directorate of Basic Health Services to handle and coordinate these activities. The Minister stated that they already issued a decree on controlling smoking and the preparations on revising the Tobacco Act were completed with the consensus of all the parties in the parliament; the Act will be discussed and expected to be approved in January 2008.

Related with the second target, Prof. Akdag reminded that they launched the European Charter for Counteracting Obesity last year in Istanbul, Turkey together with the European Regional Office of the World Health Organization (WHO).

After the Minister's speech the signing ceremony was held.

A new era in the persistent and comprehensive action against CV diseases:

In the second part of the program, Immediate Past President of the Turkish Society of Cardiology Prof. Dr. Ali Oto and Chairman of the Parliament Council on Health Prof. Dr. Cevdet Erdol -also a member of TSC- briefed the audience on the developments related with the National Heart Health Policy.

Dr. Nazan Yardım from the Public Health School of the Ministry made a comprehensive presentation on the recent document of the Ministry published for the ceremony and distributed to the audience. "Turkiye Kalp ve Damar Hastaliklarini Onleme ve Kontrol Programi-Risk Faktorlerine Yonelik Stratejik Plan ve Eylem Plani" (Turkish Program for CVD Prevention and Control - Strategic Plan and Action Plan against the Risk Factors) based on the studies carried out by all the departments of the Ministry and the "National Heart Health Policy Document" prepared under the leadership of TSC with the participation of the other specialty societies.

Among the Annexes of the document were

- The European Heart Health Charter,
- Luxembourg Declaration,
- European Charter for Counteracting Obesity -signed last year in Istanbul, Turkey-
- and the Action Plan of the CVD Prevention and Control Program.

The new initiative: Cardiovascular Risk Prevention Platform:

The final presentation was made by the Secretary General of the TSC Prof. Dr. Kozan on the recent initiative "**Cardiovascular Risk Prevention Platform**" started by the ministry and 5 societies led by Turkish Society of Cardiology. The platform carries on intensive tele-conference courses for the training of the primary care doctors - practitioners and family doctors besides the ongoing campaign "**Mind your heart, you have your loved ones in it**" designed for general audience calling people to take action against the risk of sudden death by adopting a heart-healthy way of living.



"Total CV Risk Management" is the main theme of the initiative. 6,000 doctors working for the Ministry of Health attended the teleconferences and training kits were sent to 25,000 primary care doctors.

The tv commercials reached to 30 million people. A special website was established for the campaign and already 150.000 visitors visited the site. There is also a "CV Risk Assessment Program" is provided at the website.

There were the journalists from all the Turkish national tv channels, newspapers, general audience and medical periodicals, health and news web portals.

In a single line, the ceremony was an enthusiastic and encouraging beginning for the application of the European Heart Health Charter.



19. Report on the Launch of the European Heart Health Charter in the UK

1 Introduction

The launch of the Charter in the UK was coordinated by the National Heart Forum with invaluable contributions and close collaboration from the British Heart Foundation and the British Cardiovascular Society.

2 The Event

Preparation of the event

Two planning meetings were held between NHF, BHF and BCS in August and September involving both policy and communications leads. The meetings and follow up telephone calls agreed speakers, content, timing, venue, invitation lists and publicity.

The launch of the European Heart Health Charter

The Charter was launched in the United Kingdom at an event jointly hosted by the National Heart Forum (NHF), the British Heart Foundation (BHF) and the British Cardiovascular Society (BCS). Speaking at the launch event at Chandos House, 2 Queen Anne Street, London W1 on 9 October 2007 were:

- **Peter Hollins**, chief executive of the BHF and president of the EHN
- **Dr Nick Boon**, president of the BCS
- **Dr Jane Flint**, council member of the BCS
- **Sir Alexander Macara**, chairman of the NHF (in the chair)

Just over 200 invitations were sent to key organisations and individuals drawn from the contacts of the three coordinating organisations, including government officials, the heart czar for England and the Minister for Public Health.

The launch was attended by around 40 representatives from NGOs, academic institutions, parliament and the health services. The public health minister, Dawn Primarolo MP was briefed but unable to attend.

Peter Hollins spoke about the formation of a new Cardio and Vascular Coalition of 29 voluntary organisations with an interest in promoting and protecting cardiovascular health in England - a major contribution to towards the Heart Health Charter in the UK. The scope and purpose of the Coalition is to work with and influence central government and local commissioners to ensure that cardiovascular health is high on their agenda. The



Coalition is being established with pump prime funding from the BHF and subscriptions from its members. A dedicated coordinator has been appointed to run the Coalition on behalf of members.

Dr Nick Boon described the challenges and opportunities for reducing the burden of cardiovascular disease in the European Union.

Dr Jane Flint – a member of Council for the BCS - talked about the particular issues for heart health among women. She presented 12 recommendations agreed by a British Cardiovascular Society Working Group on Working Together for Women's Heart Health. (presentation attached)

One of the key ambitions of the Charter is the development of policies which support more active, healthy lifestyles. As part of the launch event, a new policy initiative entitled *Building Health* was presented and discussed. Developed jointly by the NHF, Living Streets and the Commission for the Built Environment (CABE), Building Health provides a blueprint for national and local policy makers, as well as planners, architects and transport professionals, to create healthier professionals. Policy recommendations include changing transport policies, and locating housing, shops and services to encourage walking and cycling.

Speaking at the Charter launch event about *Building Health* were:

- **Nick Cavill** of Cavill Associates and editor of the *Building Health* report
- **Melvyn Hillsdon**, University of Bristol Centre of Sports, Exercise and Health
- **Phil Insall**, Director of Active Travel at Sustrans
- **Robert Cann**, policy coordinator of Living Streets
- **Polly Turton**, senior public affairs adviser, CABE
- **Hugh Barton**, Reader in sustainable settlements, WHO Collaborating Centre for Healthy Cities and Urban Policy, University of the West of England

(Copy of *Building Health* document attached to final document).

A diary notice for the media and a press release were prepared and issued by the BHF on behalf of the collaborating organisations. Photographs were taken for further publicity opportunities. (link to press notice: http://www.bhf.org.uk/news_and_campaigning/press_office/latest_news_views/eu_heart_charter.aspx)

Details of the launch were posted at www.heartcharter.eu after the event.

A launch event was also held on 4 October 2007 in Belfast, Northern Ireland hosted by the Irish Cardiac Society. Keynote speakers were Dr Michael McGimpsey, minister for health in Northern Ireland and Dr David Higginson, president of the Irish Cardiac Society.



It was agreed to hold the launch event after the 30 September in order to avoid the summer break and the weeks in early Autumn of the party political conferences in Britain during which many of the advocacy organisations and politicians in our target audience would be busy.

Outcome of the London event

The launch of the Charter was covered on BBC local radio and on the BBC World Service.

Details of the Charter and a portal to the EU Charter Website were added to the National Heart Forum website at <http://www.heartforum.org.uk/1870.aspx> and to the British Heart Foundation website at http://www.bhf.org.uk/news_and_campaigning/press_office/latest_news_views/european_heart_charter.aspx

3 The signatories

Signatories are being approached via the new Cardio and Vascular Coalition, and the membership of the National Heart Forum.

4 Next steps

Work plans for the Cardio and Vascular Coalition (CVC) over the coming months will address a number of themes relevant to the ambitions of the Charter. Working Groups have been established to look at: Inequalities, Research, Modelling the Burden of CVD in the UK, and Working with the Department of Health. In 2008-09 the CVC is working to highlight the need for a comprehensive Cardio/vascular Health Strategy for 2010 – 2020. (Relevant Charter Articles 14, 16,17)

The National Heart Forum and its members will work to follow up key recommendations from *Building Health* with policy makers and with planners, developers and architects to embed the principles and ideas into professional training and practice. (Relevant Charter Article 10)

NHF is building support among key national and international organisations and agencies for a new physical activity and nutrition information service – similar to the Globalink service which supports the tobacco control community. (Relevant Charter Article 12)

NHF will support the government's new strategy to tackle obesity (due January 2008) with the provision of updated resources for health professionals. (Relevant Charter Article 10)



NHF and members will continue to advocate for a universal traffic light nutritional signposting scheme, and effective controls on unhealthy food marketing to children. (Relevant Charter Article 10)



20. Report on the Launch of the European Heart Health Charter in non-Euroheart countries

The European Heart Health Charter has been very well received by most countries in Europe thanks to great efforts of dissemination by the partners behind the Charter, notably from the European Society of Cardiology and the European Heart Network. As a consequence, a series of countries have wished to adopt it as if they had been part of the EuroHeart project.

Month	date	Country	Leader organisation	Translation	Comments
2007					
September	1	Austria	Austrian Cardiac Society	yes	Presence of Health Minister
	15	Romania	Romanian Cardiac Society	yes	Presence of Health Minister, State Secretary of the Education & Research Ministry Established an alliance with the Romanian College of Physicians and the Romanian Societies of Diabetes, Nephrology and Obesity.
	28	Bosnia & Herzegovina	Foundation of Health & Heart	yes (Serbian)	Launch in Republic of Sprska/B&H, not Federation of B&H (the 2 parts form the country)
2008					
February	14	Sweden	Swedish Cardiac Society	yes	
Exact date not known yet		Switzerland	Swiss Cardiac Society	no	
		Spain		yes	Signature of Charter by Minister promised by herself during Spanish Congress of cardiology in September and pending.
		Netherlands	Netherlands Heart Foundation	yes	To be launched on the occasion of the United Heart Programme (March/April 2008)



Other countries are expected to follow up in the next few months, hence confirming the high expectations from European Countries as well as their motivation in helping their authorities, and in particular their health administration, to help them prioritise the promotion of heart health in their national policies.

