



GLOBAL HEART FAILURE AWARENESS PROGRAMME

Endorsement meeting
Athens, Greece
16 May 2014



**HEART FAILURE
ASSOCIATION
OF THE ESC**



**EUROPEAN
SOCIETY OF
CARDIOLOGY®**

The Global Heart Failure Awareness Programme

World Heart Failure Alliance

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Why is a Global Heart Failure Awareness Programme needed?



Heart failure is complex and hard to understand

- Even for healthcare professionals

Awareness is poor around the world

- Even among healthcare professionals

The prevalence of heart failure will rise substantially over the next 20–30 years

- Increasing economic burden on society

Heart failure is largely preventable and treatable

- New therapies are needed for some forms

Aims of the Global Heart Failure Awareness Programme

Make prevention, early diagnosis and management of heart failure a global health priority

Raise awareness of heart failure as a serious health threat at the global, European and national levels

Defend early diagnosis, optimal treatment and better quality of life for all patients living with heart failure

Introduce the most effective ways to prevent heart failure into everyday practice

**Adopt the motto:
Heart failure – a treatable and preventable disease**

Building a common approach to raising awareness across and beyond Europe



International collaboration to reach policy-makers, patients and the public



Phase 1: 2013–2014

- Policy report on acute heart failure
- Global white paper on heart failure
- Universal diagnostic test for heart failure: the 'heart function test'

Phase 2: 2014–2018

- White book on heart failure
- Development of awareness campaign
- Epidemiology and registry studies on improving quality of care