Heart Foundations - exactly in the HEART of Cardiovascular Prevention Strategies!

Dan Gaita
WHF Board Member
Heart Alliances - exactly in the HEART of Cardiovascular Prevention Strategies!

Dan Gaita
WHF Board Member
CHD Mortality
(per 100,000)

European Region
386.33
Deaths by cause in men

- Coronary heart disease: 20%
- Stroke: 10%
- Injuries and poisoning: 10%
- Respiratory disease: 7%
- Other cancer: 13%
- Lung cancer: 4%
- Colo-rectal cancer: 2%
- Stomach cancer: 12%
- Other CVD: 12%
- All other causes: 20%
Deaths by cause in women

- Coronary heart disease: 22%
- Stroke: 15%
- Other CVD: 15%
- Other cancer: 10%
- Breast cancer: 3%
- Lung cancer: 2%
- Colo-rectal cancer: 2%
- Stomach cancer: 1%
- Respiratory disease: 6%
- Injuries and poisoning: 4%
- All other causes: 20%

European Cardiovascular Disease Statistics 2012. EHN, Brussels, September 2012
CHD Mortality in All Finland and in North Karelia, Men Aged 35-64

Per 100,000

- Start of the North Karelia Project
- Extension of the Project nationally

North Karelia

All Finland

- 85%
- 80%
Membership Organisation

Brussels-based alliance linking 31 national heart foundations and like-minded non-governmental organisations in 24 European countries
Mission

The European Heart Network plays a leading role in the prevention and reduction of CVD, in particular heart disease and stroke, through advocacy, networking, capacity-building and patient support, so that they are no longer a major cause of premature death and disability throughout Europe.
Vision

Every European has a right to a life free from avoidable cardiovascular diseases
Structure

• General Assembly (GA) – all members

• Board 3–8 members elected by GA

• Permanent Expert groups
  • Nutrition
  • Tobacco
  • Physical activity
  • Psycho-social factors
Main Activities

• Advocacy
  CVD; Chronic diseases; Smoke-free policies; Food Policy; (trans fats; salt)

• Networking
  – European Institutions, MEP Heart Group, other EU NGOs
  – EHN member organisations

• Capacity-building
  – Research and Publications

• Patient support
“Every child born in the new millennium has the right to live until the age of at least 65 without suffering from avoidable cardiovascular disease”
European Parliament Resolution on cardiovascular disease

- Having regard to the conclusions of the Employment, Social Policy, Health and Consumer

- Whereas other major diseases have received overwhelming support from the European Parliament in 2006 in the forms of a Written Declaration on diabetes and the Motion for a Resolution on breast cancer in the enlarged European Union, while none currently exists on cardiovascular disease, the number 1 killer in Europe

European Parliament Resolution on: Action to tackle CVD

Plenary sitting on 12 July 2007
European Parliament Resolution on NCDs

• Having regard to the European Parliament Resolution of 12 July 2007 on action to tackle cardiovascular and EHN’s European Cardiovascular Disease Statistics

• Whereas the four most common NCDs are cardiovascular diseases, respiratory diseases, cancer and diabetes

• Whereas cardiovascular diseases are the largest cause of death, killing more than 2 million people every year; whereas the most common cardiovascular diseases are coronary heart disease and strokes, which account respectively for over a third (i.e. 741 000) and just over a quarter (i.e. 508 000) of all cardiovascular disease-related deaths
Tobacco Products Directive

• Commission proposal on Revision of Tobacco Products Directive released in December 2012

• The Battle against Tobacco, Cancer and Heart Disease, 19 February 2013: meeting in the EP

• Lobby work in the EP together with the Smoke Free Partnership: good result in ENVI Committee; await outcome of plenary vote
Trans Fatty Acids

- evidence for industrially-produced trans-fatty acids (TFAs) as a causative factor in cardiovascular disease is strong;

- a review investigating links between TFAs and cardiovascular disease concluded that a 2% increase in intake of industrially-produced TFAs was associated with a 23% increase in heart disease;

- Notwithstanding this, a written declaration to ban trans fatty acids was NOT adopted in the European Parliament.
Salt

- Recalls the European Parliament Resolution of 12 July 2007 on action to tackle cardiovascular disease

- Welcomes the proposal in the White Paper for Member States to consider salt reduction as a first priority for discussion within the Commission’s High Level Group on nutrition and physical activity (High Level Group)

- Considers EHN’s European Cardiovascular Disease Statistics setting out the health and economic burden of CVD

- Calls on the Commission to continue its systematic approach to tackle high salt consumption at European level by the implementation of the EU framework on salt reduction, taking into account the work of relevant international organisations, especially the WHO

COUNCIL OF THE EUROPEAN UNION

Council conclusions on action to reduce population salt intake for better health

3019th EMPLOYMENT, SOCIAL POLICY HEALTH and CONSUMER AFFAIRS

Council meeting
Luxembourg, 8 June 2010
EU School Fruit Scheme

- More than 50 000 deaths from heart disease and stroke could be saved if 400 g/day f&v in all EU (25) countries

- 135 000 deaths from heart disease and stroke could be saved if 600 g/day f&v in all EU (25) countries

- EU adopted its regulation on a European school fruit scheme in **December 2008**
MEP Heart Group

- 4 – 8 November 2013

- “Mind your Heart” week in the European Parliament:

  - Participation of Tonio Borg (Health Commissioner)

  - Participation of Lithuanian Health Minister (Council Presidency)

MIND YOUR HEART – FOR A HEART HEALTHY EUROPE
4 – 8 NOVEMBER 2013 – EUROPEAN PARLIAMENT, BRUSSELS

Cardiovascular Health Week including:
- MEP Heart Group meetings on cardiovascular health
- Opportunities to meet with National Heart Foundations and National Cardiac Societies
- Cardiovascular screening opportunity for MEPs
- CardioPulmonary Resuscitation demonstrations
- Heart Healthy lunches in the self-service restaurant of the European Parliament
- CardioFitness classes in the European Parliament Sports Centre

For more information please visit www.mepheartgroup.eu or contact secretariat@mepheartgroup.eu
European Chronic Disease Alliance

A UNIFIED PREVENTION APPROACH
The European Chronic Disease Alliance was established in 2009.

It published its first policy paper in 2010 “A unified prevention approach” and its second in 2012 “European Chronic Disease Alliance input to the Reflection Process on chronic diseases”.

Since, it has met with the EU Commissioner for Health several times and it is considered as a privileged interlocutor by European Commission officials dealing with chronic diseases.
Capacity-building

Euro Heart II – building action on heart disease and stroke

• Three-year project co-funded by the European Union

• 30 partners across Europe (of which 15 Heart Foundations

• EHN main partner

• Total budget 1.96 million Euros
Euro Heart II Publications

- European Cardiovascular Disease Statistics (2012)

EuroHeart II Conferences

- European Conference on Diet, Physical Activity and CVD Prevention in Europe (23 November 2013)

- 3 regional and 10 national workshops to disseminate recommendations based on EHN publication on Diet, Physical activity and CVD Prevention
Patient Support

- Meetings of EHN patients organisations
- Charter for European CVD Patients (2012)
- Cardiac and Stroke Rehabilitation (2013)
- Cardiovascular patients and eHealth (2013)
- Responses to EU consultations
CHD deaths prevented or postponed by treatments and risk factor changes in the United States population, 1980–2000.
Premature Mortality from NCDs
25% Reduction by 2025

- Raised blood Pressure 25%
- Tobacco Smoking 30%
- Salt/Sodium Intake 30%
- Physical Activity 10%
- Drug Therapy and Counselling 50%
- Obesity 0%
- Fat Intake 15%
- Alcohol 10%
- Raised Cholesterol 20%
- Generic Medicines & Technologies 80%

CVD Risk Factors are consistent with the overall NCD Risks.
Uniting global efforts to fight heart disease and stroke

Our mission
To unite our members and lead the global fight against heart disease and stroke, with a focus on low- and middle-income countries. Efforts are aligned around the WHO related target of reducing premature CVD mortality by 25% by 2025.

Our membership
200 organizations from more than 100 countries worldwide that combines the strength of cardiology societies and heart foundations.
Introduction:

In September 2011, the UN held a health focused high level meeting in New York on the subject of Noncommunicable Diseases (NCDs): Only the second of its kind in history. Subsequently in May 2012, The World Health Assembly adopted a global target of a 25% reduction in premature mortality from noncommunicable diseases by 2025.

World Heart Federation President Srinath Reddy, president of the Public Health Foundation of India and one of the world’s leaders in CVD and noncommunicable disease, says of the targets: “Central to the nine targets is the prevention and control of cardiovascular disease; we are truly at the heart of global health.”
WHF and World Health Organization:

The WHF is the only recognized NGO cardiovascular partner to the World Health Organization.

On the 23rd July 2012, the Economic and Social Council reclassified the World Heart Federation with the consultative status of Special based on its leading role in achieving the 25x25 NCD targets.

Special consultative status is granted to NGOs which have a special competence in, and are concerned specifically with, only a few of the fields of activity covered by the ECOSOC.
The World Heart Federation is a member of NCD Alliance and successfully advocated for the 9 targets and 25 indicators approved by WHO in 2012 and 2013.
Global NCD Action Plan 2013-2020
Final draft

The World Heart Federation and NCDA also successfully advocated for key elements of the WHO Global Action plan, adopted in May 2013.

<table>
<thead>
<tr>
<th>VISION</th>
<th>A world free of the avoidable burden of NCDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL</td>
<td>To reduce the preventable and avoidable burden of morbidity, mortality due to NCDs by means of multisectoral collaboration and cooperation at national levels, so that populations reach the highest attainable standards of health, at every age and those diseases are no longer a barrier to well-being or socio-economic development</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
</tbody>
</table>
# WHF 25x25: Overview

## 25x25 – The partnership has begun

<table>
<thead>
<tr>
<th></th>
<th>WHO passed 25x25 target</th>
<th>World Heart Federation approved the 25% reduction target for CVD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>UN member states approve additional targets by end of 2012. Countries to complete National NCD plans by end of 2013</td>
<td>World Heart Federation and its members advocate for strong targets and for CVD to be included in NCD plans that are effective and fully costed</td>
</tr>
<tr>
<td>2</td>
<td>WHO and UN member states are committed to implementing plans, necessitating further advocacy and evidence</td>
<td>World Heart Federation builds member capacity to implement and advocate for CVD and NCD plans, and partners on key research</td>
</tr>
<tr>
<td>3</td>
<td>WHO and UN member states require technical assistance to reduce CVD mortality and achieve targets on MDT, hypertension, integrating CVD prevention and care into health systems, and other key areas</td>
<td>World Heart Federation and its partners train members in these areas, train journalists in covering CVD and NCDs, and leverage public and private resources to support</td>
</tr>
<tr>
<td>4</td>
<td>WHO needs sustained support for 25x25 target to ensure integration into global health and development goals</td>
<td>World Heart Federation continues to work as part of NCD Alliance and at global CVD level to call for support and action</td>
</tr>
</tbody>
</table>
Global CVD Task Force and CVD Metrics:

- **Our Time statement:** "Moving From Political Declaration to Action on Reducing the Global Burden of Cardiovascular Diseases: A Statement From the Global Cardiovascular Disease Task Force”

- We are also jointly authoring a paper on CVD metrics for 25x25 and have expanded the TF to include representatives from IASC, IAHF, ESC, EHN, APSC, APHN, PASCAR and AHN.
Post 2015 Process

- The Millennium Development Goals in 2000 omitted CVD and other NCDs as health priorities.
- The World Heart Federation is actively involved in ensuring that the new goals, currently called the post 2015 development goals, feature CVD and NCDs, whether explicitly or through a health life expectancy goal.
- World Heart Federation president Srinath Reddy is advising on key elements of the post 2015 agenda.
- Further support is needed for member advocacy.
To reduce CVD mortality by 10% until 2015
To extend CV health & to increase QoL

To improve Romanian public education regarding healthy lifestyle
To increase access to modern management of CVD (focus on Prevention)
Romanian Heart Foundation

- Fundraising, donations
- Promotion
- Clinical Database EUROASPIRE

  - Increasing the notoriety and the credibility of Romanian Heart Foundation
  - Educating and motivating the public in order to adopt a healthy way of life

  - Romanian Heart Foundation dedicated events
  - Partners’ dedicated events
Strategy
National Cardiovascular Prevention Forum
The Prevention Agenda

🔗 An agenda dedicated to the patient.
🔗 It contains general information regarding the risk factors related to cardiovascular diseases’ and the healthy way of life.
🔗 Distribution through doctors – prevention centers and the National Prevention Forum.
🔗 Number of copies: 50,000
Prevention Day – the 10th of February 2013

Public dedicated event organised by Romanian Heart Foundation in one of the malls in Bucharest.

With the support of a MC, competitions on the cardiovascular diseases’ prevention and raffles shall be organised.

Informative materials shall be distributed.

Areas created for measuring the cardiovascular risk (Heart score).
Prevention CV – The BCV Prevention Forum Gala
“DeVoted to My Heart”

❤️ The Parliament of Romania.
❤️ The 11th of February 2013.
❤️ As of 19:00 o’clock – The Heart’s Gala – Guests: doctors, partner companies, representatives of the Ministry of Health, presidents of the National Prevention Forum’s members, political and public leaders.
❤️ Number of guests: 160
EuroPrevent 2013

- April 18th- 20th 2013.
- Rome.
- 2011/2012: Estimated audience at the stand of Romanian Heart Foundation & Romanian Society of Cardiology = 1,200 delegates
- Romanian Delegation = 80 doctors
Heart Failure Awareness Days

- May 11th - 13th 2013.
- Press conference.
- Informative flyers.
- Public campaigns carried in Bucharest.
- The campaign from 2012 was awarded by:
FUNDATIA CARDIOLOGILOR ROMANI
Promenada Inimilor
Saptamana Inimii

Crosul ROACC

Pedaleaza pentru inima ta

Evaluare risc CVD

Bucharest International Marathon

“25 BY 25”

Concursuri badminton

Congresul SRC

Promenada Inimilor

“Fundația Cardiologilor Români”