



fighting heart disease
and stroke
european heart network

CARDIOVASCULAR DISEASE - A TOUR D'HORIZON

EUROPEAN HEART NETWORK
ANNUAL WORKSHOP AND GENERAL ASSEMBLY
Puglia, Italy
21 May – 23 May 2019

Programme

Tuesday, 21 May 2019

- | | |
|--------------------|---|
| 08:00-14:00 | Registration |
| 12:30-14:00 | Lunch |
| 14:00-14:20 | Opening and welcome
<i>Simon Gillespie, President, European Heart Network,
Chief Executive, British Heart Foundation</i>

<i>Dr. Lidia Rota Vender, President, ALT</i> |
| 14:20-17:15 | Progress on NCDs: time to rekindle efforts
<i>Chair: Floris Italianer, Vice President, European Heart Network
Chief Executive, Dutch Heart Foundation</i>

This session aims to take stock of the progress towards addressing NCDs, and have a critical eye particularly on the commitments made by governments in Europe |
| 14:20-14:40 | Outcome of the Third UN High-Level Meeting on NCDs – implications for WHO European Region
<i>Speaker: João Breda, Programme Manager Nutrition, Physical Activity and Obesity, Division of Noncommunicable Diseases and Life-course at WHO/Europe</i> |
| 14:40-14:50 | Q&A |
| 14:50-15:10 | Civil society contribution at global level
<i>Speaker: José Luis Castro, CEO Vital Strategies, President NCD Alliance
(video presentation)</i> |
| 15:10-15:20 | Q&A |
| 15:20-15:50 | Break |
| 15:50-16:05 | ECDA: NCDs at the regional level
<i>Speaker: Susanne Løgstrup, Director, European Heart Network</i> |
| 16:05-16:15 | Q&A |

- 16:15-16:55** **NCD engagement at national level: presentations from EHN members**
- NCD activities in Germany
Speaker: Christine Dehn, External Relations, German Heart Foundation
- Working together in NCD Alliance and other alliances to reach the goal of a healthier Sweden
Speaker: Anette Jansson, Expert research, Swedish Heart-Lung Foundation
- 16:55-17:15** **Q&A/general discussion**
- 17:15-18:00** **The economics of NCDs and CVD**
Chair: Prof. Dan Gaita, Director, Romanian Heart Foundation
- 17:15-17:45** *Speaker: Melanie Bertram, Health Economist, World Health Organization*
- 17:45-18:00** **Q&A/general discussion**
- 18:00** **End of day 1**
- Social event: visit Alberobello**

Wednesday, 22 May 2019

- 08:30-10:00** **Impact**
Chair: Tuija Brax, Secretary General, Finnish Heart Association
- The IMPACT model was created to explain the decline in mortality rates from coronary heart disease observed in populations across the world over the past decades. It demonstrates the impact on death rates of changes in risk factors (smoking, high systolic blood pressure, elevated total blood cholesterol, obesity, diabetes and physical inactivity) as well as in medical and surgical treatments given to heart patients. The joint objective of EHN and its members is to reduce the burden of cardiovascular disease. How do we demonstrate to our target group, whether donors or policy makers, that what we do has the impact that we seek to achieve? This session will bring in experts from EHN member organisations that will initiate us into the art of establishing a link between our actions and the outcomes that people value.
- 08:30-08:50** **Identifying change as a starting point for making impact**
Speaker: Hester Dijk, Marketing Strategist, Dutch Heart Foundation
- 08:50-09:10** **The impact journey to better cardiovascular health**
Speaker: Sana Zakaria, Head of Strategic Performance and Impact, British Heart Foundation
- 09:10-09:40** **Q&A**
- 09:40-10:00** **Talking about money: how the Finnish NCD-Alliance communicates about health promotion by showing concrete financial impacts of 17 different cases**
Speaker: Tuija Brax, Secretary General, Finnish Heart Association
- EU regulation on trans fats**
Speaker: Susanne Løgstrup, Director, European Heart Network

10:00-10:15

Break

10:15-13:00

A global view on prevention and mechanisms of heart diseases and stroke

Chair: Dr. Lidia Rota Vender, President Italian Association against Thrombosis and Cardiovascular Diseases (ALT)

This session will describe the future of prevention of CVD, emphasize the importance of early prevention, and add a new point of view: from organ disease to the **multiple mechanisms of the diseases** – a concept which is emerging strongly from epidemiological, translational and clinical research.

Keynote Lectures

10:15 – 11:15

Promotion of cardiovascular health in the future. A global view for a possible mission

Speaker: Prof. Valentin Fuster, Director of Mount Sinai Heart , and Physician-in-Chief at The Mount Sinai Hospital, New York City, United States of America and President of the Scientific Board of ALT

Followed by Q&A/general discussion

11:15 – 12:15

Thrombosis: Translational research and risk profiling of the individual patient

Speaker: Prof. Zaverio M. Ruggeri, M.D. Professor, Department of Molecular Medicine, The Scripps Research Institute, La Jolla, San Diego, California, USA, Member of the Scientific Board of ALT

Followed by Q&A/general discussion

12:15 – 12:45

Round table on basic mechanisms of heart diseases and stroke

Atherosclerosis: *Prof. Paolo Magni, Italian Heart Foundation and Department of Pharmacological and Biomolecular Science, University of Milan, Italy*

Inflammation: *Prof. Giovanni de Gaetano, President, IRCCS Istituto Neurologico Mediterraneo NEUROMED, POZZILLI (IS), Italy and Member of Board of ALT*

Haemostasis and blood coagulation: *Prof. Sergio Coccheri, Former Full Professor of Cardiovascular Medicine, University of Bologna, Italy, and Member of Board of ALT*

12:45-13:00

Q&A/general discussion

13:00-14:00

Lunch

14:00-15:30

Lifting the veil on CVD knowledge and perceptions

Chair: Martin Vestweber, Managing Director, German Heart Foundation

In Europe, as in many of the countries in which EHN member organisations operate, cardiovascular disease (CVD) is the first cause of death in both men and women. Nevertheless, this fact and the fact that the cost of CVD is very high do not seem to translate into concern or urgency about it. Rather, cancer seems to be uppermost in the minds of donors and policy makers. Is there a perception that CVD is a ‘good death’ that comes to you in your sleep when you are 95? That we have solved all the problems? This session intends to review audits and campaigns carried out by EHN member organisations.

- 14:00-14:15** **Introduction to CVD perception audit: knowing our audiences' unknowns**
Speaker: Susanne Løgstrup, Director, European Heart Network
- 14:15-15:00** **It's all connected. Growing relevancy and support through the launch of our new brand proposition**
Speakers: Harriet Foxwell, Head of Brand Marketing & Victoria Kubie, Head of Brand & Planning, British Heart Foundation
- 15:00-15:30** **Q&A/general discussion**
- 15:30-16:00** **Break**
- 16:30-18:00** **EHN General Assembly**
- 18:00** **End of day 2**
- 19:30** **Gala dinner in piazza**
Dress code: elegant casual

Thursday, 23 May 2019

09:00-11:00 **Communication: Old school media vs. new world communication 2.0**

*Chair: Kristina Sparreljung, Treasurer, European Heart Network
General Secretary, Swedish Heart Lung Foundation*

In these rapidly evolving times, this session will explore how we can best use the communication tools available (traditional and new innovative media) to structure efficient population-based prevention campaigns aiming to prevent heart and brain diseases connected with thrombosis.

Shifting from traditional to new methods and using them in a complementary mode could enhance the effectiveness of our campaigns and build a better future for millions of people, helping them to avoid preventable cardiovascular diseases.

*Facilitators: Alberto Contri, President of Pubblicita' Progresso, and
Giulio Malgara, Past President of UPA, Founder and past President of Auditel*

11:00-11:30 **Break**

11:30 – 13:00 **Genome testing**

Chair: Simon Gillespie, Chief Executive, British Heart Foundation

This session is about risk assessment. New tools for assessing individual risk for cardiac diseases are being developed. New technology has provided genome tests, which are available for consumers. Is it possible to evaluate the risk of polygenic diseases like coronary artery disease based on new genome tests? Are these commercial tests reliable? Can we already recommend these tests to people or not? What is the current opinion about genome testing? This session will include ethical aspects and further implications for patients and health care systems.

- 11:30-12:10** **Genomic innovation and ethics: Genomics as a personalised medicine approach in disease risk prediction**
Speaker: Prof. Dr, Markus Perola, Research Professor, National Institute for Health and Welfare, Finland
- 12:10-12:40** **Knowing your genome – does that change anything? An Estonian experience**
Speaker: Dr. Liis Leitsalu, University of Tartu, Estonia
- 12:40 -13:00** **Q&A/general discussion**
- 13:00-13:15** **Closing remarks from the Presidents of EHN and ALT Onlus – outcomes of our Annual Workshop 2019**
- 13:15** **End of workshop and lunch**