



Fondazione italiana per il cuore

Workshop

June 25th, 2012

Palazzo Regione Lombardia
Piazza Città di Lombardia n. 1 - Milan - Italy
2nd Floor Room n. 34

Diet, Physical Activity and Cardiovascular Disease Prevention in Europe

Under the auspices:

Italian Ministry of Health
Assessorato alla Salute (Ministry of Health), Regione Lombardia
Guadagnare Salute Project

Morning

09.00 **Welcome**

Luciano Bresciani, *Assessore alla Sanità* (Ministry of Health), Regione Lombardia

09:15 – 10:45 **Opening Session**

Moderator: **Rosanna Tarricone**, *Director*, CERGAS - Centre for Research on Health and Social Care Management, Bocconi University, Milano

09.15 **The Needs**

Elena Tremoli, *President*, Italian Heart Foundation, Head of Research, Centro Cardiologico Monzino-IRCCS, Milano

09.30 **The Project**

Susanne Løgstrup, *Director*, EHN - European Heart Network, Bruxelles

09.45 **The European Heart Network Document**

Mike Rayner, *Director*, British Heart Foundation, Health Promotion Research Group, University of Oxford, and *Chair* of the EHN Nutrition Expert Group

10.00 **The Economics**

Francesco Saverio Mennini, Centre for Health Economics, University Tor Vergata, Roma

10.20 – 10.45 **Questions and Answers**

10.45 **Break**



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11.15 – 12.45 Panel Discussion: *Diet and Physical Activity: Critical Issues and Barriers to Reach the Goals*

Moderator: **Lidia Rota Vender**, *President*, ALT - Italian Association against Thrombosis and Cardiovascular Diseases - Onlus

- **Salvatore La Rosa**, MIUR - Ministero dell'Istruzione, dell'Università e della Ricerca Scientifica, (Ministry of Education, University and Research)
- **Laura Rossi**, INRAN - National Institute for Food and Nutrition, Ministry of Agriculture
- **Carlo Agostoni**, Department of Pediatrics, University of Milan
- **Liliana Coppola**, Direzione Generale Sanità, (Health Department), Regione Lombardia
- **Bruna Baggio**, Local Education Authority, Regione Lombardia
- **Roberto Moretti**, ASL Bergamo, (Local Health Districts)
- **Maria Agnese Dau**, Federalimentare, (Italian Federation of Food Industry), Roma
- **Rosanna Tarricone**, CER GAS, Centre for Research on Health and Social Care Management, Bocconi University, Milano

12.45 – 14.00 Lunch

Afternoon

14:00 – 14.45 Policies and Communication

Moderator: **Nina Verdelli**, Special Projects Editorial Coordinator, Amica

14.00 *How Do We Advocate for Policies on Healthy Diet and Physical Activity*

Susanne Løgstrup, *Director*, EHN - European Heart Network, Bruxelles

14.15 *Communication and Education: How To Be Successful?*

Andrea Fontanot, International Strategy Director, Saatchi & Saatchi Health, Milano

14.30 *Feeding the Planet, Energy for Life*

Filippo Castoldi, Regione Lombardia, EXPO 2015

14.45 – 15:45 Working Groups Debate

Facilitator: **Nina Verdelli**, Special Projects Editorial Coordinator, Amica

Countries' Representatives

Belgium: **Freddy Van de Casseye**, Belgian Heart League

Italy: **Lidia Rota Vender**, **Tommaso Solesin**, ALT - Italian Association against Thrombosis and Cardiovascular Diseases - Onlus

Elena Tremoli, **Andrea Peracino**, **Emanuela Folco**, **Cristina Bolsi**, Italian Heart Foundation

Portugal: **Luis Negrão**, Portuguese Heart Foundation

Spain: **Inés Galindo**, **Leandro Plaza**, Spanish Heart Foundation



Experts

Mike Rayner

British Heart Foundation, Health Promotion Research Group, University of Oxford, UK and EHN Nutrition Expert Group

Francesco Saverio Mennini

Centre for Health Economics, University Tor Vergata, Roma

Rosanna Tarricone

CERGAS - Centre for Research on Health and Social Care Management, Bocconi University, Milano

Marleen Kestens, Susanne Løgstrup

EHN - European Heart Network, Bruxelles

Filippo Castoldi

Regione Lombardia, EXPO 2015

Maria Agnese Dau

Federalimentare, (Italian Federation of Food Industry), Roma

Liliana Coppola

Direzione Generale Sanità (Health Department), Regione Lombardia

Roberto Moretti

ASL Bergamo, Health Promotion Service, (National Health System Districts)

Roberto Volpe

SIPREC - Italian Society for Cardiovascular Prevention

Salvatore La Rosa

MIUR- Ministero dell'Istruzione, dell'Università e della Ricerca Scientifica, (Ministry of Education, University and Research)

Ferdinando Cereda

Faculty of Education, Department of Pedagogy, Università Cattolica del Sacro Cuore, Milano

Angelo Cattaneo

Physical Exercise, Health & Sports Activities Therapist

Bruna Baggio

Local Education Authority, Regione Lombardia

Simona Costanzo

Fondazione di Ricerca e Cura Giovanni Paolo II, Università Cattolica del Sacro Cuore, Campobasso, Laboratory of Genetic and Environmental Epidemiology

Andrea Fontanot

International Strategy, Saatchi & Saatchi Healthcare Communication

Roberto Omar Alvaro, Roberto Capello

Unione Regionale Panificatori Lombardia (Regional Union of Bakers)

15.45 Reports by the Countries' Representatives

16.05 General Discussion

16.30 Summary

Susanne Løgstrup, Director, EHN - European Heart Network, Bruxelles

17.00 End of the workshop