



营养膳食与合理运动使您绽放美丽！
Nutrition diet and exercise make you beautiful!



北京大医公益基金会
BEIJING GREAT PHYSICIAN COMORBIDITY FOUNDATION

2017 Go Red For Women in China



项目目的

Our Objective



珍爱女人心

服务对象：女性

服务项目：

- ✓ 女性双心疾病免费筛查
- ✓ 双心健康认知调查
- ✓ 女性健康宣教
- ✓ 专业培训：医务工作者培训
- ✓ 报告：发布女性心血管健康年度报告
- ✓ 科研：随访临床研究

健康意识基线调查&科研

Survey & Research

- ✓ 多媒体手段发动全社会调研
- ✓ 医疗机构、体检机构参与流调
 - ✓ 科研：随访临床研究

节省医疗开支

Save billions in healthcare costs

- ✓ 提升公众意识水平
- ✓ 挽救生命，降低死亡率
- ✓ 迅速转化研究成果
- ✓ 最终转化公共卫生政策研究
- ✓ 实现预防、卫生保健决策导向

培训

Training

- ✓ 专业培训：医务工作者培训
- ✓ 报告：发布女性心血管健康年度报告
 - ✓ 患者及其家庭的健康教育
 - ✓ 大众健康教育、讲座

Goal

宣传

Publicity

- ✓ 创意广告征集
- ✓ 融媒体、跨屏太宣传
- ✓ 女性健康代言人评选
- ✓ 提升中国女性群体心血管健康意识，促进其健康生活改变，从而更好地关照其身心健康

女性心脏健康筛查

Disease Screening

- ✓ 免费心血管疾病筛查
- ✓ 免费心理咨询
- ✓ 双心培训



General information



- **Date Option(TBD)**
 - October 15, 2017, 9:00am-12:30pm
- **Place**
 - 北京北辰五洲大酒店户外草坪
 - Beijing Continental Grand Hotel Lawn
- **Host**
 - China Heart Federation, CHF
 - American Heart Association
 - Beijing Great Physician Commonwealth Foundation
 - APHA
 - Peking University People's Hospital

General information



- **Honored Guest**

- NHFPCPRC, Officer
- General Administration of Sport, Officer
- AHA, Officer
- Cardiologists,
- Exercise Physiologist
- Nutritionist

General information

- **Participants**

- Cardiovascular disease Patients
- Public people

- **Media**

- Media: 北京电视台、腾讯健康、健康报、中国医学论坛报社、中国循环杂志等
- Integrated Media
 - Web
 - Wechat
 - Paper Media
 - Etc.

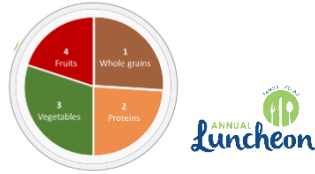
THIS IS NOT A RED DRESS
IT'S A RED ALERT.



Site Arrangement



11:45-12:30 Luncheon
冷餐会



08:30-09:00 Registry 注册

09:00-09:15 Opening Speech 开幕致辞

09:15-10:15 Public Health Education

大众健康教育



11:00-12:00 Charity Clinics 义诊

- ✓ Blood pressure, Lipid, blood Glucose
- ✓ Information Platform registry
- ✓ Donation book

10:10-11:00 Exercise time
运动时间

- ✓ Nordic Walking
- ✓ Bodybuilding exercise
- ✓ Taiji training



Agenda

08:30-09:00 Registry 注册

09:00-09:15 Opening Speech 开幕致辞

09:15-10:15 Public Health Education 大众健康教育

- Go Red announcement
关爱女性，呵护心脏健康 丁荣晶
- How to tell the signal of Cardiovascular disease
如何判断心血管疾病危险？ 赵冬
- Pharmaceutical administration
如何管理心血管疾病药物？ 叶平
- Nutrition diet 如何管理自己的餐盘？ 常翠青
- Sharing time – From Cardiac Disease Patient
患者分享故事

10:10-11:00 Exercise time 运动时间

- Nordic Walking 北欧健走表演 15分钟
- Bodybuilding exercise 广场舞表演 15分钟
- Exercise: Taiji training 太极训练 20分钟

11:00-12:00 Free treatment 义诊、赠书

- Physical examination 检验中心
- Psychological counseling 心理咨询
- Nutrition diet counseling 营养膳食咨询
- Disease prevention and diagnosis
疾病预防和诊断
- Donation book 签名赠书
- 旗袍照相

12:00-12:30 Luncheon 冷餐会

Luncheon Feature

- Base on Nutrition expert's lecture
- Choosing the right food for yourself
- Healthy Plate
 - Right matching principle
 - Low fat diet
 - Low-salt diet



Thanks!

