



WORLD HEART
FEDERATION®

End of Year Review 2017

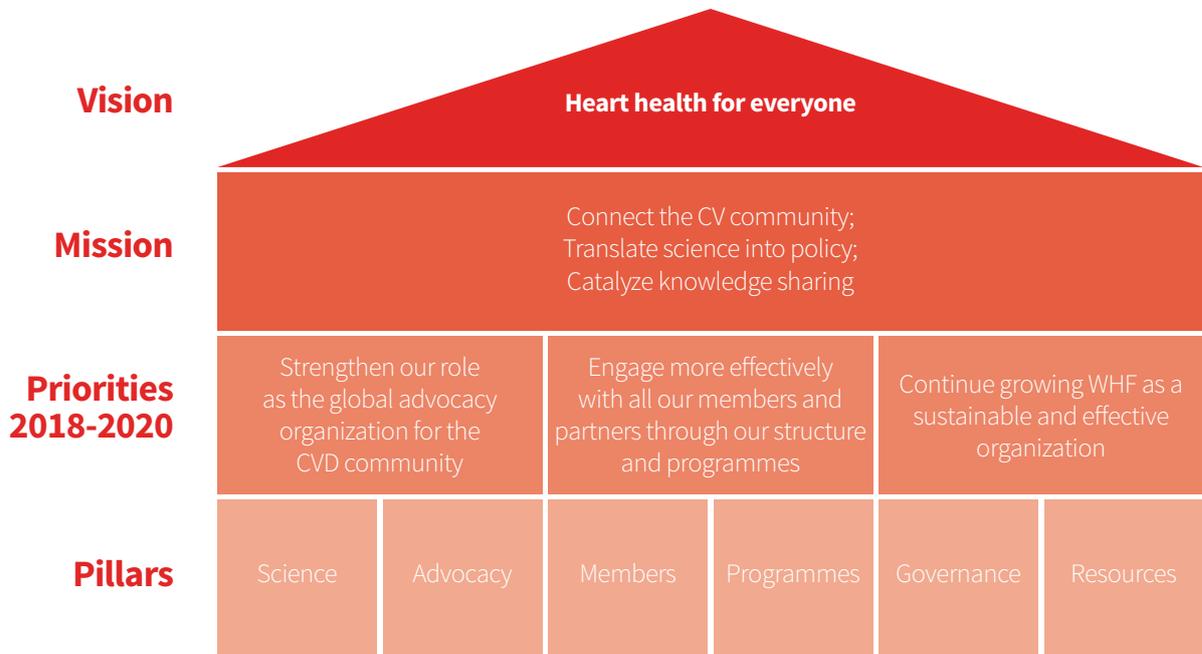
Highlights and
achievements



Because every heartbeat matters

With the current strategic plan (2015-17) coming to an end, and with the appointment of our new CEO, this year we took the opportunity to review what World Heart Federation (WHF) has achieved and build a plan for the next three years, for both internal and external growth. The new strategy document (summarized in the diagram below) is the result of a survey of WHF members and a series of workshops that were held in summer 2017 in Singapore, in which the Board, the Partners and Continental Councils, and office staff all participated.

The organization's financial stability continues to strengthen, and WHF's unrestricted funds reserve increased in the last year from three months to four months, which is ahead of the target set by the Board and brings financial security going into 2018. Also this year, we were delighted to join the Board of the NCD Alliance in the year that this increasingly powerful organization seeks to become an independent entity.



“ The vision regarding ‘heart health for all’, ‘health as a human right’ and ‘global health justice’ is very appealing to the Inter American Heart Foundation. We believe that WHF should further develop this vision as it will distinguish it as a leader that is courageous and forward-thinking.”

Beatriz Champagne, Inter American Heart Foundation Director

2nd Global Summit brings together health leaders in a Global Coalition for Circulatory Health

To galvanize progress towards agreed targets on cardiovascular disease (CVD) and bring the cardiovascular community closer to achieving the '25by25' target, this year WHF took decisive steps to advance the circulatory health agenda. Building on the commitments made in last year's Mexico Declaration at the 1st Global Summit on Circulatory Health, the 2nd Global Summit sought to convene and mobilize international, regional and national organizations as advocates for circulatory health, and to catalyze action through civil society engagement.

With 117 participants from 88 organizations representing a wide range of stakeholders, **the 2nd Global Summit for Circulatory Health** was held in Singapore from 12-13 July in partnership with the Asian Pacific Society of Cardiology, Asian Pacific Heart Network, ASEAN Federation of Cardiology and Singapore Heart Foundation.

Sessions focused on the themes of knowledge exchange, tools for action, and effective outreach with a powerful voice, with presentations and participation from leaders in global and circulatory health. Following discussions on political advocacy and reframing common messaging, a consensus emerged among participants on the need to improve coordination among international, regional and national organizations working in the field of circulatory health.

Attendees suggested that a formal partnership among participating organizations could provide a virtual international forum to campaign for better circulatory health through advocacy, policy recommendations and common messaging. This led to a proposal for the formation of a 'Global Coalition' open to any professional global, regional and national civil society organization with a role in circulatory health. This **Global Coalition for Circulatory Health** was launched alongside the WHO Global Conference on Noncommunicable Diseases which took place in October in Montevideo, Uruguay.

As political leaders worldwide and the circulatory health community prepare for the third UN High-level Meeting on NCDs in 2018, the Global Coalition for Circulatory Health will leverage the reach of its constituent partners to advocate for increased prevention, control and treatment of heart disease and stroke, using common messaging to policy makers and politicians.

Watch the 2nd Global Summit short film



“I think this direction that the WHF is taking, in having an annual meeting to bring invited experts together – this is a real step forward for the WHF ... an example of the CV community taking itself seriously really, thinking strategically about its next steps and I really applaud that.”

Edward Horton, Editor-in-Chief, The Lancet

WHF African Summit focuses on Best Practices and Access to Care

Our first WHF meeting in Africa was convened in Khartoum, Sudan, in October, in collaboration with the Pan African Society of Cardiology, African Heart Network and Sudan Heart Society. This key event brought together African policy makers and representatives of African national societies and foundations to share insights and strategies on policy implementation, access to essential medicine and integrative care in Africa to promote better patient care. It provided a forum to mobilize the medical community and engage with politicians, policy makers and organizational leaders on topics at the forefront of CVD to improve cardiovascular health and care in Africa.



Participants at the WHF Africa Summit in October



WHF President David Wood



Mr Chee Hong Tat, the Singapore Minister of State for Health, speaking at the 2nd Global Summit

World Heart Day 2017 inspires millions to share the power

World Heart Day on 29 September was our most successful yet, increasing its reach from over 1 billion in 2016 to over 2 billion. The number of landmarks and monuments around the world turning red in support leapt from around 25 to more than 50, and over 4,000 organizations downloaded our campaign resources, up from 3,000 in 2016.

The 2017 'share the power' campaign built on the success of 2016's 'power your life' theme, encouraging people around the world to inspire each other to live heart-healthy lives. New functionality on the campaign

website allowed individuals and organizations to see their World Heart Day events and activities plotted on our world map - over 1,000 took place in India alone!

This year, we were also pleased to welcome on board a new global sponsor - Manulife, known as John Hancock in the USA. Both they and our other sponsor, Philips, have supported and helped us to grow the campaign to reach these impressive new heights. We will continue to work in partnership as we plan for even greater success in 2018.



‘Making significant progress in our drive to eliminate Rheumatic Heart Disease

Early in 2017, RHD Action – an initiative of which WHF is a founding member – launched the **#TimeToTackleRHD** campaign. The objective was to collaborate with partners around the world to demand that governments and the WHO act on this preventable disease. On June 1st, we were delighted when the Executive Board of the WHO recommended a Resolution on ‘Rheumatic Fever and Rheumatic Heart Disease’ for adoption at the 2018 World Health Assembly - a major achievement.

WHF coordinated the #TimeToTackleRHD campaign, and also supported the primary government sponsor, New Zealand, and advocated directly with governments around the world. The next major step in this policy process happens in May 2018 at the World Health Assembly where, if adopted, the Resolution will stand as the first global commitment on RHD to be endorsed by all governments.

Other accomplishments which took place during 2017:

- RHD Action launched its ‘United to End Rheumatic Heart Disease: RHD Action Prospectus 2017’, which sets out its ten priorities divided into three main categories: people and communities; medicines and technologies; and systems and services
- WHF co-organized and participated in the RHD Uganda Stakeholders’ Meeting, which reviewed progress on RHD prevention and control in Uganda and set out plans for the future of the RHD programme

“ WHF is moving steadily and firmly in disseminating and implementing global advocacy.”

Fausto Pinto, European Society of Cardiology Past President



‘A new WHF Roadmap focuses on cholesterol

WHF Roadmaps provide a general framework for regions and countries to define the road to achieve ‘25by25’ by identifying opportunities and barriers to reducing premature CVD mortality and offer evidence-based solutions through policy and health systems strategies. A total of six WHF Roadmaps have been published since 2015, and this year we published a new WHF Roadmap on the topic of cholesterol, as well as facilitating country-level activities to pilot the implementation roadmap tools in Brazil and India.

WHF Roundtables convene national stakeholders

In addition, during 2017, WHF Roundtables were held in Brazil, Colombia and Spain, with a final one taking place in Saudi Arabia in December. These were opportunities to convene heart-health stakeholders and national experts in cholesterol to a national meeting dialogue. During the Roundtables, WHF scorecards summarizing the cardiovascular situation in the respective country were presented, and specific national actions discussed, in order to strengthen policies to improve cardiovascular health. For 2018 we are planning to expand the portfolio to heart failure and diabetes, and develop dissemination tools and educational material targeted at national stakeholders. All outputs are being made available to all our members via [our website](#).



More success for our projects developed in partnership with UEFA and Healthy Stadia

This summer we completed our four-year **'Children in the City'** programme, designed to encourage children to be more active, and together with our members in five countries we coached, informed and provided new physical activity opportunities to more than 10,000 children across Europe. The programme is leaving tangible improvements for those children. It is also making a wider and lasting impact thanks to advocacy actions, PR activities (which have increased the visibility of the topic in the media) and new initiatives triggered by this programme.

Last year we were also able to target fans and the larger football community through:

- Our **'A Healthy Heart Your Goal'** health promotion project at the UEFA Women's EURO 2017
- Activities for fans and players during the Homeless World Cup 2017
- Several initiatives to make stadia healthier places thanks to our partner Healthy Stadia. They developed a toolkit that was adopted by 27 national football associations which then celebrated World Heart Day with over 50 match-day actions from associations, leagues and clubs





WHF represents the CV community at WHO meetings

WHF was pleased to take strong delegations to the Executive Board meetings in January and June, and to the World Health Assembly (WHA), which was held from 22-31 May in Geneva, Switzerland. The key decision at the Executive Board meeting was the recommendation of the draft resolution on 'Rheumatic fever and rheumatic heart disease' for adoption at the WHA in 2018.

Our delegation at the WHA included Member Partners, Board Members and Member Organizations, supported by WHF staff. We co-sponsored two side events during the week. The first was entitled 'Better Medicines for Children' and was hosted alongside NCD Child. The second event – 'Global Heart Health and the Road to 2025' – sought to identify barriers to country progress on reducing CVD and priority actions to address this. The event was co-organized by WHF, Devex, IAPO and Novartis.

From August to October, a number of WHF Members and staff participated in the Committee Meetings for the six WHO Regions: Africa, the Americas, Europe, the Eastern Mediterranean, Southeast Asia and the Western Pacific. This gave us the opportunity to stay up to date with regional public health priorities and to advocate for stronger CVD prevention and control in each region.

Throughout all of these meetings, WHF advocated strongly on a diverse range of public health issues affecting CVD and NCDs, including:

- Access to essential medicines
- Health and the environment
- Women's, children's and adolescents' health
- Reducing health inequities
- Primary health care

WHF Emerging Leaders Programme goes from strength to strength with a focus on access to essential medicines

Created by Professor Salim Yusuf in 2014, the World Heart Federation Emerging Leaders Programme is an essential element of global CV capacity building, through professional development, mentorship and networking of CVD Emerging Leaders (EL) in 100 countries. This year, the Programme's think tank was hosted by the Hatter Institute for Cardiovascular Research at the University of Cape Town in South Africa. The focus of this cohort was on the cross-cutting theme of access to essential medicines.

Towards the end of the year, we also **launched applications for the 2017/2018 cohort**, which marks the fifth year of the Programme, and those Emerging Leaders selected in open competition will convene in Shanghai, China, to focus on stroke prevention, treatment and rehabilitation.



WHO Director-General Dr Tedros Adhanom with participants at the WHO regional meeting for South-East Asia

WHF at the United Nations General Assembly

In September, WHF attended the 72nd UN General Assembly in New York. Alongside the meeting, the Coalition for Access to NCD Medicines and Products was launched by PATH. WHF will participate as a Member Organization of this Coalition, which aims to improve access to essential medicines for CVD, hypertension and diabetes.



Responding to WHO global policy consultations

WHF submitted responses – including the valuable contributions of our members – to a number of global policy consultations organized by WHO throughout 2017. These included policy recommendations on the draft Global Action Plan on Physical Activity and on the Montevideo Roadmap, the outcome document of the WHO Global Conference on NCDs held in October in Uruguay. We also advocated for a stronger focus on CVD and NCDs in the Draft 13th WHO General Programme of Work, which, once endorsed by governments at the World Health Assembly in May 2018, will guide WHO's work from 2019-2023.



Dates for your diary

22-27 January 2018

WHO Executive Board meeting

24-26 January 2018

International Stroke Conference

10-12 March 2018

ACC Scientific Sessions

25-27 March 2018

Africa PCR 2018

9-12 April 2018

WHO GCM/NCD Dialogue on Financing National NCD Responses

21-26 May 2018

World Health Assembly

25-29 August 2018

ESC Congress 2018

18-30 September 2018

UN General Assembly

17-20 October 2018

World Stroke Congress

10-14 November 2018

AHA Scientific Sessions

4-5 December 2018

Global Summit on Circulatory Health

5-8 December 2018

World Congress of Cardiology & Cardiovascular Health

Date TBC

UN High-Level Meeting on NCDs

Please check the **Events** section of our website for a full list of events.

www.world-heart-federation.org