



WORLD HEART  
FEDERATION®

# Strategy 2018–2020

Because every heartbeat matters



# World Heart Federation 2020

The World Heart Federation remains dedicated to improving cardiovascular disease prevention and control worldwide. Our *Strategy 2018–2020* sets out a vision, ambitious goals, priorities and targets that will deliver impact.

## 5 key roles

1

Advocacy

2

Evidence-based

3

Capacity building

4

Health system  
strengthening

5

Development of a  
civil society movement



WHO Photo / Violaine Martin

Marking 40 years since its establishment, the World Heart Federation (WHF) serves as the principal representative body for the cardiovascular community (including the national and continental cardiology scientific societies and foundations), representing the scientific, medical and professional communities, as well as patients and charitable organizations.

WHF works at the international and national levels through our own activities and those of our 200 plus members. WHF is a Non-Governmental Organization (NGO) in official relations with the World Health Organization (WHO) and a member of the NCD Alliance.

In a connected and changing world, where collaboration is increasingly seen to be the norm, we are now reviewing the WHF strategy to develop further relationships, programmes and activities for the evolution of the organization and a bright future. This strategy document is the result of a survey to 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 strategy in this document is built on five key global roles of WHF: (i) advocacy; (ii) science; (iii) capacity building; (iv) implementation and health system strengthening; and (v) building a civil society movement for access to cardiovascular health through WHF's international leadership, member engagement at global, regional and national levels, and communication to professionals, patients and the public.

Three strategic priorities have been identified for the period 2018-2020 as the fundamentals of success: Leadership in advocacy; Engagement with our members; and a Sustainable organization.

# Because every heartbeat matters

## › Our vision

WHF and its members believe in a world where heart health for everyone is a fundamental human right and a crucial element of global health justice.

WHF and its members believe that there is no equity and human rights without health justice and heart health for everyone.

Regardless of country, region, origin, race, gender, age, education and revenues, each human being is entitled to cardiovascular health and well-being through health promotion, access to prevention, control and management of cardiovascular disease.

## › Our mission is:



To **connect and co-ordinate** the diverse cardiovascular community by bringing together the scientific cardiology societies, heart foundations, health professionals, patients and the general public, policy makers, governments and industry in advancing heart health for everyone



To **translate science into policy** to influence agencies, governments and policy makers and



To **stimulate and catalyze** the exchange of information, ideas, practices across all borders, to achieve heart health for everyone, everywhere



## Priorities and Strategies 2018-2020

The priorities and strategies set out in this section result from the voices of our members and work done by our Board during the different workshops, building on the strengths and opportunities identified using strategic analysis tools.

The aim of the process was to find strategies to build upon strengths, seize opportunities, transform weaknesses into opportunities and attenuate the threats facing the organization.

The overarching goal is for WHF to be a visionary leader and a leader in the field of advocacy for, and promotion of, heart health for everyone.



There are several specific areas that the group identified as being equally important to fulfil the mission of WHF:

- ✓ Strengthen our leadership role in global advocacy by mobilizing our members and partners around existing agendas (NCD, SDGs) and developing new ones on more cardiovascular-specific topics, including RHD and Chagas disease
- ✓ Enhance membership services by listening to members and their needs for connection and knowledge exchange, and providing suitable tools and platforms
- ✓ Build diverse and durable internal and external partnerships in the public and private sectors in order to promote WHF strategy, messages and programmes
- ✓ Strengthen governance and feedback processes to ensure broader engagement, representation, diversity, democracy and competences with WHF structure and activities
- ✓ Establish wider and deeper communication to position WHF as a reliable brand and valuable source of information
- ✓ Make WHF more efficient and financially sustainable, and put into place measurement and evaluation frameworks

These specific strategies can be grouped under three overarching priorities which intersect to make the overall organization stronger and more visible:

### Three overarching priorities



#### 1. Leadership

Strengthen our role as the global advocacy organization for the CVD community



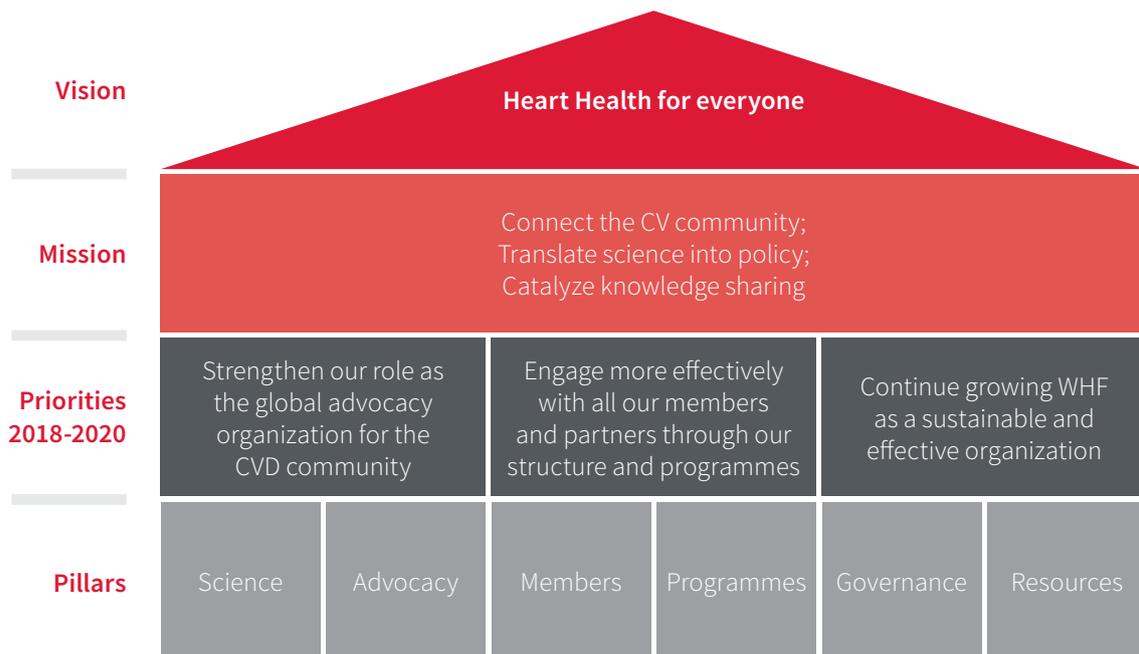
#### 2. Membership

Engage more effectively with all our members and partners through our structure and programmes



#### 3. Sustainability

Grow WHF as a sustainable and robust organization with a bright future



# 17 specific strategies grouped under three overarching priorities

This document also suggests a framework for 17 specific strategies to describe how the three overarching priorities will be achieved in the next three years.

The specific strategies will be supported by an action plan (as part of the business plan) and a budget.



## 1. Leadership

Strengthen our role as the global advocacy organization for the CVD community.

1. Position WHF as the unique organization which connects the entire CV community in order to develop common strategies and policies.
2. Keep supporting and leading the SDGs and 25by25 WHO agenda on preventable risk factors (tobacco use, physical inactivity, unhealthy diet, and the harmful use of alcohol) that lead to four key metabolic/physiological changes (raised blood pressure, overweight/obesity, raised blood glucose and raised cholesterol) and control of CVDs through a coalition broader than our membership.
3. In addition to the traditional NCDs and the 25by25 agenda, focus on areas where only WHF can make a difference, such as RHD, Chagas and neglected CVDs.
4. Have a clear complementarity between WHF's global role and regional/national advocacy activities through our members.
5. Develop networking opportunities and knowledge exchange in advocacy, capacity building and national implementation.
6. Develop WHF Roadmaps as the tool for CV policy development at the national level.



## 2. Membership

Respond effectively to the needs of our members through our structure and programmes.

7. Understand and respond to the different needs of our members, professional groups and interests through programmes and activities.
8. Engage with members, both the societies, foundations and other organizations, in all our activities, expert working groups and Board membership.
9. Develop compelling storytelling using narratives to describe our activities, leadership and members' successes, and effective communication tools for their dissemination.
10. Organize events and congresses responding to the networking and knowledge exchange needs of our members.
11. Increase our support to CV foundations and patient associations through organizational capacity building and by addressing specific needs.



## 3. Sustainability

Continue growing WHF as a sustainable and effective organization.

12. Develop and nurture an effective and representative governance, maximizing the engagement of our members through an effective and clear structure.
13. Ensure robust finances and suitable reserves through the diversification of revenues based on sustainable and predictable income.
14. Develop and use KPIs for all our activities and programmes that can also be shared with, and used by, our partners and members.
15. Develop successful partnerships with our members and partners, the continental societies and foundations, development agencies, the industry and other stakeholders.
16. Develop efficient membership management tools and ensure continuously valid data management and effective communication.
17. Attract, retain and invest in staff, volunteers, board members and emerging leaders and make them all ambassadors for our brand.





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