

## **Scope and Purpose - Meet & Share Forum For Associations and Foundations DUBAI – 5<sup>th</sup> – 7<sup>th</sup> December 2018**

### **Why a Meet and Share Forum for Association and Foundations during the WHF Congress?**

Cardiovascular disease (CVD) – which includes heart disease and stroke – is the number one cause of death globally despite being largely preventable through the mitigation of known risk factors. Without swift adoption of prevention and intervention strategies, current trends indicate increased global death and disability from CVD. In this context, WHF and its members play a critical role in addressing these issues, not only from a medical and scientific perspective, but also by strengthening the civil society movement, mobilizing resources, and communicating and advocating effectively. Whilst the World Heart Federation, already organized its bi-annual World Congress of Cardiology, two Global Summits for the CVD community and multi-sectoral partners at large (Mexico in 2016 and Singapore in 2017), the leaders of foundations and societies across different countries have never had the occasion to meet exclusively. **The overall aim of this FIRST Meet and Share Forum is to bring together the leaders of foundations, societies and associations across different countries to share their experiences and national strategies, identify specific key challenges and discuss how to address them.** The *Meet & Share Forum* could also be a good occasion to identify future candidates for WHF board and committees.

### **Specific Objectives for this First Meet & Share Forum:**

- ✓ Respond to the request expressed by our members for WHF to become a “marketplace” to share information.
- ✓ Build one another’s capacity through information exchange and best practices.
- ✓ Bearing in mind that approaches and actions need to be adapted to the contexts in which they take place, discuss advocacy strategies to raise the profile of CVDs in NCDs, in the current global policy and political context as listed below:
  - [2025 global NCD targets](#), [WHO Global NCD Action Plan 2013-2020](#), the outcome of the 2018 UNHLM and the prioritization of health as a central factor in promoting and achieving the [2030 Sustainable Development Goals](#)
  - [The Global Hearts Initiative](#).
  - [UN Decade Action on Nutrition](#)
  - [Resolve: Resolve to Save 100 Million Lives](#) aims to reduce the number of people dying from heart disease and stroke in low- and middle-income countries. The initiative has three components, each high-impact, not currently addressed, and with the ability to make rapid progress:
  - [Resolution on ‘Rheumatic Fever and Rheumatic Heart Disease](#) which was adopted at the 71st World Health Assembly in 2018. The Resolution represents the first global commitment on RHD to be endorsed by all governments. This represents a significant step forward for the cardiovascular community, as this global policy will demand national and international decision-makers to take action to prioritize and fund RHD prevention and control in all endemic settings.
  - [World No Tobacco Day 2018](#) focused on the impact that tobacco has on the cardiovascular health of people worldwide. Tobacco use is an important risk factor for the development of coronary heart disease, stroke, and peripheral vascular disease. Despite this fact, knowledge among large sections of the public that tobacco is one of the leading causes of CVD is still low.

We hope that this first forum will be a springboard for many areas of interests, which could be further explored during later Meet and Share forums, including:

- Identify common areas for advocacy, policy action at the global, regional and local levels on addressing CVDs.
- Identify framing and messaging.
- Compare and discuss different strategies related to fundraising.
- Compare and discuss different policies related to tobacco consumption, as well as unhealthy diet and physical inactivity.
- Share data on measurable health, social and economic benefits, and cost-effective investments related to heart health promotion and preventive strategies.
- Highlight and discuss issues/priorities/topics that can drive global campaigns, taking into account Partner's priorities at the Global level (so that WHF members can determine their niche or best contribution).
- Ethical principle for fundraising

**Programme - Meet & Share Forum**  
**For Associations and Foundations**  
**DUBAI – 5<sup>th</sup> – 7<sup>th</sup> December 2018**

**WEDNESDAY 5<sup>TH</sup> DECEMBER**

*Wherever possible, panellists were chosen from WHF members who specifically expressed an interest in taking part in the programme from the WHF survey sent in April 2018*

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| <b>15:00</b>         | <b>Welcome and Introduction</b><br>David Wood, President, World Heart Federation   |
| <b>15:10 – 15:30</b> | <b>Ice-Breaker</b>   |
| <b>15:30 – 16:10</b> | <b><u>Session 1: Discover the WHF diverse community: who are we?</u></b><br><br><i>Country representatives will explain who they are to the audience. The following questions/topics will be discussed: what we do, our vision and mission? Membership: who are we serving? Governance structure: how are we organised? Who are we accountable to? Who are our funders? Where do we spend our budget?</i><br><br><b>Session moderated by Tamsin Rose</b> |
| <b>16:10 – 16:30</b> | <b>Question and Answer Session:</b> to facilitate the debate, <i>each registered participants will be asked to bring a sheet with the same questions in advance</i>  |
| <b>16:30 – 17:30</b> | <b>Brainstorming – small group discussion regrouped by professional interests topics</b> <ul style="list-style-type: none"><li>- CEOs</li><li>- Fundraising</li><li>- Communication and Social media</li><li>- Advocacy</li><li>- Patients involvement</li></ul>   |
| <b>17:30</b>         | <b>Close of Day</b>  |

**THURSDAY 6<sup>TH</sup> DECEMBER**

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| <b>09:00 – 09:30</b> | <b><u>Session 2: What are the secrets of success stories?</u></b><br><i>Country representatives will share the secret of their success stories. The following questions/topics will be discussed: Could you describe your success story? What was your strategy for success? What was the rationale for developing this specific project, campaign, intervention? What was your top priority? What were the challenges? What were the achievements? Why were you successful? How did you evaluate your success?</i><br><br><b>Session moderated by Tamsin Rose</b> |
| <b>09:40 – 10:00</b> | <b>Question and Answer Session:</b> to facilitate the debate, <i>each registered participants will be asked to bring a sheet with the same questions in advance</i>  |

<b>10:00 – 10:30</b>	<b>Coffee Break</b>
<b>10:30 – 11:15</b>	<b>Brainstorming – small group discussion involving all participants:</b> to facilitate the brainstorming, each registered participants will be asked to bring a sheet with the same questions in advance. Each table will appoint a Rapporteur.
<b>11:15 – 11:45</b>	<b>Panel discussion from rapporteurs who will report on key secrets ingredients</b>
<b>11:45 – 15:00</b>	<b>LUNCH &amp; CONGRESS PLENARY SESSIONS</b>
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<b>15:00 – 15:15</b>	<p><b><u>Session 3: What is Advocacy? What can it achieve? Why is advocacy important?</u></b></p> <p><i>The Panel will explore, share and compare their views regarding the role of advocacy in the fight against CVDs at the global, regional and national level. The following questions/topics will be discussed: What is advocacy? What do we want? Who can make it happen? What do they need to hear? Who do they need to hear it from? How can we make sure they hear it? What do we have? What do we need? How do we begin to take action? How can we tell if it's working?</i></p> <p><b>Session moderated by Tamsin Rose</b></p>
<b>15:15 – 15:55</b>	<b>Question and Answer Session:</b> to facilitate the debate, each registered participants will be asked to bring a sheet with the same questions in advance
<b>15:55 – 16:05</b>	<b>Break</b>
<b>16:05 – 17:00</b>	<b>Brainstorming – group discussion regrouped by regions:</b> Each table will be asked to prepare a list of advocacy approaches that might work best in their Regions.
<b>16:35 – 17:20</b>	<b>Advocacy Tools 1: WHF Cholesterol Roadmap - Pablo</b>
<b>17:20 – 17:30</b>	<p><b>Closing comments and end of day</b></p> <p>David Wood, President, World Heart Federation</p>

**Friday 7<sup>TH</sup> DECEMBER**

*This final session will explore the role of stories and how we could integrate them better in our work. Storytelling can be a powerful tool to attract and motivate donors and start a movement. Even more than shocking statistics, a story can spur someone to help because it makes the cause more real and elicits more emotional resonance with potential supporters. A deep emotional connection is a strong motivator to not only donate, but to become the ultimate champion for an organization: a loyal donor, fundraiser, and lifetime supporter. To reap the benefits of storytelling, you need to know how to construct a story and effectively communicate it to your audience.*

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09:00 – 10:30

**Session 4: The power of storytelling and emotional connection to influence the change and attract donors**

10:33 – 11:30

**Question and Answer Session or Brainstorming?** How do inspiring leaders and inspiring organizations communicate (“the golden circle”, the trust model). The power of storytelling – how to structure and craft compelling stories (a universal story structure) Examples of social campaigns that used storytelling to drive action. How to use storytelling instead of numbers and drive action. Brain Science: How people make buying (donating) decisions. A portfolio of stories for nonprofit organization. Fundraiser Donor/Supporter Personas. How to Find New Donors and engage volunteers Using Stories

11:30 – 11:45

**Coffee Break**

11:50 – 12:00

**Closing comments**

11:45 – 15:00

**LUNCH & CONGRESS PLENARY SESSIONS**

**There will be opportunity to attend the WHF General Assembly on the Friday afternoon**

19:30

**DINNER**

Confirmed Speakers

Session 1:

- **Joseph Mucumbitsi**, Team Heart, Rwanda Heart Foundation
- **Simon Gillespie**, British Heart Foundation & European Heart Network
- **Habib Gamra**, Tunisian Heart Foundation & African Heart Network

Session 2:

- **Julie-Ann Mitchell**, National Director of Prevention at the Australian Heart Foundation: *A 10-year history in implementing a public health response to heart disease in women*
- **Dr Mouhamadou Mounir**, Société sénégalaise de Cardiologie (SOSECAR): *A story of the Hypertension programme in Senegal*
- **Piotr Jankowski**, Polish Cardiac Society: *Organisation of health care for patients with heart disease*
- **John Meiners**, Chief of Mission Aligned Businesses and Healthcare Solutions - American Heart Association (AHA) *Innovation Through Strategic Corporate Alliances: Creating A Paradigm Shift In Hospital Resuscitation Practice*
- **Dr Wael Safwat** Consultant of Internal Medicine and Health promotion, Egypt *A story of how to involve Egyptian cardiologists in combating Tobacco use epidemic " Egyptian NCD Alliance"*

Session 3:

- **Susanne Løgstrup**, European Heart Network
- **Monika Arora**, Public Health Foundation of India
- **Rohan Greenland**, National Heart Foundation of Australia
- **Florence Berteletti**, WHF Director for Advocacy

Session 4:

- **Magdalena Petryniak** - Managing Partner of Story Seekers Poland, Vice president of Manko Association Communication consultant, social activist, trainer, lecturer