FIRST WORLD HEART FEDERATION MEET & SHARE FORUM

Convening cardiovascular health foundations, societies and associations at the World Congress of Cardiology & Cardiovascular Health

DUBAI 5–7 DECEMBER 2018
AN EXCLUSIVE OPPORTUNITY TO SHARE INSIGHTS, EXPERIENCES AND STRATEGIES

As you know, the World Heart Federation (WHF) World Congress of Cardiology & Cardiovascular Health takes place in December in Dubai. On this occasion we are delighted to announce a new and exclusive opportunity for cardiovascular (CV) health foundations, societies and other civil society associations to convene for the very first time with the aim of:

- Sharing best practice and experiences in leadership, and discussing national strategies
- Identifying specific key challenges in mobilizing civil society and driving the national CVD agenda

The programme for the first WHF Meet & Share Forum has been designed based on a survey sent in April 2018. Wherever possible, panellists have been chosen from WHF Members who specifically expressed an interest in taking part.

We do hope that you can join us for what looks to be an inspiring and informative event … …and a greater reason than ever to attend WCC 2018.

For more information on WCC 2018 and the Meet & Share Forum, including how to register, please visit: www.world-heart-federation.org/congress/meet-share-forum/
### WEDNESDAY 5th DECEMBER

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>15:00</td>
<td>Welcome and introduction&lt;br&gt;David Wood, President, World Heart Federation</td>
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<td>15:10 – 15:30</td>
<td>Icebreaker</td>
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<td>15:30 – 16:10</td>
<td><strong>Session 1: DISCOVER THE DIVERSE WHF COMMUNITY</strong>&lt;br&gt;Country representatives explain who they are to the audience covering the following:</td>
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<tr>
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<td>• What we do, our vision and mission</td>
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<td>• Who we serve</td>
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<td>• How we are organized</td>
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<td>• Who we are accountable to</td>
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<td>• Our funders and where/how we spend our budget</td>
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<td></td>
<td>Moderated by Tamsin Rose</td>
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<td></td>
<td><strong>Speakers:</strong></td>
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<td>Deborah Chen, Heart Foundation of Jamaica</td>
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<td>Aseel Jaleel, Tiny Hearts Maldives</td>
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<td>Joseph Mucumbitsi, Rwanda Heart Foundation</td>
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<td>Simon Gillespie, British Heart Foundation &amp; European Heart Network</td>
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<td>Habib Gamra, Tunisian Heart Foundation &amp; African Heart Network</td>
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<td>16:10 – 16:30</td>
<td>Questions and answers</td>
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<td>16:30 – 17:30</td>
<td><strong>Share and brainstorm</strong>&lt;br&gt;Two 30-minute, small-group discussions grouped by professional interest topic as follows:</td>
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<td></td>
<td>• CEOs</td>
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<td>• Fundraising</td>
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<td>• Communication and social media</td>
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<td>• Advocacy</td>
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<td>• Patient involvement</td>
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<td>17:30</td>
<td><strong>CLOSE OF DAY</strong></td>
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09:30 – 10:30  Session 2: SECRETS OF SUCCESS PANEL
DISCUSSIONS
Country representatives present their success stories covering the following:

- Strategy for success
- Rationale for developing the specific project/campaign/intervention
- Top priorities
- Key challenges
- Major achievements
- The keys to success
- Evaluation methodology

Participants will have the opportunity to ask the panellists questions and are therefore invited to prepare questions in advance.

Moderated by Tamsin Rose

Speakers:

- **Julie-Ann Mitchell**, National Heart Foundation of Australia: 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: Organization of health care for patients with heart disease
- **Merrilee Sweet**, American Heart Association (AHA): Innovation Through Strategic Corporate Alliances: Creating A Paradigm Shift In Hospital Resuscitation Practice
- **Dr Wael Safwat**, Egyptian NCD Alliance: A story of how to involve Egyptian cardiologists in combating Tobacco use epidemic.

10:00 – 10:30  Networking and coffee break

10:30 – 11:15  Brainstorming – Small-group discussion involving all participants
To facilitate the brainstorming, participants are invited to prepare their own success stories covering the same areas as our panellists – listed above.
Each table will appoint a rapporteur.

11:15 – 11:45  Panel discussion from rapporteurs who will report on key secret ingredients

11:45 – 15:00  LUNCH BREAK & CONGRESS PLENARY SESSIONS
THURSDAY 6th DECEMBER

15:00 – 15:15  **Session 3: WHAT IS ADVOCACY? WHAT CAN IT ACHIEVE? WHY IS IT IMPORTANT?**
The panellists explore, share and compare views on the role advocacy plays in the fight against CVD at the global, regional and national level, covering the following:

- What is advocacy?
- What do we want, what do we have, and what do we need?
- Who can make it happen?
- What do different audiences need to hear and who from?
- How can we make sure they hear it?
- How do we begin to take action?
- How can we tell if it’s working?

Moderated by Tamsin Rose

**Speakers:**
- Fastone Goma, African Heart Network
- Susanne Legstrup, European Heart Network
- Jill Birnbaum, American Heart Association
- Beatriz Champagne, Inter-American Heart Foundation
- Monika Arora, Public Health Foundation of India
- Rohan Greenland, National Heart Foundation of Australia
- Florence Berteletti, World Heart Federation

15:15 – 15:5  **Questions and answers**
To facilitate debate, participants are invited to prepare questions in the areas above.

15:55 – 16:05  **Afternoon break**

16:05 – 16.25  **Advocacy Tools: WHF Roadmaps**
Pablo Perel, World Heart Federation

16:25 – 17:20  **Brainstorming – Group discussion by region**
Each table will be asked to prepare a list of advocacy approaches that might work well in their regions.

17:20  – 17:30  **CLOSING COMMENTS AND END OF DAY**
Tony Duncan, National Heart Foundation of New Zealand
09:30 – 11:00 **Session 4: THE POWER OF STORYTELLING AND EMOTIONAL CONNECTION TO INFLUENCE CHANGE AND ATTRACT DONORS**

This final session explores the role of stories and how we can better integrate them 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 creates more emotional resonance with potential supporters. A deep emotional connection is a strong motivator to not only donate, but also 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.

**Speaker:**

**Magdalena Petryniak**, Story Seekers Poland & Manko Association

11.00 – 12.00 **Interactive session on storytelling**

12:00 – 12:15 **Closing comments**

12:15 – 15:00 **LUNCH BREAK & CONGRESS PLENARY SESSIONS**

WHF Members will have the opportunity to attend the WHF General Assembly on Friday afternoon **15:00 – 16:30**.
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