



End of Year Review 2018

Celebrating 40 years of the
World Heart Federation

Highlights and achievements

This year the World Heart Federation (WHF) celebrated its 40th anniversary, and we are pleased to highlight some key milestones and achievements of 2018, which ended with an inspiring and insightful World Congress of Cardiology & Cardiovascular Health in Dubai.

2018 was the first year of bringing to life WHF's new strategic plan which will guide and inform our work until 2020. This review is structured in three sections reflecting our new strategic priorities as follows:

1. Leadership in advocacy

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

2. Working with Members and Partners

Engage more efficiently with all our Members and Partners

3. Sustainability

Continue growing World Heart Day as a sustainable and effective organization

Our mission is...



To **connect** and co-ordinate the diverse cardiovascular community



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



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

The WHF strategy is an embodiment of what the organization has advocated for over the last 40 years: that every heartbeat matters. But our work is only just beginning.

Watch the 40th anniversary video



Read more about the WHF strategy



Leadership

WHF advocates on the global stage

WHF and the Global Coalition for Circulatory Health call for implementation of proven and effective solutions at the UN High-level Meeting on NCDs.

Held in New York in September, the theme for this crucial event was scaling up multi-stakeholder and multisectoral responses for the prevention and control of noncommunicable diseases (NCDs), within the context of the 2030 Agenda for Sustainable Development.

In its role as the global voice of cardiovascular health, WHF called on leaders to make NCDs a top political priority and commit to action to address the unacceptable fact that 17.9 million people die every year from CVD.



Time to Deliver: the UN High-level Meeting on NCDs

Read the WHF statement for the UNHLM on NCDs



Just ahead of the UN High-Level Meeting on NCDs, the Global Coalition for Circulatory Health launched the White Paper for Circulatory Health: Driving Sustainable Action for Circulatory Health at the Harvard Club of New York City.

Aimed at policymakers in national and international bodies, the White Paper is a solution-oriented document that draws on success stories and patient testimonies to present feasible actions to advance circulatory health, in areas including education and training, universal health coverage, financing, infrastructure, and access to medicines and technologies.

Speaking at the launch were Vytenis Andriukaitis, EU Commissioner for Health and Food Safety, Christopher Tufton, Jamaica's Minister of Health and David Wood, President of the World Heart Federation.



WHF President Prof David Wood [centre], with [left] Dr Vytenis Andriukaitis and [right] Dr Christopher Tufton

Read the White Paper on Circulatory Health



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“This publication is very timely and will bring together leaders in public health by drawing on the success stories and community lessons from around the world.”

Christopher Tufton, Minister of Health of Jamaica

“The White Paper is an excellent publication and exactly what policy makers need, showcasing proven, practical steps to advance circulatory health.”

Vytenis Andriukaitis, European Union Commissioner for Health

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WHF President-Elect Prof Karen Sliwa [seated far left] at a side event organized during the World Health Assembly in Geneva, Switzerland

WHF supports the adoption of the WHO Global Resolution on Rheumatic Heart Disease

Following years of campaigning and advocacy, at the World Health Assembly in May Member States of the World Health Organization (WHO) unanimously adopted a Global Resolution on Rheumatic Fever (RF) and Rheumatic Heart Disease (RHD); a historic decision marking the first time that RF and RHD have been recognised as global health priorities on the world stage.

Co-sponsored by countries from all six WHO regions, and demonstrating the urgent need for a global response, the Resolution calls for a 'coordinated global response' to tackle RHD. It demands national and international decision-makers to take action to prioritize and fund RHD prevention and control in all endemic settings.

But our work does not stop here. All stakeholders now need to continue to work together with partners around the world to ensure that governments and the WHO fulfil their commitment and take action on this preventable disease.

Read more about the RHD Resolution



RHD Taskforce is established to drive implementation of the Resolution

WHF formed a dedicated Taskforce to take targeted action that will contribute to the implementation of the RHD Resolution.

The RHD Taskforce is split into three working groups to tackle three priority areas: Policy & Advocacy; Prevention, Control and Medical Management; and Access to Cardiac Surgery for RHD.

Three meetings have been held so far with a focus on further advancing work in the three priority areas, and the Taskforce will continue to meet regularly to work on translating the Resolution into meaningful action.



The third meeting of the RHD Taskforce at WCC 2018 in Dubai

Read more about the RHD Taskforce



**Read more about
the 3rd Global
Summit**



Prof Salim Yusuf, WHF Past President, at the Global Summit on Circulatory Health

WHF convenes 3rd Global Summit on Circulatory Health

In December, the 3rd Global Summit on Circulatory Health brought together international, continental and national organizations, and leaders in health, academia, civil society and the private sector to drive action on the timely issue of access to essential medicines and technologies.

The case for improved access to essential medicines is compelling - nearly 2 billion people lack access to essential medicines, an estimated 100 million end up living on USD 10.90 or less a day because they have to pay for health care,

and another 800 million people spend at least 10 percent of their household budgets to pay for health care.

Convened under the leadership of Professors Salim Yusuf, Martin McKee and David Wood, Global Summit participants shared pragmatic and innovative solutions, such as procurement pools for essential medicines to improve supply chains and serve the most vulnerable populations.

The Summit concluded with a Call to Action to align the solutions put forward during the event with the WHO's Roadmap on Access to Medicines and Vaccines in a position paper on access to essential cardiovascular medicines that will be published in the first quarter of 2019.



Prof David Wood at the WHO World No Tobacco Day 2018 event in Geneva, with WHO Director-General Dr Tedros Adhanom Ghebreyesus [second from left] and President of Uruguay Mr Tabaré Vázquez [third from left]

WHF partners with WHO on World No Tobacco Day

This year on World No Tobacco Day, WHF partnered with the World Health Organization to increase awareness about the link between tobacco and CVD, and promote feasible actions and measures that governments and the public can take to reduce the risks to heart health posed by tobacco. The campaign focused on the important link, under the campaign theme 'Tobacco Breaks Hearts'.

Events were held by our members around the world, including Greece, Indonesia, Jamaica, Japan, Netherlands, Philippines, Rwanda and South Africa.



Read more about World No Tobacco Day



Hard-hitting campaign materials reinforce the link between CVD and tobacco

WHF empowers the next generation of leaders to shape the future of CV health

The Emerging Leaders Programme was created by Prof Salim Yusuf in 2014 during his time as President-Elect of the Federation, with the objective of driving capacity, professional development, mentorship and networking of WHF Emerging Leaders in 100 countries.

WHF Emerging Leaders are already having a huge impact on global cardiovascular health and this year the programme received an additional boost when world-renowned leader in global cardiovascular disease (CVD) research and WHF Past President, Prof Salim Yusuf, provided an initial endowment of approximately 400,000 USD to support the Programme.

In light of this generous financial gift, and Dr Yusuf's initiative in establishing the Programme, the programme will now be known as the World Heart Federation Salim Yusuf Emerging Leaders Programme.

“I am honoured to support the WHF Emerging Leaders Programme which will develop and train a new generation of individuals from both developing and developed countries to lead future clinical and population research to prevent and treat heart diseases and stroke. Prof Salim Yusuf

The focus of the 2018 Programme was on stroke prevention, treatment and control. In 2019 it will be heart failure.

[Read the brochure](#)



WHF Emerging Leaders 2018 cohort at the Think Tank Seminar in China

Membership

Working with Members and Partners

More than 4,300 world leaders and CV professionals convene at WCC 2018.

For many decades, the World Congress of Cardiology & Cardiovascular Health has been the international platform for CVD, offering a truly global perspective on the challenges of bringing heart health to national agendas and reducing the global burden of cardiovascular disease.

This year in December, we were delighted to welcome more than 4,300 cardiologists, doctors, nurses, and health and policy experts from 119 countries to WCC 2018 in Dubai; a unique opportunity for all to convene and share insights, and in particular to focus on areas not necessarily included in the major regional meetings, including low-income

and lower-middle-income countries. This year the World Heart Federation celebrated its 40th anniversary, making the Congress a chance to celebrate the contribution of the leadership has made in the fight against heart disease and stroke. Thanks to the work and dedication of WHF members, the cardiovascular health of countless people around the world has been improved. But the fight for prevention and control of CVD continues and our Congress plays an important part in this.

We were also delighted when on 6 December the tallest building in the world, the Burj Khalifa in Dubai, lit up with an interactive video about the importance of early screening for prevention of CVD and the link between high cholesterol and CVD.



Past, present, and future Presidents of the World Heart Federation at the WCC 2018 Opening Ceremony



The WHF booth at WCC 2018



Lighting of the Burj Khalifa in Dubai

[Read more about WCC 2018](#)



[Take a look at the Burj Khalifa video](#)



First Meet & Share Forum convenes foundations and associations for a dedicated programme

WHF's first Meet & Share Forum, one of the highlights of WCC 2018, was a unique opportunity for those working in the field of CVD who are not cardiologists to share and discuss ideas around communications, advocacy, fundraising, patient involvement and more.

Participants engaged in lively debate and reflected on agendas, strategies and success stories, and used the Forum as a stage to showcase successes and challenges at national and regional level.



Engaging in discussion at the Meet & Share Forum

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“We are up against big opponents with big pockets and big political connections – mosquitoes are not going to oppose your work on malaria control. With NCDs we are up against some of the biggest corporates in the world and the challenge is huge. The only way to address this is to be smarter, to be agile and to be greater than the sum of our parts. Together we can be smarter, faster, more proactive, persistent and creative. This is what the WHF helps us to do, why the WHF exists.”

Tony Duncan, WHF Vice President

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WHF continues its focus on Roadmaps and holds three Roundtables

WHF Roadmaps have become an increasingly important part of informing health systems approaches to CVD by: prioritizing practical, proven, cost-effective interventions; and highlighting obstacles to interventions and potential solutions to overcome these obstacles.

In 2018 WHF worked on three new Roadmaps for launch next year which will focus on:

- CVD & Diabetes
- Heart Failure
- Chagas Disease

Supporting the Roadmaps initiative, WHF Roundtables are a crucial vehicle for convening national stakeholders in order to identify the specific roadblocks and initiate actions to meet country-specific needs.

During 2018, WHF was pleased to hold three highly successful Roundtables as follows:

- Philippines Roundtable on Cholesterol in March
- Kenya Roundtable on Hypertension in March
- Mexico Roundtable on Cholesterol in September

Read more about Roadmaps



Participants of our Kenya Roundtable on Hypertension

WHF creates Expert Groups, Committees and Taskforces to drive advocacy and action

To better reflect the views of our Members and offer more opportunities for engagement, this year, WHF created a number of Expert Groups, Committees and Taskforces:

- A new Advocacy Committee which replaces the former Science, Policy and Advocacy Committee (SPAC), and is composed of representatives from each WHO region and chaired by Beatriz Champagne. The aim of this Committee

is to lead advocacy in the areas of access to prevention and treatment for CVD and the 2019 UN High-level Meeting on Universal Health Coverage, and to coordinate global advocacy in RHD along with the activities of the Tobacco Expert Group.

- A Science Committee, chaired by Doriya Prabhakaran in India, to coordinate the activities for the Salim Yusuf Emerging Leaders Programme, WHF Roadmaps and Roundtables, and any educational activities.

World Heart Day achieves greater impact than ever before

Seminars, walkathons, fun runs, flashmobs, exhibitions, heart-health screenings, including blood pressure, BMI and cholesterol checks... in 2018, as ever, WHF Members and WHD supporters found incredible ways to raise awareness of CVD prevention.

This year, the WHD campaign theme was about saying to ourselves, the people we care for and individuals all around the world: **“What can I do right now to look after MY HEART... and YOUR HEART?”** It also resonated with the professional cardiology and healthcare audiences who dedicate themselves to looking after: **ALL OUR HEARTS.**

To encourage action against CVD, WHF asked people to make a simple promise: a promise as an individual to cook and eat more healthily, to do more exercise, to say no to smoking; a promise as a healthcare professional to save more lives; a promise as a politician to implement an NCD action plan.



Best Professional winner in our Heart Hero Awards



The Singapore Flyer joins more than 80 landmarks and iconic buildings around the world shining red in support of WHD

More than 80 iconic landmarks, buildings and monuments illuminated red in 2018 as a powerful visual symbol of World Heart Day. We also saw over 40,000 people customize their own posters on our website and we received 778 entries into our new Heart Hero Awards, celebrating people from all walks of life who have shown commitment, courage and care in relation to heart health.

**Find out more about
World Heart Day 2018**



Watch the WHD 2018 video



World Heart Day in numbers

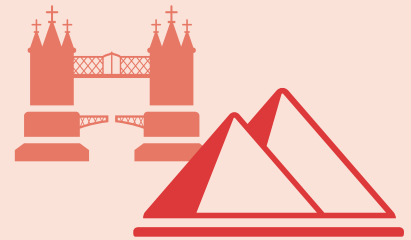
1.65
billion



Total estimated reach

242%

Increase
in social
followers



80 Landmark
illuminations

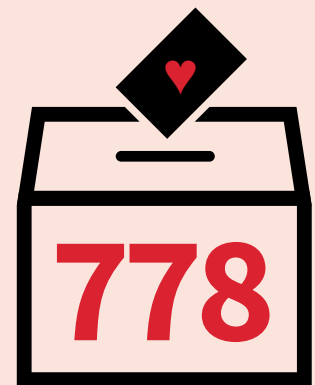
1 billion

Social media
reach



664

Events registered on
our spinning globe



Entries for our
Heart Hero Awards

6 million

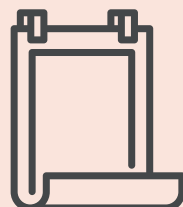
Campaign
video views



YouTube

9,154

Custom posters created

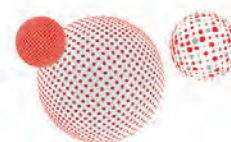


41,189

Campaign resources
downloaded

in **24**
Languages





World Congress of Cardiology & Cardiovascular Health moves to a new model

In order to better fulfil the needs of the national and regional Members, last year WHF took the decision to adopt a new model for WCC.

This will see the Congress taking place every year, rather than every two years, in collaboration with another key cardiology meeting. In this way, WHF can offer better support to existing Member events rather than creating competition, and bring a global dimension to such events.

The first Congress under this new model will take place in Paris in 2019, in partnership with the European Society of Cardiology (ESC) with a spotlight on global health. Meanwhile, the Global Summit will become WHF's new flagship event, supporting the organization's focus on global advocacy.



Prof David Wood with ESC President Prof Barbara Casadei

Announcing a new budget presentation from 2019

The budget approved by the Board for 2019 is produced according to result-based budgeting, and is aligned with the WHF Strategic Plan 2018-2020 and Action Plan 2019.

Action Plan 2019

Definition of activities and outputs

Budget forms per activities

WHF Budget 2019

The budget comprises 28 specific outputs, each supported by a description which outlines the rationale, objectives for the coming year, target groups, implementation plan and a more detailed budget breakdown.

This is a new way of working that reflects WHF's change of strategy and signifies

that, going forward, this will be the basis for implementing the Action Plan 2019 and monitoring budget consumption.

This will give the WHF Board and the members access to even more transparent information in order to make the most efficient and timely decisions.

WHF General Assembly elects Fausto Pinto as President-Elect

For the first time our General Assembly elections were organized by electronic voting, resulting in 83 participants compared to 53 in 2016. We are delighted to welcome the new Board 2019-2020:

President: Karen Sliwa, South Africa
President-Elect: Fausto Pinto, Portugal
Vice President: Nooshin Bazargani, UAE
Vice President-Elect: Jagat Narula, USA
Treasurer: Kristina Sparreljung, Sweden

At Large Positions:

Álvaro Avezum, Brazil
 Thomas Gaziano, USA
 Junbo Ge, China
 Rajeev Gupta, India
 Amam Mbakwem, Nigeria
 Gustavo Restrepo, Colombia

Strategic Partners representatives:

Mark Creager, American Heart Association, USA
 Jeroen Bax, European Society of Cardiology, The Netherlands
 ACC representative (to be nominated)

Observers:

Diederick Grobbee, Editor Global Heart, The Netherlands
 Beatriz Champagne, Chair Advocacy Committee, USA
 Prabhakaran Dorairaj, Chair Science Committee, India



WHF's new President Prof Karen Sliwa

Read more about our General Assembly elections



Dates for your diary

24 January-1 February 2019

WHO Executive Board meeting

20-28 May 2019

World Health Assembly

9-15 July 2019

Africa PCR 2018

19-23 August 2019

Regional Committee for Africa: sixty-ninth session

30-31 August 2019

Global Summit on Circulatory Health

31 August-4 September 2019

ESC Congress together with the World Congress of Cardiology

2-6 September 2019

Regional Committee for South-East Asia: seventy-second session

16-19 September 2019

Regional Committee for Europe

17-30 September 2019

UN General Assembly

30 September-4 October 2019

Regional Committee for the Western Pacific

14-17 October 2019

Regional Committee for EMRO

TBC

UN High-Level Meeting on Universal Health Coverage

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

www.worldheart.org

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Because every heartbeat matters



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