

# STRATEGY 2024–2026

## OUR VISION

Cardiovascular health  
for everyone

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## OUR MISSION

- ♥ Connect and lead the cardiovascular community.
  - ♥ Translate science into policy.
  - ♥ Stimulate and catalyse the exchange of knowledge.
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## OUR STRATEGIC GOALS

- ♥ Be the trusted authority on global cardiovascular health.
- ♥ Catalyze global action for cardiovascular equity.
- ♥ Empower Members to advocate for cardiovascular health.
- ♥ Ensure organizational sustainability.

## OUR IMPACT

- ♥ Advocate for, and support, the implementation of a national CVD action plan based on Universal Health Coverage, adapted to each country.
  - ♥ Contribute to supporting the United Nations Sustainable Development Goal 3.4 to reduce premature mortality through the development of advocacy resources, scientific research and communications.
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## OUR OUTCOMES

**Knowledge:** Through the World Heart Observatory, Global Heart journal and global communications, we remain a reliable source of information and knowledge, demonstrating thought leadership.

**Policy:** Through our advocacy tools, we support the integration of CVD prevention and management in global, regional and national plans.

**Financing:** We secure optimal integration of CVD prevention and management and resource allocation within national NCDs plans.

**Capacity:** We equip WHF Members with knowledge, skills and resources to raise the profile of CVD and ensure the integration of CVD action plans at the national and regional levels.

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## ORGANIZATIONAL PERFORMANCE ENABLERS

Members ♥ Programmes ♥ Partnerships  
Communication ♥ Governance ♥ Evaluation

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