



**WORLD
HEART
FEDERATION**

WORLD HEART HIGHLIGHTS 2021





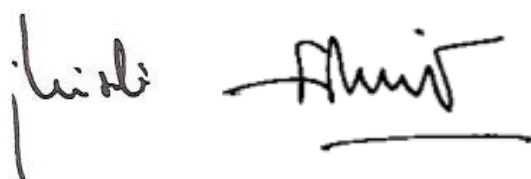
Vilufushee School, Maldives.

DEAR FRIENDS,

World Heart Highlights 2021 captures some of the year's biggest moments. While not exhaustively encompassing every single initiative or milestone, the highlights have been the result of tireless efforts of many in the public eye and also behind the scenes. We want to therefore thank all our members, partners, sponsors and supporters for their commitment as we approach 2022 with hope and energy.

Together, we will continue to advocate for fair access to heart care, a human right; lead and support research; and provide a platform for multisectoral collaboration. We certainly hope that you will draw inspiration from the stories and snapshots provided here in order to implement successful strategies and drive policy and behaviour change on the ground.

Together, we can achieve cardiovascular health for everyone.



Jean-Luc Eiselé
Chief Executive Officer
World Heart Federation

Professor Fausto Pinto
President
World Heart Federation

ABOUT WHF



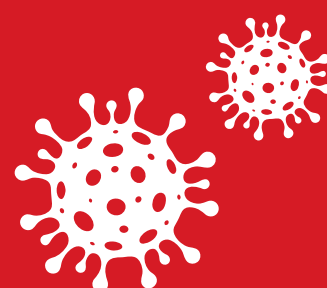
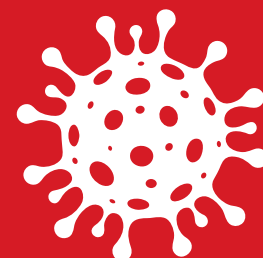
With a vision of cardiovascular (CVD) health for everyone, **WHF's mission** is to connect and lead the CVD community, translate science into policy, and foster knowledge exchange. Since its establishment in 1978, the **World Heart Federation** has been serving as the principal representative body for the cardiovascular community with **more than 200 patient, scientific and civil society groups** in more than **100 countries**.



ACTIVE ON PANDEMIC FRONTLINES: COVID-19 AND THE HEART

Throughout the pandemic, our COVID-19 resource hub remained an active space for accessing studies including [The Global Study on CVD and COVID-19](#) whose early results were presented at, and published by, the European Society of Cardiology Congress in August. In September, we attained the target goal to recruit more than 5,000 patients. The study gathers information related to COVID-19 and the heart, especially in low-resource settings.

In addition, WHF continued to call for [global vaccination equity](#) when 2021 heralded the arrival of approved vaccines, some of them using breakthrough technology. This was followed by the tool [Preparing the next pandemic: The case for Investing in Circulatory Health](#) prepared with the Global Coalition for Circulatory Health.



We attained the target goal to recruit more than

5,000
patients



MAKING 29 SEPTEMBER A SPECIAL WORLD HEART DAY...

From the Maldives, Uganda and Ghana to Australia, China, Italy and Mexico, **#UseHeart** resonated with an emphasis on digital tools to promote health equity, connect communities and support individuals with heart disease.

Sports events, school activities, health screenings, and iconic monuments' illuminated helped make **our award-winning World Heart Day campaign 2021** a great success. We doubled social media reach, promoted heart hero stories and published articles in The Lancet and in WEF's Global Agenda platform. We continued a partnership with Mediaplanet that secured coverage in leading outlets in the U.S and the UK.



“

If a positive outcome of the pandemic exists, it could be the wider uptake of digital tools as an additional aid in healthcare.

”

PROFESSOR FAUSTO PINTO, WHF President, in Mediaplanet online, The Guardian and USA Today.

WORLD HEART DAY IN NUMBERS

19,855



Resources
downloaded

79.3M



#UseHeart &
#UseHeartToConnect

84,615



World Heart Day
films 2021 views

42,600



Stickers/GIFS
used on social media

1.1 BILLION

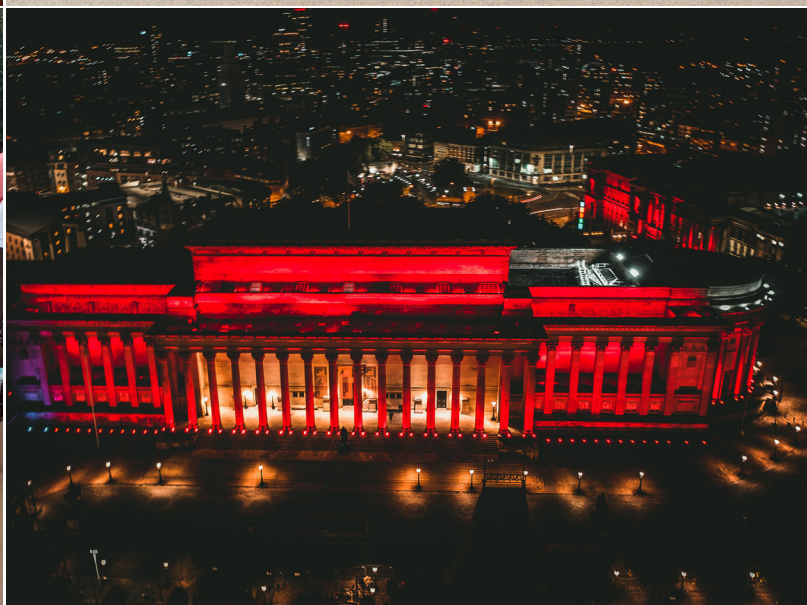


#WorldHeartDay reached
on social media

9,039



Posters created



... AND STILL MOVING ON THE CAMPAIGN TRAIL

We continued to **#UseHeart** to put the **#SpotlightOnHeartFailure** to hear from those who live with it and who thrive, despite it.

#UseHeart to act now on angina alerted us all to recognise the often-missed symptoms that now affect more than **100 million** people worldwide and threaten heart health.

#UseHeart to stop flu promoted awareness of vaccination to protect against heart disease and to reduce the risk of heart attacks from flu complications by as much as **45%**.

#UseHeart to take iron seriously campaigned for greater awareness and uptake of the latest recommendations for screening, given that as much as **50%** of patients with heart failure are found to be iron-deficient.

BUILDING A VIBRANT HEART COMMUNITY

Since 1950, WHF's World Congress of Cardiology (WCC) has been a key event on the cardiovascular calendar. This year, we teamed up with the Japanese Circulation Society's Annual Scientific Meeting to produce a hybrid event with more than **15,000 registrants** from across **30 countries** including Japanese cardiologists onsite and participants online from around the world.



The World Heart Summit convened leaders and innovators from government, civil society, industry, and academia. Held during October and November, the hybrid format consisted of three global webinars, culminating in a half-day hybrid meeting at the joint PASCAR – KCS Congress in Mombasa, Kenya, on 22 November, with onsite attendance by WHF leadership. The main topic focused on one of the

most pressing global problems, obesity. Other topics contributing to the Summit's success included strengthening the health workforce, and financing options for care through health taxes.

Events this year also included seven Roundtables in seven different countries on heart failure and cholesterol, five Meet & Share workshops, World Heart

Day sessions, online events focusing on COVID-19, Rheumatic Heart Disease, and other topics, and Emerging Leaders Dialogues (EL). The EL 2021 cohort in Lisbon convened (also hybrid) participants from 17 countries across five continents for a one-week seminar hosted by WHF President, Professor Fausto Pinto, at the Lisbon School of Medicine of the University of Lisbon, Portugal.



“
Reasons to apply to join the Emerging Leaders Programme? Fantastic peers, mentors and networks. Join a growing community of early-career professionals focused on global approaches to CVD prevention.
”

DR AMITAVA BANERJEE,
Senior Programme Adviser
& Emerging Leader 2014.

Emerging Leaders 2021 cohort with WHF President Prof Fausto Pinto in Lisbon, Portugal.

TACKLING OBESITY

In October this year, the World Obesity Federation and WHF partnered for the SCOPE School Global on the topic of obesity and cardiovascular disease. SCOPE Schools (Strategic Centre for Obesity Professional Education) are intensive one-day courses hosted several times a year in different cities. Specialists discussed effective treatment and the importance of supporting patients with

obesity and cardiovascular disease in long-term lifestyle changes.

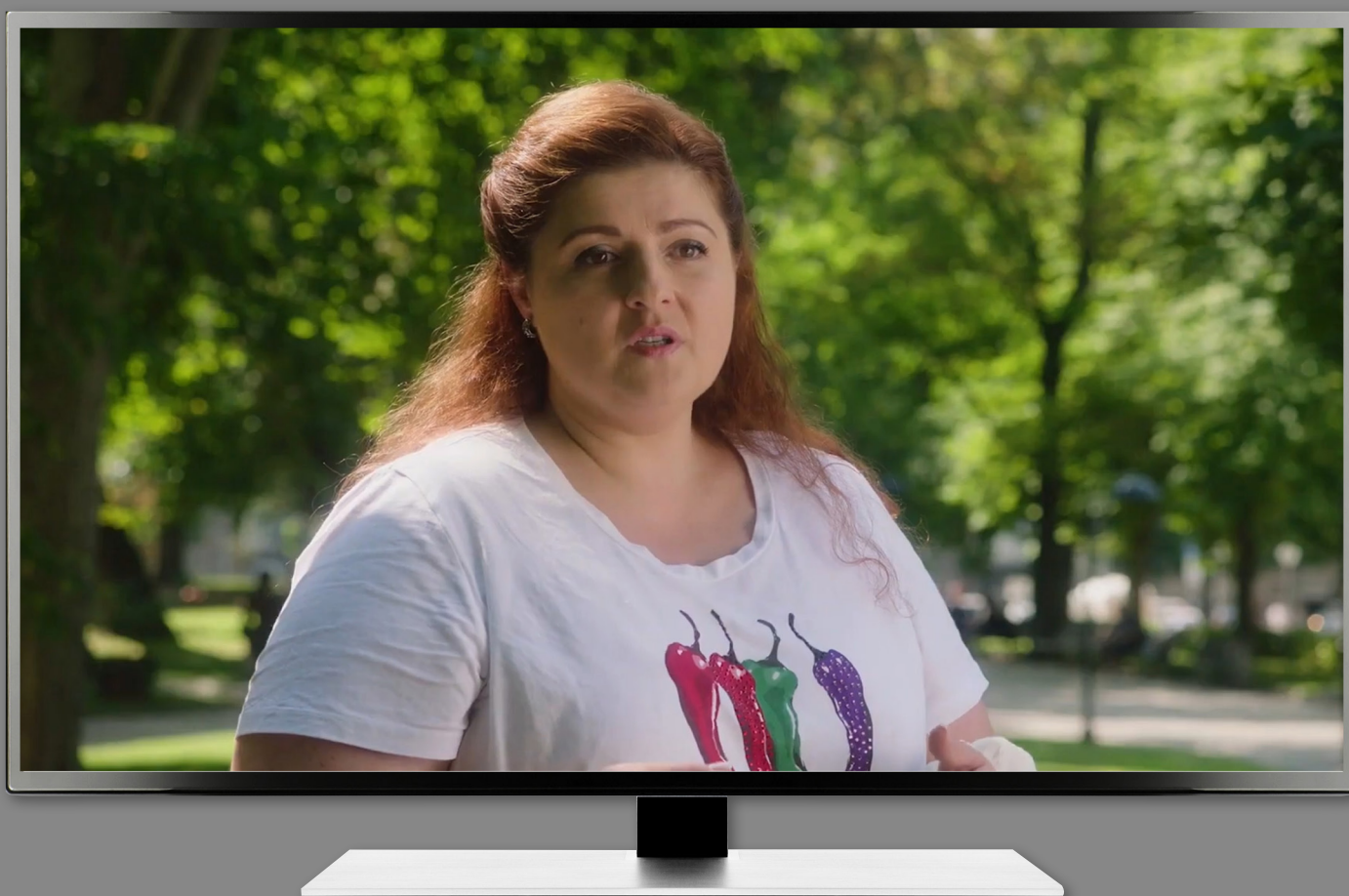
Teaming up with *BBC StoryWorks* and joining forces with the NCD Alliance's campaign *Facing Forward*, we sought to bring home the difficulties of those living with obesity; *Desi* braved the camera to share her deeply personal story of obesity into adulthood.

“

Obesity is a pandemic which slowly but surely enters not only our body but also our lifestyle.

”

DESISLAVA HRISTOZOVA, (*Desi*), in the WHF film “From small steps to systemic shifts.”



Desislava Hristozova, Bulgarian journalist living with obesity.

MAKING HEART-HEALTHY POLICIES

Air pollution

Some leading global voices in cardiovascular health – represented by the World Heart Federation (WHF), American College of Cardiology (ACC), American Heart Association (AHA), and European Society of Cardiology (ESC) – released the **first joint statement** urging the medical community and health authorities to take urgent action to mitigate the impact of air pollution on health. As explained in the WHF Air Pollution Policy brief **Clean Air, Smart Cities, Healthy Hearts**, and **video**, policies and investments that support a reduction in air pollution at all levels of society are needed now; these include cleaner transport, energy-efficient homes, power generation and industry regulation.

“

Even before the COVID-19 pandemic, air pollution was an issue of growing concern due to its impact on people's health, although it was frequently overlooked as a risk factor for cardiovascular disease. COVID-19 has brought a new, deadly factor to the equation, and the time has come for the health community to speak up and take action.

”

MICHAEL BRAUER, World Heart Federation Air Pollution Expert Group.



Tobacco and e-cigarettes

Like our air pollution brief, the launch of our [Policy Brief on E-Cigarettes: A New Threat to Cardiovascular Health](#) garnered wide media coverage. It highlights the need for stricter regulation and greater oversight of e-cigarette sales and marketing to help stop the vaping epidemic in its tracks. In a [joint statement](#), WHF, ESC, ACC and AHA urged governments to take immediate action to implement the World Health Organization's [MPOWER](#) framework with guidance for reducing tobacco use.



“

Tobacco use is the single greatest preventable cause of death in the world today, with the majority of deaths occurring in low- and middle-income countries as a result of aggressive marketing campaigns by the tobacco industry in these regions. The World Heart Federation is fully committed to fighting the global epidemic of tobacco consumption and tobacco addiction.

”

PROFESSOR FAUSTO PINTO,
WHF President, in a [joint opinion statement](#).

GUIDING HEART HEALTH IN PRACTICE



The new [WHF Roadmap for Hypertension](#) and [video](#) build on the previous 2015 edition and complements the recently released [2021 WHO Guidelines on the Pharmacological Treatment of Hypertension](#) which includes recommendations on combination therapies.

WHF also published [Improving Prevention and Control of Raised Cholesterol](#), a global, evidence-based call to action for achieving better prevention, detection, treatment and control of high cholesterol.

This year, WHF continued its series of guides to reflect latest thinking and recommendations as a focused aid for policy-makers, medical communities, and many stakeholders. For example, the [WHF Roadmap on Atrial Fibrillation](#) updated a 2017 version, and featured this [video](#).



“

Hypertension is a disease of three paradoxes: It is usually easy to diagnose, easy to treat, and easy to control, yet in many parts of the world, it is poorly diagnosed, treated, and controlled. This [Roadmap](#) looks at a range of possible solutions to improve the detection, treatment and management of hypertension.

”

PROFESSOR PRABHAKARAN
DORAIRAJ of the [Public Health Foundation of India \(PHFI\)](#), and co-chair of the WHF Roadmap on Hypertension.

KEEPING NEGLECTED DISEASES IN FOCUS



Our **Colours to Save Hearts** initiative, using colouring books as one tool, is raising awareness of rheumatic heart disease (RHD) among young students, teachers and parents in Mozambique; it equips communities to help diagnose, treat, and implement effective **health policies**. Despite disrupted school terms due to COVID-19, colouring books reached 7,200 children in Maputo districts. WHF's President had the chance to pay an onsite visit to one of the schools in November and witness the excellent work happening on the ground.

Produced in partnership with the NCD Alliance and *BBC StoryWorks*, WHF's film **The Beat of Change: Rheumatic Heart Disease in Mozambique** won the special prize for Health Equity at the "World Health Organization Health for All Film Festival," selected from among nearly 1,200 video submissions across 110 countries.

“

Colours to Save Hearts comes at a time when the world's focus on health is heightened by the COVID-19 pandemic. Underlying conditions such as rheumatic heart disease can increase a person's risk of health complications if infected. Through increased awareness, improved access to treatment, and investment in affordable care, we can make RHD a disease of the past.

”

ANA MOCUMBI, Head of the Non-Communicable Diseases Division, National Health Institute of Mozambique.



Primary School of Triunfo in Maputo, Mozambique.



With an estimated 75 million individuals at risk of infection, Chagas disease is becoming a global health challenge. We heard directly from those affected through **“Voices of Chagas: a disease that knows no borders.”** We continue to push for more research and public health investment to help bring diseases such as Chagas out of the shadows.

Estimated
75 million
at risk of infection



José Trigo, person living with Chagas disease, in our film **“Voices of Chagas”**.

A WARM WELCOME TO OUR NEW WORLD HEART FEDERATION MEMBERS!

This year, we were delighted to welcome **16** new Members to the World Heart family, and to have the Chinese Cardiovascular Association as a fourth Strategic Partner of WHF:

- British Cardiovascular Society (United Kingdom)
- Cardiovascular Society (Mauritius)
- Costa Rica Cardiovascular Association (Costa Rica)
- European Congenital Heart Disease Organisation (Belgium)
- Ghanaian Society of Cardiology (Ghana)
- HeartLife Foundation (Canada)
- Hearts4Heart (Australia)
- Herzschwäche Deutschland (Germany)
- International Association of Gynaecologists, Endocrinologists and Therapists (Russian Federation)
- Ivorian Society of Cardiology (Ivory Coast)
- Mended Hearts (United States)
- Michael and Francisca Foundation (Nigeria)
- Mozambique Institute for Health Education and Research (Mozambique)
- ParSirdi.lv (Latvia)
- Reach (Switzerland)
- Stroke Association of Kenya (Kenya)



WORLD HEART GRANTS 2021: WINNERS ANNOUNCED

Congratulations to the **20 WHF Member organizations** who have won a World Heart Grant of up to USD 2,000. The funding will be used to finance organizational capacity-building projects and World Heart Day initiatives. Stay tuned for developments related to their projects:

Argentine Federation of Cardiology (Argentina) – Our Heart Beats for the Community

Bulgarian Society of Cardiology (Bulgaria) – USE heart to beat CVD

Cardiological Society of India (India) – Communication of the Health Risks of Air Pollution and Personalized Mitigation Advice to Citizens of a Major Indian City

Colombian Heart Foundation (Colombia) – 5H RACE FOR THE HEART

Croí-West of Ireland Cardiac Foundation (Ireland) – Use Heart to Connect with Croí

Eminence Associates for Social Development (Bangladesh) – Promote heart care among people living with heart diseases regarding post-COVID-19 complications in Bangladesh

Heart and Stroke Foundation of Barbados (Barbados) – Heart Matters – Using Heart 2 Connect

Heart Foundation of Jamaica (Jamaica) – Check your Heart, Men be smart!

Kenya Cardiac Society (Kenya) – Young Hearts Matter – World Heart Day 2021 Campaign

Mended Hearts (United States) – Creating a World of Support

Nigerian Heart Foundation (Nigeria) – Supporting integration of cardiovascular diseases in the BHCPF and inclusion in the SSHI Benefit Packages in Four States

Nepal Heart Foundation (Nepal) – Public awareness Raising and Strengthening of Clinic and Unit

Polish Lipid Association (Poland) – World Heart Day Celebration activities

Portuguese Heart Foundation (Portugal) – World Heart Day 2021 activities

RAFAM Argentina Foundation (Argentina) – Active heart – healthy life: Course-Training Workshop: Physical Activity Promoters for Cardiovascular Health of the Elderly

Royal Health Awareness Society (Jordan) – Review and Development of the Human Resources Regulation Bylaws and Policies

Rwanda Heart Foundation (Rwanda) – Family engagement in awareness and prevention of cardiovascular diseases

Russian Society of Cardiology (Russia) – Healthy sleep – healthy you!

Stroke Association Support Network Ghana (Ghana) – Community engagement and Media Campaign to Promote World Heart Day 2021 in Ghana

Your Support Charity Foundation (Ukraine) – Big little heart

Applications for the next round of World Heart Grants will open in 2022. For more information, [**subscribe to our newsletter**](#).

A HEARTFELT THANK YOU TO OUR SPONSORS AND PARTNERS FOR THEIR STEADFAST SUPPORT IN 2021:

- Access Accelerated
- Acino
- Aktia
- Amgen
- AstraZeneca
- BMS
- Boehringer-Ingelheim – Eli Lilly Alliance
- Direct Relief
- Edwards Lifesciences Foundation
- Fondation Le Petit Coeur
- IFPMA (International Federation of Pharmaceutical Manufacturers & Associations)
- Lilly Diabetes
- LoSalt
- Novartis
- Novartis Foundation
- Pfizer
- Philips
- Polar
- Regeneron
- Sanofi
- Sanofi Pasteur
- Servier
- State of Geneva
- The Heart Fund
- Vifor Pharma

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