

World Heart Federation: Emerging Leaders Case Study

Benn Glover, U.S. Director of Communications at Health Care Without Harm

Driven by a firm belief that health is a human right, Benn Grover brings his expertise from health communications to the Emerging Leaders programme. Benn's background lies in communications and whilst he had worked in cardiovascular disease and other non-communicable diseases for some time and had always followed the activities of the World Heart Federation, he initially got the impression that Emerging Leaders was not aimed at people like him.

Following discussions with colleagues, who advised him that Emerging Leaders was aimed at all younger professionals with an interest in cardiovascular disease, Benn thought the programme sounded really exciting and decided to take a chance and apply. He was delighted to be accepted and travelled to Lima, Peru for the first group session in March 2015.

Benn explains his time on the Emerging Leaders programme here:

"The 25x25 target to reduce premature mortality from cardiovascular disease globally by at least 25% by 2025 provides a mark where we can all work together for the same goal. It gives us a banner to stand behind and a framework that can help us organise our work to have a greater impact.

Emerging Leaders felt like a natural activity to link to this. By being part of an extraordinary team of frontrunners from various backgrounds, from academia and civil service to private industry, I have met countless people as deeply passionate as me about the importance of health as a human right.

One of the highlights of my time within the Emerging Leaders programme is connecting to this greater network that I am now part of, from my fellow Emerging Leaders to the amazing faculty who led us in the programme, providing invaluable support along the way.

I would say to those interested in applying that it's not all about the work you do, but the passion and motivation you bring to work. If you are accepted, come with an open mind eyes and ears so you can use this amazing group to broaden your understanding in the health environment you work in."

Benn's Emerging Leaders project is looking at how digital tools could be utilized to enable policy analysis at both national and regional levels around salt reduction. The involvement of individuals like Benn will further support positive action for the millions of people affected by cardiovascular disease worldwide.

If you would like to be part of the next group of Emerging Leaders, the nominations for 2016 are now open from 1 to 30 September. For more information: www.championadvocates.org and @worldheartfed



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