End of Year Review

2016

Highlights and achievements

www.worldheart.org
The World Congress of Cardiology and Cardiovascular Health is transformed for a new era

In June, World Heart Federation President, Dr Salim Yusuf, welcomed health and policy experts from around the world to Mexico City for the World Congress of Cardiology and Cardiovascular Health. This was the first year we added 'Cardiovascular Health' to WCC's title, signalling our ambition to open up this event to a wider public health audience beyond cardiologists.

Over the course of WCC 2016, leading figures in cardiovascular health shared ground-breaking research, new technological advances and practical examples of how interventions from around the world can be implemented in various settings to save lives. We were delighted to honour President Tabaré Vázquez of Uruguay with a special award for his outstanding contribution to tobacco control.

Global Summit culminates in historic declaration

On the first day of WCC 2016, the WHF under the leadership of Incoming President Professor David Wood, welcomed our members, partners and leading voices from the CV community to the Global Summit on Circulatory Health and Shared Challenges of 25 by 25, a chance for in-depth discussion of how we collectively achieve a 25% reduction in premature mortality caused by CVD by 2025, to work towards the Sustainable Development Goals. The theme was, as Prof. Wood put it, that "we speak with one voice". Consensus in our goals and harmonization of our strategy is crucial as we forge ahead and aim to achieve even more than 25by25.

One of the most significant events of Congress came when, at the end of the Summit, leading global organizations signed the Mexico Declaration for Circulatory Health, the first ever global commitment of its kind. It is recognition that, unless health professionals, governments, businesses and the public find a common voice that paves the way for much-needed action now, the number of premature deaths as a result of CVD will keep increasing.

“Let us be the generation of dreamers who will make premature CVD a matter of history.”

Dr Salim Yusuf in his Congress opening address.

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Clockwise from top: Professor Salim Yusuf, Professor Valentin Fuster and Professor David Wood
World Heart Day achieves more global impact than ever before

In 2016 our World Heart Day campaign, which takes place on 29th September every year, doubled its reach to over 1 billion people worldwide. Iconic buildings and landmarks on every continent lit up red in support of the event, creating a powerful symbol of the need for people to take control of their own heart health and ‘power their lives’. We were delighted to welcome Philips on board as a global sponsor of the campaign, and they developed their own educational hub myheartisunique.com, which was launched on 29th September to help drive awareness of preventing CVD through healthy living.

This year to mark World Heart Day we also launched a policy call on governments around the world to implement reliable surveillance and monitoring systems for CVD in order to better document progress being made to improved prevention, treatment and control of the world’s biggest killer. This call was announced at the World Health Organization HEARTS Technical Package launch at the UN General Assembly in New York on 22nd September. In support, we published a policy brief executive summary, which looks at how countries and regions collect data on CVD, with a focus on premature mortality caused by CVD.

From left to right, row 1: World Heart Day celebrations in China, The Geneva Jet D’eau turns red for World Heart Day, World Heart Day celebrations in the Maldives, World Heart Day on Table Mountain in Cape Town and Mumbai Train Station

From left to right, row 2: World Heart Day celebrations in Kenya and The City Bank Tower in Shanghai

From left to right, row 3: School children in the Maldives take a Healthy Heart Selfie, The Avala Tower in Serbia and World Heart Day health screenings in China

From left to right, row 4: Queen Latifah takes a Healthy Heart Selfie in support of the American Heart Association, The Izzudeen Faalan in the Maldives illuminated red, World Heart Day celebrations in India and The Auckland Tower in New Zealand lights up
Emerging Leaders continues to convene multi-disciplinary expertise and participation

Created in 2014 by the World Heart Federation, the Emerging Leaders programme goes from strength to strength, sustaining its success year on year in building up capacity, professional development, mentorship and networking of CVD Emerging Leaders (ELs) in 100 countries. So far we have seen 75 of the world’s rising stars from over 30 countries trained.

In 2016, the Emerging Leaders focus was on tobacco cessation and control, a challenge, for many reasons, in low-, middle- and high-income countries. Our Think Tank session took place in Bangalore, India, and brought together economists, researchers, nurses, tobacco control advocates and physicians providing varied approaches to a common challenge. Previous years have seen a focus on secondary prevention and hypertension.

A new Certificate Course on Cardiovascular Disease and Stroke (CCCS) is launched

The unique 12-modular executive on-the-job course is the first of its kind and is an initiative of the Public Health Foundation of India (PHFI), supported by global partners the World Heart Federation, Population Health Research Institute (PHRI) Canada, American College of Cardiology (ACC), Centre for Chronic Disease Control (CCDC) and Rotary International. It was launched on Dec 12th in Kochi, India in conjunction with the Cardiologic Society of India meeting. The course will be initially conducted at 50 different centres in India, with the aim of training and building capacity of over 2,000 primary care physicians each year to improve patient outcomes by enabling early diagnosis and evidence-based treatment.

Once successfully launched in India, our aim is then to extend the CCCS to other regions of the world with the goal of reaching all continents within five years and ultimately training over 5,000 individuals in CVD prevention every year worldwide.

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A focus on tackling CVD through primary health care at the World Health Assembly

In May at the 69th World Health Assembly in Geneva, we convened patients, cardiologists and other stakeholders for a side event with two broad aims: to understand the present challenges and barriers to meeting patients’ health care needs in limited-resource settings; and to find solutions to these challenges by tackling CVD through primary health care. Two panels were formed to address these aims, featuring experts from the WHF membership (American Heart Association and PASCAR), as well as the WHO, the East African NCD Alliance, the private sector and national-level NGOs.

Subsequently, the WHF Policy and Advocacy team was able to produce a report featuring highlights and recommendations from the event, and identifying priorities for stakeholders moving forward and resources that can be used to tackle CVD through primary health care.

Our close partnership with the World Health Organization continues to drive the CV health agenda

Perhaps most notable in our work with the WHO over the course of the year has been our involvement in the WHO HEARTS Technical Package. We took part in the review of HEARTS and contributed a joint preface. In 2017, we will be working with the WHO and the other partners to develop the various tools that will make up the whole package and on its roll out.

The WHF successful Roadmaps programme expands into four new areas

This year we have launched a new WHF Roadmap on Non-Valvular Atrial Fibrillation (AF), aimed at tackling this most common and clinically significant form of cardiac arrhythmia. This Roadmap joins three that we had previously launched, on tobacco control, hypertension and secondary prevention. Also in 2016, our Roadmap on rheumatic heart disease (RHD) went out for consultation and in October we previewed our Roadmap on cholesterol.
We maintain our focus on consigning Rheumatic Heart Disease to the history books

The World Heart Federation has a proud tradition of supporting RHD control over a number of decades. May saw the launch of the first Global Status Report on RHD, written on behalf of RHD Action by the World Heart Federation. It provides a ‘snapshot’ of the people, policies and programmes that are working to prevent and control RHD around the world today. It features interviews with the people at the heart of the RHD community: both those living with RHD and the health workers who care for them.

At WCC 2016, we also made our RHD Roadmap available for consultation.

In August, we carried out a far-reaching RHD community survey to gain insights into needs and priorities, which we then fed back to decision makers at the UN and WHO, and in September we co-sponsored an event for people living with RHD in Cape Town, South Africa. At the same time we have continued our dialogue with the WHO to help shape RHD policies.

Hundreds of children screened for RHD as part of Egypt’s Rheumatic Fever/Rheumatic Heart Disease Prevention and Control Programme. The photo shows Programme Director, Dr Alaa El Ghamrawy, and participants during World Heart Day activities.
Our partnership with UEFA and Healthy Stadia continues to go from strength to strength

Last year, full implementation of our joint Children in the City campaign began. Following research and surveys to identify the main barriers to physical activity in Spain, Romania and the UK, cost-effective actions to improve the knowledge, attitude and behaviour toward physical activity of children aged 7-12 years old have now been implemented in low-income neighbourhoods.

The process to create shared benefits around World Heart Day and promote heart healthy habits in the football environment reached great heights: a record 14 national football associations promoted World Heart Day as a result of long joint efforts with Healthy Stadia, who developed a bespoke WHD toolkit for national football associations. Meanwhile UEFA, among other initiatives, released a video on healthy eating habits featuring Eat for Goals’ football stars and promoted World Heart Day messages on its social media channels.
A look ahead to 2017 and beyond
from Professor David Wood,
World Heart Federation President 2017

I would like to take this opportunity to thank Professor Yusuf for his leadership as President of the World Heart Federation, Vash Mungal-Singh as Vice President and all the Board members and WHF staff for their continued motivation, enthusiasm and hard work for our mission.

I look forward to working with our new WHF Board 2017-18 and in particular with our new Vice President, Tony Duncan from New Zealand, the new President-Elect, Professor Karen Sliwa, who will be our first female President and first from the African continent, and Nooshin Bazargani, the Vice-President-Elect from United Arab Emirates, the first office bearer from the Middle East. All the Board members working together with our Senior Management Team in Geneva and London will be focused on political advocacy and actions for cardiovascular health and our mission to achieve a 25% reduction in premature mortality by 2025.

After the success of our Global Summit on Circulatory Health which took place at the World Congress of Cardiology in June 2016, culminating in the Mexican Declaration, we now need to mobilize the international cardiovascular community in a common effort to secure a World Health Assembly resolution on CVD. To this end we will be holding our 2nd Global Summit on July 12th and 13th in 2017, in Singapore, in association with the Asia Pacific Society of Cardiology and the Asian Heart Network. We will bring all cardiovascular stakeholders together and join forces with the WHO GLOBAL HEARTS initiative by supporting implementation of secondary and primary prevention of cardiovascular disease.

To drive this GLOBAL HEARTS agenda at a regional level we will be working with our continental societies and foundations and our first WHF African Summit will be held in Khartoum, Sudan, on October 11th-12th 2017, in partnership with the Pan African Society of Cardiology, the African Heart Network and the Sudanese Cardiac Society.

We are a membership organization built on national societies of cardiology and heart foundations, the bedrock of all our ambitions for cardiovascular health, and we are building new partnerships with the public and private sectors to strengthen our mission. We will be developing a new WHF website to connect and convene all our member organizations and partners: a dynamic hub where we can all share our successes and best practices for heart health for our patients and peoples across all countries.

Wishing all our members and partners all success in working together for heart health in 2017.