Workshop

June 25th, 2012
Palazzo Regione Lombardia
Piazza Città di Lombardia N. 1 - Milan - Italy
2nd Floor Room N. 34

Diet, Physical Activity and Cardiovascular Disease Prevention in Europe

Under the auspices of the Ministry of Health, Lombardy Region
Ministry of Health, Guadagnare Salute Project (requested)

Morning

09.00 Welcome
Luciano Bresciani, Head, Ministry of Health, Lombardy Region, Milan, Italy

Rationale

Moderator: Rosanna Tarricone
Centre for Research on Health and Social Care Management - CERGAS, Bocconi University

09.15 The Needs
Elena Tremoli, President, FIPC - Italian Heart Foundation, Head of Research, Centro Cardiologico Monzino, IRCCS, Milan, Italy

09.30 The Project
Susanne Løgstrup, Director, EHN - European Heart Network

09.45 The European Heart Network Document
Mike Rayner, Director, British Heart Foundation, Health Promotion Research Group, University of Oxford, UK and Chair of the EHN Nutrition Expert Group

10.00 The Economics
Francesco Saverio Mennini, Centre for Health Economics, Tor Vergata University, Rome, Italy

10.20 – 10.45 Questions and Answers

10.45 Break

This workshop arises from the Euroheart II project, which has received co-funding from the European Union, in the framework of the Health programme
11.15 – 12.45  **Panel Discussion**

*Diet and Physical Activity: Critical Issues and Barriers to Reach the Goals*

**Moderator: Lidia Rota Vender**  President, ALT - Italian Association against Thrombosis and cardiovascular diseases Onlus

- Ministry of Education, University and Research – MIUR - **Salvatore La Rosa**
- Ministry of Agriculture - National Institute for Food and Nutrition – INRAN - **Laura Rossi**
- University of Milan, Department of Pediatrics - **Carlo Agostoni**
- Lombardy Region, Department of Health - **Liliana Coppola**
- Local Education Authority for Lombardy - **Bruna Baggio**
- Health Promotion Service, National Health System Districts - ASL Bergamo - **Roberto Moretti**
- Italian Federation of Food Industry – Federalimentare - **Maria Agnese Dau**
- Centre for Research on Health and Social Care Management - CERGAS, Bocconi University - **Rosanna Tarricone**

12.45 – 14.00 Lunch

**Afternoon**

14.00  **How Do We Advocate for Policies on Healthy Diet and Physical Activity**

**Susanne Logstrup**  Director, EHN - European Heart Network

14.15  **Communication and Education: How To Be Successful?**

**Andrea Fontanot**  International Strategy, Saatchi & Saatchi Healthcare Communication, Italy

14.30  **Feeding the Planet, Energy for Life**

**Filippo Castoldi**  EXPO 2015 – Lombardy Region

14.45  **Working Groups Debate**

**Facilitator: Nina Verdelli** (Journalist)

**Countries’ Representatives**

- Belgian Heart League - **Freddy Van de Casseye**
- Portuguese Heart Foundation - **Luis Negrao**
- Spanish Heart Foundation - **Inés Galindo, Leandro Plaza**
- Italian Association against Thrombosis and cardiovascular diseases Onlus - ALT - **Maria Chiara Chistoni, Isabella Melchionda, Claudia Rota, Lidia Rota Vender, Tommaso Solesin**
- Italian Heart Foundation - FIPC - **Cristina Bolsi, Emanuela Folco, Alberto Lombardi, Andrea Peracino**

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