



25 | fighting heart disease
and stroke
years



fighting heart disease
and stroke
european heart network

OUR STORY

Advocating for cardiovascular health with European policymakers

at the heart of our work for 25 Years

1992 12 MEMBERS
9 COUNTRIES



2017 30 MEMBERS
25 COUNTRIES

Our vision

Every European has a right
to a life free from avoidable
cardiovascular diseases

Our mission

The European Heart Network plays a leading role in the prevention and reduction of cardiovascular diseases, in particular heart disease and stroke, through advocacy, networking, capacity-building and patient support, so that they are no longer a major cause of premature death and disability throughout Europe



EUROPEAN PERSPECTIVE

Heart history in EU policy

The Maastricht Treaty in 1993 was a game changer for health in Europe.

It was the first European Treaty to introduce specific provisions for public health (article 129), making way for the European Council's resolution on cardiovascular diseases in 1994.

All this activity led to seven EU health action programmes.

With real policy to work with at the European level, we kicked our advocacy into high gear with the institutions of the European Union.



Our projects

EU provisions →

16 years of project funding totalling

€4 000 000 +

EUROPEAN HEART HEALTH INITIATIVE

April 1998 to December 2003

Led to the Winning Hearts conference, and the Saint Valentine's declaration in 2000.



CHILDREN, OBESITY AND ASSOCIATED AVOIDABLE CHRONIC DISEASES

March 2004 to October 2006

Study on marketing of unhealthy food to children led to the first article ever in a European Directive to tackle commercials for unhealthy food in television programmes for children.

EUROPEAN HEART HEALTH STRATEGY (EUROHEART)

April 2007 to February 2014

Launched the European Heart Health Charter, endorsed by the European Commission and the WHO European Regional Office.



European commitments to action on cardiovascular diseases



1994

Council Resolution on
cardiovascular diseases



2000

St. Valentine's Declaration



2004

Council Conclusions on
promoting heart health



2007

European Heart Health Charter

European Parliament Resolution
on action to tackle
cardiovascular disease

“I commend the European Heart Network for their valuable work in protecting heart health in Europe for the past 25 years.

As a former cardiac surgeon I have seen first-hand the damage that tobacco, an unhealthy diet and physical inactivity can do to a person's heart and blood vessels, and I am committed to supporting EU countries in their commitment to reach the WHO's targets on non-communicable diseases by 2025.

I also strive to make EU policy heart healthy, by breaking down silos and ensuring health concerns are enshrined in other policies. A current priority, is to make progress on reformulation frameworks which aim to reduce excess salt, saturated fat and sugars from packaged food.

I count on the European Heart Network's continued support”

Commissioner Vytenis Andriukaitis





fighting heart disease
and stroke
european heart network

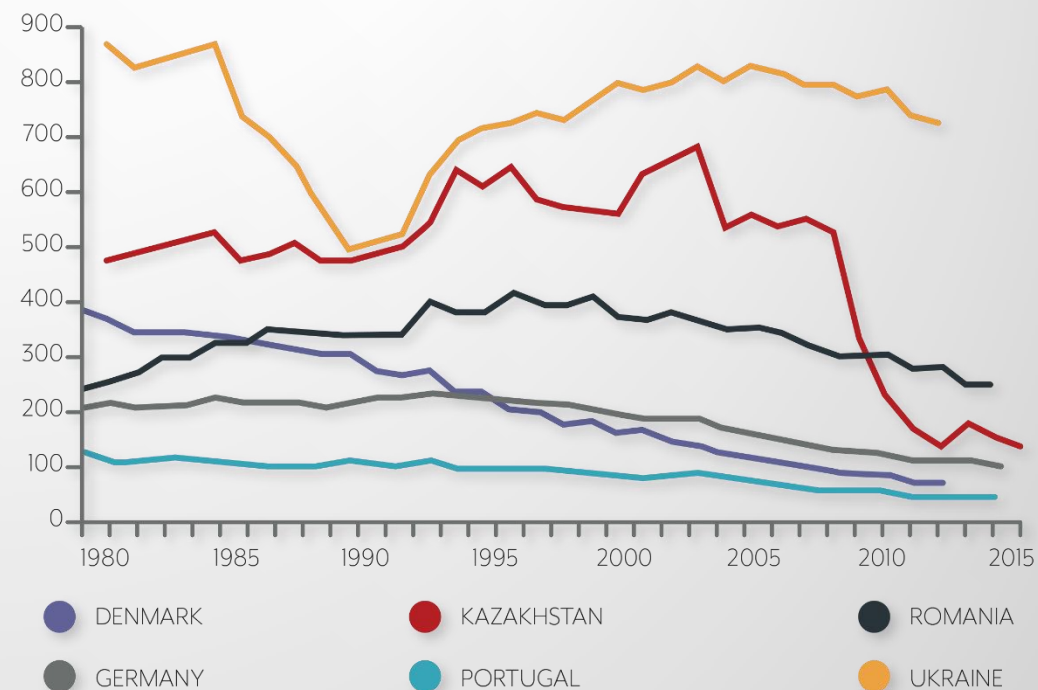
25
years

“Every child born in the new millennium has the right to live until the age of at least 65 without suffering from avoidable cardiovascular disease.”

Saint Valentine's declaration - 14 February 2000 - the Winning Hearts conference

PROMOTING POLICIES
THAT SAVE LIVES

Fall in death rates from heart disease and stroke



Age - standardised death rates of women / 100.000.

Evidence-based policy



NO HEART - HEALTH CLAIMS WITHOUT EVIDENCE

EHN Paper

- Nutrition and health claims: a European heart Network position paper (2001)

EU Regulation

- European regulation on nutrition and health claims (2006)



CHILD EXPOSURE TO UNHEALTHY FOODS

HIGH ON THE EUROPEAN AGENDA

EHN Paper

- The marketing of unhealthy food to children in Europe (2005)

EU Regulation

- Audio visual media services Directive (2007)



MORE FRUITS AND VEGETABLES IN SCHOOLS

EHN Paper

- Fruit and vegetable policy in the European Union: its effect on the burden of cardiovascular disease (2005)

EU Scheme

- School fruit scheme (2009)

Making policy heart healthy



MANDATORY NUTRITION LABELLING

EHN Papers

- Consumer understanding of nutrition labelling (2003)
- 'Front of pack' nutrition schemes (2007)
- Consumer preferences and front of pack nutrition schemes (2008)

EU Regulation

- Food information to consumers (2011)



STRONG TOBACCO CONTROL MEASURES

EHN Paper

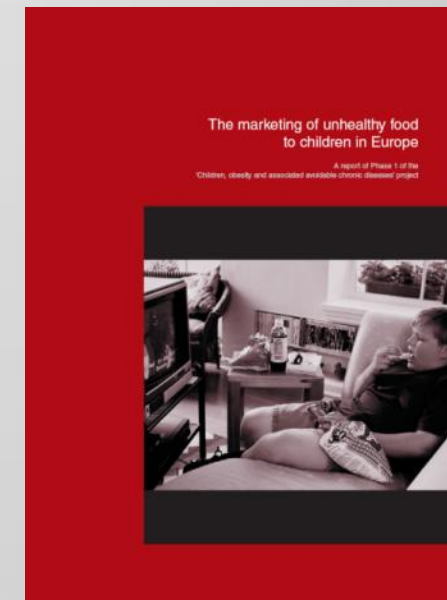
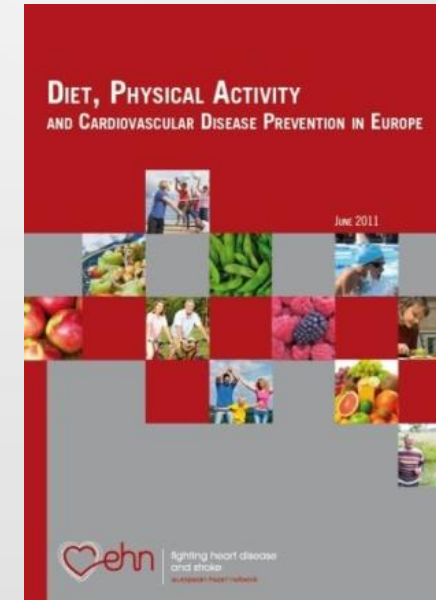
- Effect of tobacco use on cardiovascular disease in the EU and priorities for action (1998)
- Smoke free Europe makes economic sense (2005)
- Lifting the smokescreen – 10 reasons for a smoke free Europe (2006)

EU Regulation

- Tobacco products directive (2001 / 2014)
- Tobacco advertising ban (2003)
- Tobacco excise duties (2010)

PUBLICATIONS

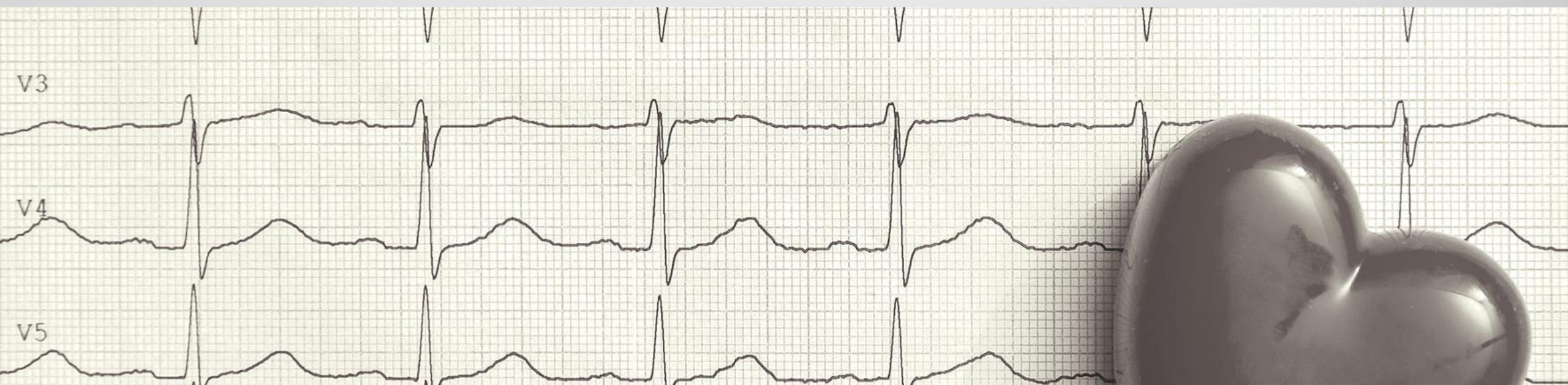
Published nearly
50 papers since 1992



Measuring impact

Our publications have contributed effectively to EU developments, particularly on diet, notably the Health and Nutrition Claims Regulation, the Audio Visual Media Services Directive, the EU School Fruit Scheme, and the Food Information to Consumers Directive.

Following a strategic decision to have a stronger focus on CVD patients, EHN has published six papers of relevance to patient support and health outcomes. This series started with the Charter for European Cardiovascular Disease Patients published in January 2012.



WORKSHOPS AND EVENTS

WORKSHOPS

25 annual workshops to empower our members with insights and information



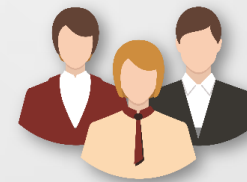
CVD HEALTH
PROMOTION CAMPAIGNS



ADVOCACY AND
LOBBY CAMPAIGNS



FUNDRAISING



PATIENTS



RESEARCH



EVENTS

Leading and contributing to high-level conferences and events throughout Europe

Cardiovascular screening of MEPs
during the European Parliament's first
ever health week (Brussels)

Promoting heart health in Europe –
a European consensus (Cork)

October 1998

February 2000

February 2004

March 2006

Winning hearts
conference (Brussels)

Women's health at heart, promoting
cardiovascular health and preventing
cardiovascular disease (Brussels)

MEP heart group – inaugural
meeting (Brussels)

October 2007

Mind your Heart – a week in the
European Parliament dedicated to
heart health (Brussels)

September 2009

Combating heart disease and stroke
– plans for a healthier future (Brussels)

November 2013

WHO international conference on
cardiovascular diseases (St. Petersburg)

November 2015

“As an MEP working hard on creating health-promoting EU policies I am grateful to the EHN for its contribution and input.

It is always timely; and the fact that EHN's recommendations are underpinned by solid evidence-based arguments makes them a very valuable resource.”

Karin Kadenbach MEP



"By increasing awareness and keeping its finger on the pulse the European Heart Network puts heart health on the European agenda."

Mairead McGuinness MEP

CHAMPION FOR COOPERATION

Partnerships from the heart

- WHO European Region
- European Society of Cardiology
- European Chronic Disease Alliance
- European Public Health Alliance
- Smoke Free Partnership
- World Heart Federation



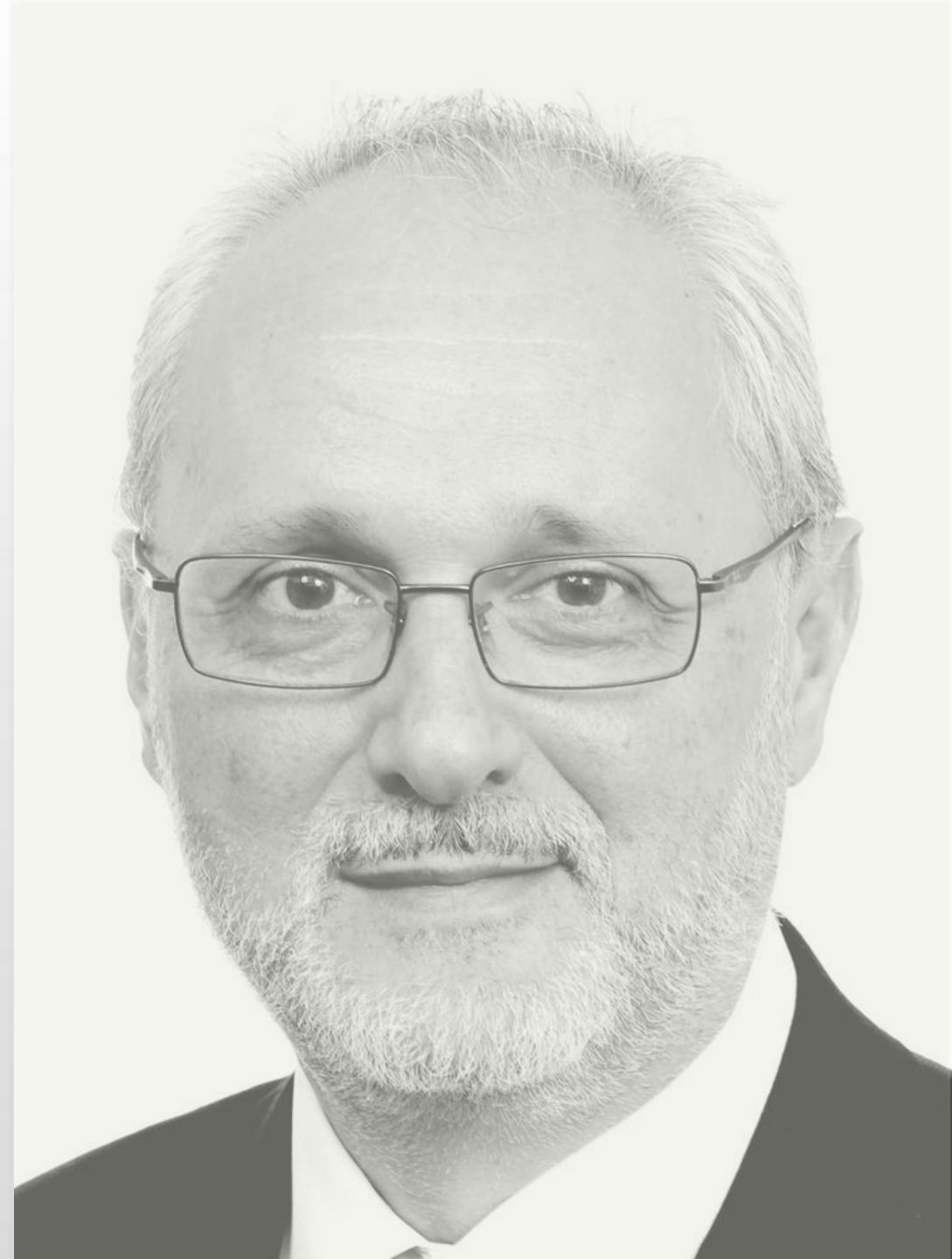
“WHO congratulates the European Heart Network on its 25 years promoting heart health in Europe.

WHO European Office and EHN have worked closely together for many years in preventing death and disability from cardiovascular disease and broader noncommunicable diseases.

We particularly value their contributions in advocacy, policy, use of evidence, and insights on how heart disease affects their members and look forward to our continued collaboration.”

Dr Gauden Galea

Director of the Division of Noncommunicable Diseases
and Promoting Health through the Life-course
WHO Regional Office for Europe





fighting heart disease
and stroke
european heart network

25
years

HOW MANY **MORE**
HEARTS CAN
WE SAVE?

