

# MIND YOUR HEART – FOR A HEART HEALTHY EUROPE

4 – 8 NOVEMBER 2013 - EUROPEAN PARLIAMENT, BRUSSELS

The Cardiovascular Health Week is an initiative of the MEP Heart Group  
Under the auspices of the European Parliament  
In collaboration with the World Health Organization  
With the support of the European Heart Network and the European Society of Cardiology



## CARDIOVASCULAR HEALTH WEEK : OUTCOME REPORT

From Monday, 4 November to Thursday 8 November 2013, the European Parliament in Brussels hosted the first ever Cardiovascular Health Week, a week of awareness-raising activities around the theme "Mind Your Heart - for a Heart Healthy Europe".

The initiative aimed at informing EU policy makers and relevant stakeholders of the reach of cardiovascular diseases (CVD), the n°1 killer in Europe causing 1.9 million deaths in the EU yearly.

In anticipation of the European Parliament elections in 2014, Members of the European Parliament (MEPs) were encouraged to include the fight against CVD as a priority in the political manifestos of their political groups and to make cardiovascular health a priority for their mandate if/when elected.

The raising-awareness initiative was **successfully far-reaching**. Tangible outcomes include:

**EU INSTITUTIONS** | Information on the Cardiovascular Health Week was included on the websites of **MEPs**, of the **European Commission** and of **the Lithuanian Presidency of the EU**.

**PRESS COVERAGE** | Articles were published in two of the main Brussels-based media, **EurActiv** (675 000 average monthly unique visitors) and the **Parliament Magazine** (audience of 50 000+), as well as several national media. Scientific publications also widely covered the initiative, including the **European Heart Journal** (2<sup>nd</sup> internationally most read journal on cardiovascular medicine).

**SOCIAL MEDIA** | **Over 80 MEPs** took part in the activities run within the framework of the Cardiovascular Health Week. Notable participants include, Mr Martin Schulz MEP, current **President of the European Parliament** (EP) and runner-up for the Presidency of the European Commission, the former EP President, Mr Jerzy Buzek MEP, the current **Chair of the EP Health Committee**, Mr Matthias Groote MEP, as well as the Committee's former Chairs, Mr Karl-Heinz Florenz MEP and Mr Miroslav Ouzky MEP. Many actively displayed their engagement on Twitter and Facebook. It is estimated that almost **119 000 people** were reached through Twitter only<sup>1</sup>.

The initiative was also and most importantly marked by the **unprecedented declaration by the EU Commissioner for Health**, Mr Tonio Borg, in favour of raising cardiovascular disease higher on the EU political agenda. He said: *"Until now, the general strategy has been to fight the risk factors in general and not a specific disease, but I do not exclude that if the current trends continue, we could have a strategy just for cardiovascular disease."*

Recognizing **the importance of advocacy activities** Commissioner Borg also stated: *"We can't fight cardiovascular diseases only with the academic dimensions or only with members of the academic world or the stakeholders only. We need the support of the citizens themselves. Only with the participation of citizens, would we be able to fight cardiovascular diseases effectively [...]"*

<sup>1</sup> Calculated by adding up the number of Twitter followers of the participants as of 20 November 2013.

## EU INSTITUTIONS

## EUROPEAN PARLIAMENT: MEPs WEBSITES

Linda McAvan MEP	<a href="#">‘Working together at EU level could be key to tackling heart disease in Yorkshire’ says Linda</a>
Said El Khadraoui MEP	<a href="#">Cardiovascular Health Week</a>
Aldo Patriciello MEP	<a href="#">Settimana della salute cardiovascolare</a>
Bernadette Vergnaud MEP	<a href="#">Recherche dans la lutte contre les maladies cardio-vasculaires: quel rôle pour l’Union européenne ?</a>
Peter Van Dalen MEP	



## EUROPEAN COMMISSION

DG SANCO	<a href="#">Commissioner Borg delivers speech: “Mind your Heart – for a Heart Healthy Europe”</a>
	<a href="#">Trustworthy websites on "Major and chronic diseases"</a>

08 November 2013  
 Cardiovascular health takes centre stage in Brussels +  
[escardio.org](http://escardio.org)

## LITHUANIAN PRESIDENCY OF THE EUROPEAN UNION

Events Calendar	<a href="#">Cardiovascular Health Week</a>
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## PRESS COVERAGE

## EUROPEAN MEDIA

EurActiv	<a href="#">Borg: Cardiovascular diseases should be higher on the political agenda</a> <a href="#">Europe's number one killer still needs attention, experts say</a>
The Parliament Magazine	<a href="#">EU must become a 'force for protecting and promoting' cardiovascular health</a>

## NATIONAL MEDIA

### BELGIUM

Nieuws.be [Cardiovascular Health Week](#)

### SPAIN

EuroEfe [Valentín Fuster defiende en el PE el modelo de investigación público-privada](#)

El Diario [Valentín Fuster defiende en el PE el modelo de investigación público-privada](#)

### UK

The Yorkshire Times ['Working Together At EU Level Could Be Key To Tackling Heart Disease In Yorkshire' Says Local Euro MP Linda McAvan](#)

South Yorkshire Times [Tackling Isle's heart issues from Europe](#)

## SCIENTIFIC MEDIA

European Heart Journal [Cardiovascular Health takes Centre Stage in Brussels](#)

NewsMedical [First ever Cardiovascular Health Week kicks off in Brussels](#)

CME Online [Cardiovascular health takes centre stage in Brussels](#)

Hartstichting.nl [Primeur: thematische week over cardiovasculaire gezondheid in EU-parlement](#)  
[Europarlementariërs committeren zich aan strijd tegen hart- en vaatziekten](#)

Clic Medicina [LA SALUTE CARDIOVASCOLARE IN PRIMO PIANO A BRUXELLES](#)

Ansa\_it [AL VIA 1/A SETTIMANA SALUTE CUORE ALL'EUROPARLAMENTO](#)

Paginemediche\_it [LA SALUTE CARDIOVASCOLARE IN PRIMO PIANO A BRUXELLES](#)

Humanitas Salute [LA SALUTE CARDIOVASCOLARE AL PARLAMENTO EUROPEO](#)

Healthdesk.it [LA SALUTE CARDIOVASCOLARE IN PRIMO PIANO A BRUXELLES](#)

## BLOGS


Aunt Minnie [ESC helps launch Cardiovascular Health Week](#)

[EU study charts path to cost-effective cardiac imaging](#)

## SOCIAL MEDIA

### TWITTER

#### EU INSTITUTIONS & INTERNATIONAL ORGANIZATIONS

	<p><b>Tonio Borg</b> @borgton Addressed Healthy Heart Forum at EP. 80 % of cardiovascular disease can be prevented . Next spring Summit on Chronic Diseases</p>	<p>4 Nov <b>@borgton : 780 Followers</b></p>
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 <p><b>Tonio Borg</b> @borgton 4 Nov Addressed Healthy Heart Forum at EP. 80 % of cardiovascular disease can be prevented . Next spring Summit on Chronic Diseases Retweeté par Roberto Bertolini</p>	<p>@BertoliniR : 498 Followers</p>
 <p><b>Antonia Parvanova</b> @AParvanova 4 Nov EU must become a 'force for protecting and promoting' cardiovascular health Cardiovascular disease (CVD) is the...</p>	<p>@AParvanova : 1 529 Followers</p>
 <p><b>Antonia Parvanova</b> @AParvanova 5 Nov With MEP Papadopoulou @ CardioPulmonary Resuscitation training as part of the #CVHealthWeek <a href="http://pic.twitter.com/xpqxN6wUjF">pic.twitter.com/xpqxN6wUjF</a></p> 	
 <p><b>Antonia Parvanova</b> @AParvanova 5 Nov Mind Your Heart:Why Cardiovascular Health Matters NOW with co-Chair of MEP Heart Group Linda McAvan #CVHealthWeek <a href="http://pic.twitter.com/d31JbJGiyP">pic.twitter.com/d31JbJGiyP</a></p> 	

**Antonyia Parvanova** @AParvanova 5 Nov  
As a co-Chair of the MEP Heart Group together with MEP Linda McAvan invite you to join #CVHealthWeek Mind Your Heart!  
[pic.twitter.com/V1YEO5mBG3](http://pic.twitter.com/V1YEO5mBG3)  
Retweeté par Tonio Borg



The poster lists the following pledges:

- Make the European Union a force for protecting and promoting cardiovascular health
- Strive to have EU Member States working together to address heart disease and stroke
- Call on the EU Member States to adopt national strategies to promote cardiovascular health and prevent cardiovascular disease
- Call for continued financial support for further research into preventing cardiovascular disease and promoting cardiovascular health at local, national and European levels
- Call on the European Commission to encourage initiatives and collaboration with interested stakeholders which aim to contribute to a socio-economic environment conducive to cardiovascular health
- Take account potential impact on cardiovascular health when on EU legislation

**EHN** @ehnheart 5 Nov **@JerzyBuzek : 60 041 Followers**  
Just like @JerzyBuzek show your commitment to the cv pledge ! #CVHealthWeek [pic.twitter.com/WWWs3vXMT7](http://pic.twitter.com/WWWs3vXMT7)  
Retweeté par Jerzy Buzek



The banner reads: "Pledge for Cardiovascular Health" and lists the same pledges as the previous image.

**Arlene McCarthy MEP** @EuroMP\_ArleneMc 5 Nov **@EuroMP\_ArleneMc : 5 177 Followers**  
To find out more about #CVHealthWeek follow @ehnheart  
Ouvrir

**Arlene McCarthy MEP** @EuroMP\_ArleneMc 5 Nov  
This week is the first Cardiovascular Health Week: "Mind Your Heart - for a Heart Healthy Europe". #CVHealthWeek [ow.ly/qvgvj](http://ow.ly/qvgvj)

**Anneli Jäätteenmäki** @jaatteenmaki 6 Nov **@jaatteenmaki : 1 422 Followers**  
Tapasin #Sydän liiton pääsihteerin Tor Jungmanin @Europarl\_FI #Sydänviikko #ep #bryssel Sydämellisin terveisin!  
[pic.twitter.com/gd2R7hk4Te](http://pic.twitter.com/gd2R7hk4Te)



A speech bubble next to them says: "Haluan edistää sydänterveyttä" (I want to promote heart health).