



European Heart Health Charter
SUGGESTIONS
FOR MAXIMUM IMPACT IN YOUR COUNTRY



For the hearts of our children,
I adopt the European Heart Health Charter

12 June, 2007

Dear all,

The role of national societies and heart foundations is crucial in influencing health and research policies at the European level, through actions taken at a national level and through dialogue with Ministers and Members of the European Parliament.

The **European Heart Health Charter** is the outcome of a long, collaborative process between the European Society of Cardiology (ESC), the European Heart Network (EHN) and their institutional partners (European Commission and World Health Organisation – Regional Office for Europe).

The **European Heart Health Charter** sets out to define the minimum requirements for a Heart Healthy environment and proposes practical tools for their implementation. **At its launch (12 June - Brussels), European signatories¹ will formally express their commitment to work in close collaboration at a European and National level**, with professionals and all potential partners, political as well as non governmental organisations, to effectively promote a future Heart Healthier Europe.

You and your organisation are also invited to make plans to achieve this goal in your country. The authority the charter has gained at a European level should give you an opportunity to lobby for high-level support within your country.

In order to build upon the momentum of the European launch, the ESC proposes a **tool kit** that will allow you to valorise the Charter in an optimal manner.

This document includes simple guidelines on how the charter can be best promoted to policy makers in your country and practical tools, such as logos, graphic lines, printouts of the Charter in your national languages.

We truly hope that our initiative will encourage you to build upon what was achieved at a European level and will allow you to further promote measures that will help reduce the burden of cardiovascular disease in your country.

Our organisations are here to support you and we wish you success in fulfilling this strive.

European Society of Cardiology

European Heart Network

¹ ESC, European Heart Network, European Association for Cardiovascular Prevention and Rehabilitation, WONCA, CPME (Standing Committee for European Doctors), European Association for the Study of Diabetes, European Institute for Women's Health, European Men's Health Forum, European Network for Smoking & Prevention, European Public Health Alliance, European Hypertension Society, European Atherosclerosis Society, Eurohealth, International Society of Behavioural Medicine, European Health Management Association

European Heart Health Charter Suggestions for Impact in Your Country

1. Introduction

The launch of the European Heart Health Charter is planned on **12 June 2007** at the European Parliament in Brussels and will kick off national launches across Europe.

The launch in Brussels will emphasise the **political dimension** of the Charter and the necessity of a thorough harmonisation and coordination of **CVD prevention policies**.

During this event, the signatories will reunite to stand behind the contents of the charter and **call for unified action** in order to mobilise the major stakeholders within each member state.

2. Objectives

The main objective of a national launch is to **build upon the momentum created at a European level**. The authority that the Charter will have gained should allow you to mobilise political commitment between signatories in your country in order to work together towards a heart-healthier environment through promoting healthier lifestyle, research, education, and professional training and prevention campaigns.

3. Suggested components of your communication plan

❖ A National Heart Health Charter ceremony

Who to invite?

- Your Minister for Health and key people of the cabinet and administration,
- Your Minister for Education and key people of the cabinet and administration,
- Your Ministry for Research and key people of the cabinet and administration
- Members of Parliament, with priority given to those involved in medical, educational and research policy,
- Sister organisations (e.g. national members of the European signatories)
- Lay and medical media
- Any other stakeholder you have identified in your country

Where to hold the ceremony?

In order to ensure a visible political dimension, your Parliament could be the ideal place for a Charter launch. It would make it easier for political leaders to be present and involved in the process. Any other venue with a high symbolic value is an option!

When to organise it?

Countries involved in EuroHeart (Belgium, Denmark, Estonia, France, Germany, Hungary, Iceland, Ireland, Italy, Slovakia, Finland, Slovenia, Luxembourg, Greece, Poland, Turkey, Cyprus, UK, the Netherlands, Norway and Portugal) should organise their launch between April and September 2007, in order to be compliant with the principles of the EuroHeart project, as set out by the Public Health Executive Agency.

Other countries may choose their launch-date freely, although we do encourage them to schedule it within the 6 months following the Brussels launch in order to maintain momentum.

We recommend a launch similar to the one in Brussels. In order to mobilise as many stakeholders as possible the ceremony should comprise the following elements

- **Media participation**
- **Emotional dimension**
- **Official dimension**

1- Media participation

Why?

In order to inspire endorsement and commitment at every level media should be involved in the ceremony to relay key messages. Large media coverage also ensures momentum to national launches and conveys the values of the project.

However, to attract media to such a ceremony, national societies should plan an "event" to provide a hook for the media.

Possible events

Events could be organised on specific occasions such as:

- World Heart Day
- Your annual congress
- A separate event

And could be accompanied by:

- ✓ **A press conference** – formal presentation to the press of the project, Q&A session, opportunity for one-to-one interviews with officials
- ✓ **A balloon release** – spectacular, provides image for reporters, symbolic for spreading the word about an issue
- ✓ **Inauguration of a Heart sculpture** – catches the attention and is a strong symbol

2- Emotional dimension

For example:

Based on the Valentine's Declaration from the Winning Heart Conference of 14 February 2000, the Heart Health Charter Statement is «*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*».

If possible (depending on time constraints), we advise national organisations to capitalise on this statement and to involve children in their ceremonies. Indeed children can then be empowered to be the "Ambassadors" and the "Witnesses" of the Charter commitments. In addition, it also provides an extra news hook for the media.

How to proceed:

1. Select a school and reach an agreement with a teacher to involve a class of 13-14 year-old (old enough to be sensitized to the issue but young enough to represent the "up and coming generation"

2. Organise a course on CVD risk factors and prevention with the participation of a local healthcare professional in order to add a pedagogical “justification” to their participation (often a compulsory dimension for a school to accept to be part of the initiative)
3. Involve the children in the “event” part of the ceremony
 - Press conference – testimonials of children “What they understand of CVD prevention and how they can influence CVD prevention in their daily lives”
 - Balloon release – children releasing balloons themselves and symbolically spreading the word on the importance of preventing CVD
 - Heart Sculpture – children signing symbolically on the Heart sculpture

3- Official dimension

For example:

Organise an official ceremony of the charter in addition to a visual event. This is an opportunity for invited officials to give speeches and spread out key messages attached to the initiative.

Signature ceremony roll-out proposal:

- Welcome word by organising partner(s) (national society, heart foundation, etc)
- Speech by Ministry representative
- Speech by invited Member of Parliament
- Speech by healthcare professional
- Signing of the National Charter
- Q&A session
- Photo session with officials and signatories
- Cocktail

- ❖ **A Set of practical communication tools –**
(Please refer to *Annexe* - list of material and technical requirements)

In order to help you organise a local launch of the Heart Health Charter we are providing you with the following communication tool templates used for the European launch in Brussels.

We will be happy to provide additional advice for the communication programme and development of the tools., Please feel free to contact: heartcharter@escardio.org

The following templates are available in electronic format:

The Charter text in national languages

Objective - This document is the essential core of the project and should be distributed widely. Electronic templates will be made available to you upon demand. Please contact: heartcharter@escardio.org

Use – Should be distributed to all stakeholders.

Website

Objective – provides easy access to information and an efficient platform to spread messages

Use – A Charter Community section is available at www.heartcharter.eu. This section has been designed to share national initiatives. You may post information about your event / campaign on this website and link it to your organisation's web site.

Press Kit template

Objective – Set of press materials to be distributed prior to the event and on-site to attending media and sent additionally by Email to those unable to be present at the launch event.

Proposed content -

- Brussels launch press release – to be adapted locally but overall structure of document can be used
- Templates for interviews & testimonials from officials / policy makers / scientific community
- Frequently Asked Questions about the European Heart Health Charter
- Templates for the Biographies of the interviewees

Advertisement

Objective – This document can be sent to media and stakeholders way before the actual launch in order to form a teaser. It also constitutes the visual identity of the project.

Invitation templates (for official guests and media)

Objective – to invite attendees to the national launch of the Charter. Separate invitation templates for official guests and media, both include a reply form.

Use – invitation should be sent about 1 month ahead of the event date

Save-the-date e-mail template

Objective – to give a heads up to potential guests on the national launch

Use – should be sent by Email about 1 month ½ ahead of the event in order to maximize attention and future participation

Template Brochure (in English)

Objective – Comprehensive document providing basic information on the Charter initiative, as well as the European Heart Health Charter Full Text.

Use – An electronic template to be used for reproduction of the Charter in your own language, to be distributed to all launch attendees and all stakeholders outside ceremony

Logo

Objective – enables to harmonize all tools under the colours of the campaign and to capitalize on the authority that the document has gained at European level

Use – detailed instructions on graphic line in Annexe

Template Slides



Objective – generic slide deck outlining the importance of national initiatives supporting the European effort

Use – can be used by national societies to build excitement around the project at specific meetings and federate partnering organisations

Electronic Template of Forex and Plexiglas boards

Objective – these boards can be used for officials to symbolically give their signatures to the Charter. Of course the Plexiglas board can be kept even after the official ceremony as a symbol of the national launch.

Electronic template of Roll-up poster

Objective – for stage decoration and official picture background

Annexe: List of available template material and technical requirements

The following list includes all of the available materials on the enclosed CD-rom and any technical information or requirement for the use of these templates.

For any specific advice, please contact heartcharter@escardio.org

✂ Toolbox

European Heart Health Charter Logo

- Colour and B&W version (JPG and EPS)
- Detailed technical requirements for use and colour references

Advertisement:

- Full Colour Page (216 x 286), Press Optimised Format (PDF)
- Full B&W Page (216 x 286), Press Optimised Format (PDF)

TV Spots from the Polish “Mind you Heart Campaign”

- Electronic Format (web)
- DVD format upon request

Official Invitation – PDF 210x150mm

Media letter & Reply Form – Microsoft WORD A4 format

Save-the-date e-mail - HTML

Press Kit (A4 – PDF)

- Press release
- Declarations of the partners of the European Heart Health Charter
- Frequently asked questions about the European Heart Health Charter
- Biographies of the interviewees

Interview guides (A4 - Microsoft WORD A4 format

- For scientific key opinion leaders
- For members of Parliament
- For patient groups

Brochure (booklet containing the Charter text) – PDF A4 format

Press Kit Folder (A4, PDF)

Template Slide-deck (Microsoft POWER POINT)

Forex board template – PDF 80x60cm

Plexiglas board template – PDF 80x60cm

Roll-up poster template – PDF 780x2110 mm