

Advocacy initiatives at ESC Congress: focus public & patient

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ESC Congresses Industry Forum
Congresses in an evolving environment

European Heart House , 6 June 2019

Overview

- ESC Advocacy
- ESC Patient Engagement
- Patients at Congress
- Advocacy events during ESC Congress

ESC Advocacy

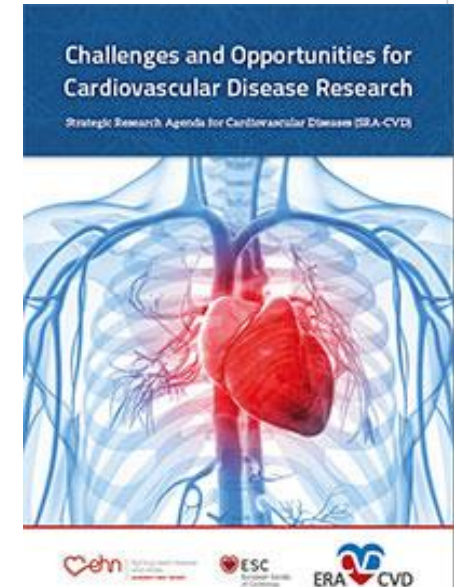
ADVOCACY, AN ESC STRATEGIC PRIORITY

- ❑ The burden of CVD is immense, greater than any other condition, yet CVD does not receive the attention decision-makers reserve for other diseases
- ❑ ESC Advocacy aims to bring CVD health higher up on decision-makers' agenda
- ❑ Challenge wrong perception that CVD is no longer a public health priority and that it is only a lifestyle disease
- ❑ Bridge science and policy: bring scientific knowledge to decision-makers to inform evidence-based policy favorable to CV health



ESC Advocacy priorities 2019-20

- MEP Heart Group & Call to Action on CVD
- Seek to influence EU Presidencies priorities
- Implementation of new Medical Devices Regulation
- Task Force on CIEDs and GDPR
- Health Technology Assessment at EU level
- Regulatory framework to support clinical trials (ICH-GCP revision)



ESC Patient Engagement

Why Patient Engagement in ESC activities?

- ✓ Patients as key partners to achieve the ESC mission
- ✓ Patients are the experts on what it means to experience heart disease
- ✓ They can offer valuable insight that is different and complementary to that of healthcare professionals
- ✓ The ambition is to involve patients in all areas of ESC activities, which could benefit from patient input



ESC Patient Forum

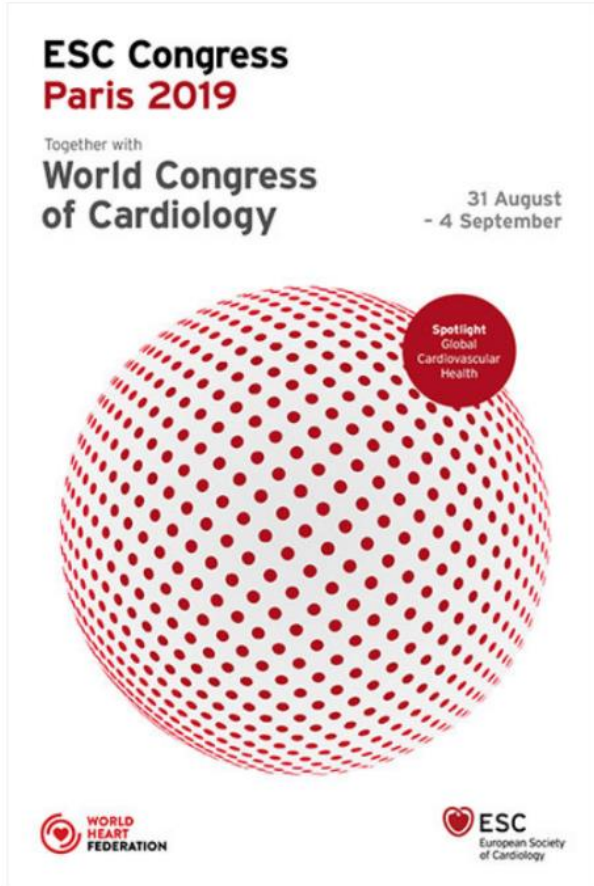
- ❑ Mechanism to engage patients across ESC activities
- ❑ Patient Forum members identified by ESC clinicians, NOT existing patient organisations
- ❑ Experience of different cardiac conditions: coronary artery disease, heart failure, valvular heart disease, cardiac sarcoidosis, AFib, Open-heart surgery & heart transplantation
- ❑ Members are involved in personal capacity, not as representatives of a patient group/organisation
- ❑ Around 30 active members; ensure sufficient capacity and experience in a range of CVD conditions



ESC and subspecialty Associations willing to involve patients in Congresses BUT...

- ❑ Legal restrictions: Directive 2001/83 forbids advertisement to the general public of medicinal products available only on medical prescription
- ❑ Different interpretation/implementation of the Directive in the EU Member States
- ❑ Sanctions for non compliance are determined individually by each Member State
- ❑ Implement stepwise approach with patients at Congresses
- ❑ Views of industry partners sought

Patients at ESC Congress 2019



- Ten patients will be invited to participate (not open invitation to patients)
- Access to Plaza and Global Exchange area only
- Easily identifiable badges

Patient involvement: unleashing the potential for true excellence in cardiovascular care

Chair: Prof Donna Fitzsimons, ECS Patient Engagement Lead

- **Involving patients in professional societies: Evolution or revolution?**
- **Patients at the table: What are the advantages of engagement?**
- **I am a patient representing other patients: the challenges I see, the opportunities I want**
- **A team that works: healthcare professionals, patients and carers**
- **Q&A**

Public Event during ESC Congress

Public Event during ESC Congress 2019



DATE

31st, August
1st, September
From 10am to 5pm



PARTICIPANTS

10 000 participants
expected



VENUE

Paris
Hôtel de Ville



OBJECTIVES

Raise public
awareness of
cardiovascular disease

The Heart of Paris Beats Stronger



ESC
European Society
of Cardiology

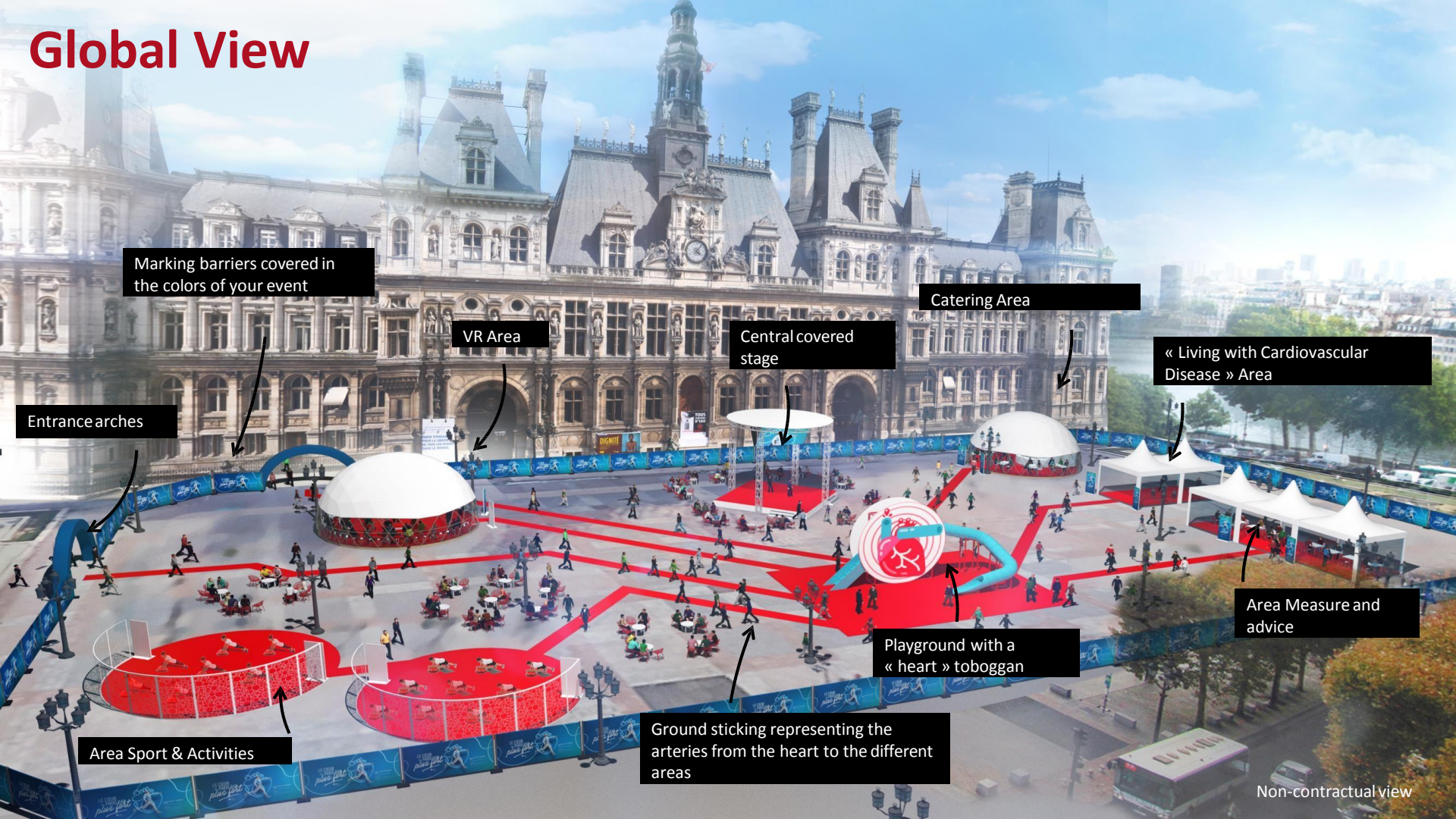
LE CŒUR
de PARIS BAT
plus fort

Les 31 août et 1^{er} septembre
2019

SUR LE PARVIS DE L'HÔTEL DE VILLE DE PARIS

Animations
Conseils santé / Activités sportives
Réalité virtuelle / Conférences / Conseil nutrition
Détection de maladies cardiovasculaires
Course à pied

Global View



Marking barriers covered in the colors of your event

Catering Area

VR Area

Central covered stage

« Living with Cardiovascular Disease » Area

Entrance arches

Area Measure and advice

Playground with a « heart » toboggan

Area Sport & Activities

Ground sticking representing the arteries from the heart to the different areas

Activities Area by Area

CATERING AND NUTRITION AREA

A geodesic tent of 95
sq.m Diameter 11m

A place where participants can eat
with a specially adapted choice of
healthy drinks and snacks.

The space will also include a corner
giving nutrition advice.



SPORT & ACTIVITIES AREA

2 zones of diameter 10m

An outdoor area, equipped with sports
equipment, and a coach to motivate
participants to perform exercises.



“LIVING WITH A CARDIOVASCULAR DISEASE” AREA

2 marquee tents
5m x 5m

This space dedicated to people living
with cardiovascular diseases will allow
them to be better guided in the
management of their disease on a daily
basis (how to eat better, lose weight,
exercise, etc.).



Activities Area by Area

DISCOVERY AREA

A geodesic tent of 95 sq.m
Diameter 11m

Under a geodesic dome, your participants are invited to participate in a virtual reality experience plunging them into a human artery.



MEASURES AND ADVICE AREA

3 marquee tents
5m x 5m

A space to better detect individual risks of cardiovascular disease and better identify risks.



THE CENTRAL STAGE

Square scene (width of 8m)
64 seats

Equipped with a screen and sound system, the stage will be setup in the middle of the Hôtel de Ville square, and will host conferences, concerts, etc.



Heart Healthy Cities initiative

Heart Healthy Cities initiative: Overview

- ❑ Partnering between ESC and Congress host cities
- ❑ Capitalise on presence of 30 000+ CVD experts
- ❑ Bridge science and policy to address the **URBAN CVD CHALLENGE**
- ❑ Urbanised environment (air/noise pollution) & lifestyle (stress, fast food, physical inactivity) are major determinants for CVD
- ❑ Main objectives:
 - **RAISING CV HEALTH HIGH ON THE POLICY AGENDA**
 - **CONCRETE ACTION TO REDUCE THE CVD BURDEN**



Heart Healthy Cities - Paris 2019

- ❑ **Round Table at City Hall, Monday 2 September 14h00-18h00**
- ❑ Local politicians and scientists to debate CV health challenges in urban areas and identify responses
- ❑ Scientific evidence to inform & support local policies in favor of CVD health
- ❑ Two topics:
 - Air pollution and CVD
 - Emergency preparedness & first aid (defibrillators, CPR..)

Heart Healthy Cities - Paris 2019

- ❑ **Broad media and communication activities to complement the round table**
- ❑ Heart Healthy Cities CALL TO ACTION, signed by CVD scientific community, calling Mayors to take bold and urgent action to address the CVD urban challenge
- ❑ Press conference to coincide with the release of the Call to Action
- ❑ SYMBOLIC HANDOVER - Passing of “heart shaped testimony” from City of Paris, to City of Amsterdam and London (legacy of the initiative)

Amsterdam 2020 & London 2021

- ❑ Programme to be decided in partnership with Amsterdam and London
- ❑ Congress Host City to adapt approach and focus in line with their local policy priorities and initiatives

