

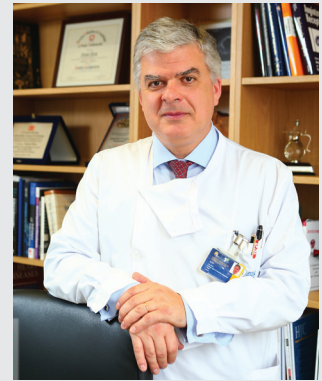
# WORLD HEART FEDERATION **STRATEGY** 2021 – 2023

---

**CARDIOVASCULAR HEALTH  
FOR EVERYONE**



## Message from the President



**Professor Fausto Pinto**  
President, World Heart Federation

### Dear Friends,

Cardiovascular health concerns every living person in the world. From hereditary conditions to lifestyle habits, such as smoking, and societal and environmental contexts, such as air pollution and sedentary systems, our hearts are all faced with numerous threats. This is why in each country and community there are doctors, nurses, carers, researchers, campaigners and pioneers for heart health. The World Heart Federation, which I have the privilege to lead for the next two years, is at the helm of the effort to achieve cardiovascular health for everyone. We do that by influencing policies, sharing knowledge and inspiring action.

Our 2021–2023 Strategy is written in times of uncertainty but also of unprecedented solidarity and connectivity. Our global cardiovascular community has never been more united. Innovation has become central to every conversation in the public health arena. The triple threat that COVID-19 poses to the heart is to be met with corresponding assertive action and determination to beat CVD and build back better.

The only way for us to ensure that people and communities around the world have access to the care and treatment they need, is by connecting and leading our Members, translating science into policy and sharing knowledge. We also have a big role to play in preventing CVD; our communications and campaign efforts bring hundreds of millions of people together. We tell about their inspiring acts and stories on our World Heart Day and other platforms. Most importantly, we invite everyone to directly contribute to the movement. It is by embracing the little steps that individuals and communities take to lead heart healthy lives, that we can make a big difference on a global level.

The Strategy of WHF is depicting the journey we need to travel to reach our ultimate goal of cardiovascular health for all. We have set for ourselves the ambition to become the reference organisation for information, knowledge and policy in the global cardiovascular sphere; to promote and support cardiovascular prevention and control at global level; and to strengthen the capacity of our Members towards the reduction of CVD premature mortality by 33% by 2030.

At the beginning of 2021, we have 10 years ahead of us to reach the Sustainable Development Goals. It will be my duty to ensure that the World Heart Federation is firmly leading the way and uniting medical, scientific and civil society groups to reduce CVD deaths and achieve cardiovascular health for everyone. It will not be an easy task, but we are stronger than ever. Together, we have the potential to innovate and the passion to deliver stronger health systems and healthier hearts.

# INTRODUCTION

**W**ith the current strategic plan (2018-2020) coming to an end, with the change of presidency, and given the uncertainties created by the Covid-19 pandemic, it is opportune to review what has been achieved and build a plan for the next three years, to ensure we are sustainable, and to allow both internal and external growth.

**In a connected and changing world, where collaboration is increasingly seen to be the norm,** we are now reviewing the WHF strategy to develop further relationships, programmes and activities for the evolution of the organization and more importantly to better fulfil our vision of cardiovascular health for everyone. This is particularly relevant under the current circumstances of a pandemic where the consequences for NCD, and particularly cardiovascular disease, could be devastating.

The document was developed at a time of great uncertainty, instability and with limited visibility on the near future. The new information, which arose continuously during the development of this strategic document, has been taken into account to identify challenges but also new opportunities for WHF and the community we serve. This strategy document is intended to provide a vision and a role for WHF mainly focused on the next three years, but also with the eyes on the long-term objectives of WHF, regarding the reduction of the impact of CVD and in the promotion of healthy lifestyles, knowing it has to be adapted to the current changing environment.

**This strategy document is the result of a series of online workshops that were held throughout 2020 (March – December) and data collected by the office, as well as a survey to WHF members.**



# WHAT HAS BEEN ACHIEVED? (2017-2020)

**70%**  
of the specific  
deliverables  
identified in the  
**2018-2020**  
workplan

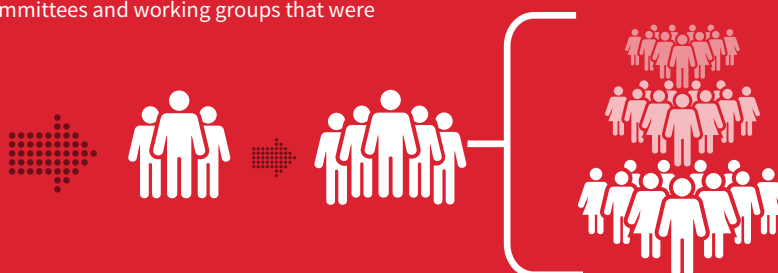
The previous Strategic plan aimed at strengthening the organization, in particular its financial stability, with a desire to better serve our Members and the community by shifting our focus to advocacy and communication.

To achieve this, some difficult decisions had to be taken, such as rethinking our congress model, transforming our historically independent World Congress of Cardiology into a joint event that takes place annually in partnership with one of our Members. We have successfully completed the majority of our goals with up to 70% of the specific deliverables identified in the 2018-2020 workplan.

meanwhile created. We have progressed from one committee (SPAC), with three volunteers, to five bodies with over 30 volunteers. Our visibility in the global arena has been substantially improved. Our financial reserves have increased from 400k CHF to the target goal of 2 Mio CHF, offering WHF the opportunity to maintain our core activities despite the Covid pandemic.

Using this solid basis, and a much stronger WHF, it is now time to be even more selective and clearly define our strategic goals for improving cardiovascular health globally.

We are particularly proud of the improved engagement of our Members in the new committees and working groups that were



# CURRENT LANDSCAPE AND CONTEXT

**T**he year 2020 has been a year like no other. The Covid pandemic has created a totally different economic and social environment for countries and communities, health care providers, patients, affecting every single person in the world today.

Though the world might not be the same, and the way we operate and the tools we use might have changed, the basic needs in CVD prevention and management remain the same. As we are reaching the end of 2020, there is hope that the pandemic can be controlled within the next two years but cardiovascular diseases still remain the number one killer in the world and, if anything, its impact has been likely amplified with this pandemic, as many studies around the world are now documenting.

Meanwhile, the way our scientific societies, foundations and patient groups used to interact, share information and meet has totally changed. Virtual congresses, webinars and virtual events have shown their potential and became globally used as the number one tool of communication. However, this virtual online world has its limitations.

The virus has no borders, but each country has coped with the pandemic its own way, very often based on its own cultural and political environment. Science has been used and

misused and “experts” on social media have flourished. In a universe of uncertainty and fear, there is a need for places and data hubs where accurate and relevant information can be shared and made available.

Politically, the last years have seen the appearance of a stronger sense of populism and nationalism. The existence of WHO has been challenged. The competition between countries and between communities for access to masks early in 2020, for Covid treatments or for vaccines has shown that, despite WHO efforts, solidarity with underserved populations or LMIC was not a priority. The balance between ethics and profits has not always been towards the latter, including within the medical and pharmaceutical industry.

Finally, the economic consequences of the pandemic are still largely unknown. 2020 was hard but 2021 with no doubt will be worse. It will impact the entire world including the healthcare sector, the medical community and our own Members.

It is at the core of our 2021-23 strategy to work closely with our Members through this crisis, help them become stronger, and establish our community as the recognized and credible voice in these confusing but very demanding times. Our aim is, together with our Members, to advocate at the global and national level **TO ACHIEVE CARDIOVASCULAR HEALTH FOR EVERYONE.**



# OUR VISION

## CARDIOVASCULAR HEALTH FOR EVERYONE

WHF and its Members believe in a world where cardiovascular health for everyone is a fundamental human right. Regardless of country, region, origin, race, gender, age, education and income, each human being is entitled to cardiovascular health and well-being through health promotion, access to prevention, control and management of cardiovascular disease.

## OUR CORE VALUES

Care  
Equity  
Community  
Integrity  
Aspiration

6



# OUR MISSION

1

To connect, lead and inspire the cardiovascular community by bringing together the scientific cardiology societies, heart foundations, health professionals, patients and the general public, policy makers, governments and private sector to achieve heart health for everyone;

2

To translate science into policy to influence agencies, governments and policy makers;

3

To stimulate and promote the exchange of information, ideas, practices across all borders, to achieve heart health for everyone, everywhere.

# VISION

Cardiovascular health for everyone



# MISSION

Connect and lead the CVD community  
 Translate science into policy  
 Stimulate and catalyse the exchange of knowledge

# WHF STRATEGIC GOALS

1

Become the recognized and credible reference for global cardiovascular health.



2

Promote and support cardiovascular prevention and control at global level, with other coalitions such as GCCH and NCDA, through the development of advocacy and communications strategies towards the implementation of SDG 3.4.

3

Mobilise and strengthen the capacity of WHF Members to complement, support and add value to national policies towards the reduction of CVD premature mortality by 33% by 2030.

4

Strengthen organizational growth, membership, transparency and sustainability to enable WHF to achieve its mission.

# IMPACT

As a convening organization we will contribute to support UN SDG 3.4  
 – Reduce by 33% premature mortality by CVD by 2030.

# OUTCOMES

## RESOURCES/ KNOWLEDGE

Through the Observatory and our numerous global communications and engagement platforms WHF is a reliable source of information, knowledge, latest thinking and action on CV health.

## POLICY

CVD prevention and management are better integrated into global/ regional/ national plans in the context of health in all policies.

## FINANCING

Optimal integration of CVD prevention and management as part of the NCD national plans/ UHC based on the national context.

## CAPACITY

Engage better the WHF Members and equip them with knowledge and skills to raise the profile of CVD at the national and regional levels.

# ORGANIZATIONAL PERFORMANCE ENABLERS

Members

Programmes

Partnerships

Communication

Governance

Evaluation

# SPECIFIC OUTPUTS/ACTIVITIES GROUPED UNDER FOUR STRATEGIC GOALS

## 1. BECOME THE RECOGNIZED AND CREDIBLE REFERENCE FOR CARDIOVASCULAR HEALTH

- 1.1** Make WHF a reference organisation for information, knowledge and policy in the global cardiovascular space. Develop the WHF Global Observatory as an open, coherent and searchable repository of the data collated by our Members.
- 1.2** Speak with a strong voice which will put cardiovascular health on top of the national, regional and global agenda, particularly needed due to the impact of the Covid pandemic on cardiovascular patients, directly and indirectly. Position WHF as the most respected global organization which connects the entire CV community in order to develop common strategies and policies. Capitalize on WHD, as a WHF hallmark, but also extend our impact beyond it. Strengthen the Global Heart Journal as the voice of WHF, expanding its reach through a robust communication strategy.
- 1.3** Profile WHF as a knowledgeable and caring organization, by putting human beings at the heart of our communications. Develop compelling storytelling using narratives to describe our activities, leadership and Members' successes, and effective communication tools for their dissemination. Inspire people to reduce their risk from cardiovascular disease. Provide information, knowledge and hope to people with cardiovascular disease and their families.

## 2. PROMOTE AND SUPPORT CARDIOVASCULAR PREVENTION AND CONTROL AT GLOBAL LEVEL, WITH OTHER COALITIONS SUCH AS GCCH AND NCDA, THROUGH THE DEVELOPMENT OF ADVOCACY AND COMMUNICATIONS STRATEGIES TOWARDS THE IMPLEMENTATION OF SDG 3.4

- 2.1** Promote the prevention and management of CVD for everyone, including neglected CVD, taking into account the unique situation created by COVID 19 on our patients.
- 2.2** Keep supporting and leading the 25by25 WHO agenda and UN SDG 3.4 goals, with our partners of the GCCH and NCDA, by speaking not only to the health authorities (WHO and MoH), but also to the financial (World Bank and MoF) and other related agencies (Transport, Education) with a vision of promoting health in all policies.
- 2.3** Develop our advocacy work on preventable risk factors (tobacco, physical inactivity, unhealthy diet, harmful use of alcohol, air pollution). Lead the access to control of key metabolic/physiological changes (raised blood pressure, overweight/obesity, raised blood glucose and raised cholesterol) through a coalition broader than our membership.





# 3.

## MOBILIZE AND STRENGTHEN THE CAPACITY OF WHF MEMBERS TO COMPLEMENT, SUPPORT AND ADD VALUE TO NATIONAL POLICIES TOWARDS THE REDUCTION OF CVD PREMATURE MORTALITY BY 33% BY 2030

- 3.1** Have a clear complementarity between WHF's global role, WHF Roadmaps, Emerging Leaders programme, and policy development at the regional/national advocacy activities through our Members. Develop WHF Advocacy Strategy into regional advocacy campaigns and bring the voice of our Members to WHO and other policy makers.
- 3.2** Enable Members to work better at regional level, defining objectives based on local needs, strengths, gaps and required skills. Develop networking opportunities and knowledge exchange in advocacy, capacity building and national implementation.
- 3.3** Increase our support to CV foundations and patient associations through organizational capacity building and by addressing specific needs.

# 4.

## STRENGTHEN ORGANIZATIONAL GROWTH, MEMBERSHIP, TRANSPARENCY AND SUSTAINABILITY TO ENABLE WHF TO ACHIEVE ITS MISSION

- 4.1** Understand, monitor and respond to the different needs of our current and new Members, professional groups and interests through programmes and activities. Develop our relationships with and support patient groups to a greater extent. Engage with our different Members in all our activities, expert working groups and Board membership. Develop and nurture an effective, transparent and representative governance, free of conflicts of interests.
- 4.2** Organize digital, in-person and hybrid activities, events and congresses responding to the networking and knowledge exchange needs of our Members. Continue developing a digital platform adapted to our communication strategy, so that our voices are heard in the new arena and the conversation becomes truly global and consistent.
- 4.3** Ensure robust finances and suitable reserves, despite the current economic challenges, through the consolidation and diversification of revenues based on sustainable and predictable income, without compromising WHF integrity, independence, credibility, and reputation. Develop and use KPIs for all our activities and programmes. Attract, retain and invest in staff, volunteers, committee Members and make them all ambassadors for our brand.

# STRATEGY 2021-2023



WORLD HEART FEDERATION  
32, rue de Malatrex, 1201 Geneva, Switzerland  
(+41 22) 807 03 20  
[info@worldheart.org](mailto:info@worldheart.org)  
[www.worldheart.org](http://www.worldheart.org)



World Heart Federation



@worldheartfed



World Heart Federation



@worldheartfederation