

World Heart Federation

**Turning good intentions into
concrete, measurable actions**

May 2008

World Heart Federation
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www.worldheart.org



Agenda

- Why support the wellness in the workplace initiative of the WEF?
- What remains to be done? A great deal
- Much more is required from the private sector

Why support the wellness in the workplace initiative of the WEF?

1. Eradicate poverty and hunger
2. Achieve primary universal education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development



Cardiovascular and other chronic diseases must be included in the MDG's

The state of the debate on chronic disease

- 2003, 2004, 2005: panel debates on obesity focused on finger-pointing and blame game
- 2006 onwards: multistakeholder debate focused on wellness programs to reduce chronic disease

Wellness programs are part of WHO Diet and Physical Activity Strategy (DPAS)

- «Workplaces are important settings for health promotion and disease prevention. People need to be given the opportunity to make healthy choices in the workplace in order to reduce their exposure to risk. Further, the cost to employers of morbidity attributed to non-communicable disease is increasing rapidly. Workplaces should make healthy food choices available and support and encourage physical activity»

Source: WHO DPAS, Article 62

Wellness in the workplace: evidence-based

- Some companies have already experienced the benefits of wellness in the workplace with proven success:
 - Dow Chemical Brazil
 - Eskom South Africa
 - Becton Dickinson and Company, Singapore
 - Discovery South Africa
 - BT
- Throughout these case studies, dramatic improvements in average fitness index scores as well as in cholesterol levels have been witnessed *(Working towards wellness: global examples, prepared by the NHS for the WEF)*

What remains to be done? A great deal

■ A Call to Action on workplace wellness

- Lakshmi Mittal, President and CEO, ArcelorMittal
- Edward J. Ludwig, Chairman of the Board, President and CEO, Becton Dickinson and Company
- Ben J. Verwaayeb, CEO, BT Group
- Adrian Gore, CEO, Discovery Holdings Ltd
- Valli Mosa, Chairman, Eksom
- Kendall J. Powell, CEO, General Mills
- Michael B. McCallister, President and CEO, Humana
- Peter Brabeck-Letmathe, Chairman and CEO, Nestlé
- John M. Clymer, President, Partnership for Prevention
- Indra K. Nooyi, Chairman and CEO, PepsiCo
- Jeffrey B. Kindler, CEO, Pfizer
- Michael J. Critelli, Executive Chairman, Pitney Bowes
- Samuel A. Dipiazza Jr, Global CEO, PricewaterhouseCoopers
- Stig K. Pramming, Managing Director, Oxford Health Alliance
- Janet Voûte, CEO, World Heart Federation

How to go beyond the call to action?

World Heart Federation plans

- Involve national and local partners, e.g. World Heart Federation's membership
- Spread the word: World Heart Day 2009/2010
- Share tools and expertise: World Heart Federation to disseminate toolkits (e.g. Partnership for Prevention)
- Monitor and evaluate

Member National Societies

These groups represent the medical profession

Algerian Society of Cardiology
Argentine Society of Cardiology
The Cardiac Society of Australia & New Zealand
Austrian Society of Cardiology
Bangladesh Cardiac Society
Belarusian Scientific Society of Cardiologists
Belgian Society of Cardiology
Bolivian Society of Cardiology
Association of Cardiologists of Bosnia & Herzegovina
Brazilian Society of Cardiology
Bulgarian Society of Cardiology
Canadian Cardiovascular Society
Chilean Society of Cardiology & Cardiovascular Surgery
Chinese Society of Cardiology
Colombian Society of Cardiology
Croatian Cardiac Society
Cuban Society of Cardiology
Cyprus Society of Cardiology
Czech Society of Cardiology
Danish Society of Cardiology
Dominican Society of Cardiology
Ecuadorian Society of Cardiology
Egyptian Society of Cardiology
Society of Cardiology of El Salvador

Finnish Cardiac Society
French Society of Cardiology
Georgian Association of Cardiology
German Cardiac Society
Ghana Society of Hypertension and Cardiology
Hellenic Cardiological Society
Guatemala Association of Cardiology
Honduras Society of Cardiology
Hong Kong College of Cardiology
Hungarian Society of Cardiology
Cardiological Society of India
Indonesian Heart Association
Iranian Heart Association
Iraqi Cardio-Thoracic Society
Irish Cardiac Society
Israel Heart Society
Italian Federation of Cardiology
Japanese Circulation Society
Jordan Cardiac Society
Association of Cardiologists of Kazakhstan
Kenya Cardiac Society
The Korean Society of Circulation
Association of Doctors of Internal Medicine of Kyrgyz Republic
Latvian Society of Cardiology

Lebanese Society of Cardiology and Cardiac Surgery
Libyan Cardiac Society
Lithuanian Society of Cardiology
Macau Association of Cardiology
Macedonia Society of Cardiology
National Heart Association of Malaysia
Mexican Society of Cardiology
Moldavian Society of Cardiology
Moroccan Society of Cardiology
Cardiac Society of Myanmar Medical Association
Cardiac Society of Nepal
The Netherlands Society of Cardiology
Nicaraguan Society of Cardiology
Nigerian Cardiac Society
Norwegian Society of Cardiology
Pakistan Cardiac Society
Society of Cardiology of Panama
Paraguayan Society of Cardiology
Peruvian Society of Cardiology
Philippine Heart Association
Polish Cardiac Society
Portuguese Society of Cardiology
Puerto Rican Society of Cardiology
Romanian Society of Cardiology

Society of Cardiology of the Russian Federation
San Marino Society of Cardiology
Saudi Heart Association
Society of Cardiology of Serbia and Montenegro
Singapore Cardiac Society
Slovak Society of Cardiology
Slovenian Society of Cardiology
The South African Heart Association
Spanish Society of Cardiology
Sri Lanka Heart Association
Swedish Society of Cardiology
Swiss Society of Cardiology
Syrian Cardiovascular Association
Taiwan Society of Cardiology
The Heart Association of Thailand
Turkish Society of Cardiology
Ukrainian Society of Cardiology
Emirates Cardiac Society
British Cardiovascular Society
American College of Cardiology
Uruguayan Society of Cardiology
Venezuelan Society of Cardiology
Vietnam National Heart Association

Member National Heart Foundations

These groups focus on the community and the public

Argentine Heart Foundation
National Heart Foundation of Australia
Austrian Heart Foundation
National Heart Foundation of Bangladesh
Heart Foundation of Barbados
Belgian Heart League
Foundation of Health and Heart (Bosnia and Herzegovina)
Brazilian Heart Foundation (FUNCOR)
Heart And Stroke Foundation of Canada
Chilean Heart Foundation
Un Coeur pour la Vie (Congo Brazzaville)
Cyprus Heart Foundation
Healthy Nutrition Forum (Czech Republic)
Danish Heart Foundation
Dominican Heart Foundation
Ecuadorian Foundation of Cardiology
Estonian Heart Association
Finnish Heart Association
Georgian Heart Foundation
German Heart Foundation
Ghanaian Heart Foundation
Hellenic Heart Foundation (Greece)
Hong Kong Heart Foundation
Hungarian National Heart Foundation
Icelandic Heart Association

All India Heart Foundation
Heart Foundation of Indonesia
Irish Heart Foundation
Italian Heart Foundation
The Heart Foundation of Jamaica
Japan Heart Foundation
Kenya Heart Foundation
Kuwait Heart Foundation
Lithuanian Heart Association
Macau Heart Foundation
The Heart Foundation of Malaysia
Mauritius Heart Foundation
Nepal Heart Foundation
Netherlands Heart Foundation
The National Heart Foundation of New Zealand
Nigerian Heart Foundation
Norwegian Council On Cardiovascular Disease
Pakistan Heart Foundation
Cardiological Foundation of Panama
National Heart Foundation of Papua New Guinea
Paraguayan Heart Foundation
Heart Foundation of the Philippines
Portuguese Heart Foundation
Foundation for Cardiac Assistance (Romania)
Serbian Heart Foundation

Seychelles Heart and Stroke Foundation
Singapore Heart Foundation
Slovak League Heart to Heart
Slovenian Heart Foundation
Heart and Stroke Foundation South Africa
Spanish Heart Foundation
Swedish Heart Lung Foundation
Swiss Heart Foundation
Taiwan Heart Foundation
The Heart Foundation of Thailand
Turkish Heart Foundation
British Heart Foundation
American Heart Association
Venezuelan Heart Foundation

Measure private sector progress....

- # companies with a wellness in the workplace programme
- # employees covered by these programmes
- # countries where companies are involved in wellness in the workplace
- % participation of employees within the concerned companies
- Over years, % of increase in number of companies putting in place wellness in the workplace programmes
- Over years, % of increase in number of employees covered
- Change in biostatistics and attitudes within employees (internal surveys)

**...and share this knowledge with SME
and public sector**

Much more is required from the private sector

■ **DPAS** - in addition to promoting healthy workplaces, the private sector needs to:

- promote healthy diets and physical activity
- limit the level of saturated fats, trans-fatty acids, free sugar and salt in existing products
- continue to develop and provide affordable, healthy and nutritious choices to consumers
- consider introducing new products with better nutritional value
- provide adequate product information
- practice responsible marketing, in particular towards children
- issue clear and consistent food labels and health claims
- provide information on food composition to national authorities
- assist in developing and implementing physical activity programmes

Much more is required from the private sector

■ WHO NCDs Action Plan

- support WHO in creating forum where key stakeholders can take action against NCDs.
- support the development of alliances, networks and partnerships to help countries mobilize resources
- support the implementation of intervention projects
- support the development of technical guidance and tools
- support analytical and operational research
- support WHO collaborating centers
- support the evaluation and monitoring of the projects by the WHO, and help mobilize the necessary resources for the evaluation of the progress in the prevention of NCDs.