



Fondazione italiana per il cuore

**RATIONALE**  
**Workshop - June 25<sup>th</sup>, 2012**  
***DIET, PHYSICAL ACTIVITY, AND CARDIOVASCULAR DISEASE PREVENTION IN EUROPE***  
**Milan, Palazzo della Regione Lombardia**

The Italian Heart Foundation (FlpC) and the Italian Association against Thrombosis and Cardiovascular Diseases - Onlus (ALT), both members of the European Heart Network (EHN), have organized a Workshop in Italy on *DIET, PHYSICAL ACTIVITY, CARDIOVASCULAR DISEASE PREVENTION IN EUROPE*. The Workshop arises from the EuroHeart II project which is co-funded by the European Union (EU). It was developed in the framework of the EU Health Programs, and it is organized by EHN. Besides ALT and FlpC the most important European Foundations affiliated with EHN, and actively working in the prevention of cardio-cerebro-vascular diseases, took part in the project.

The EU EuroHeart II project issued last November a position paper with the same title of the workshop. This document opens further perspectives of knowledge on “responsible prevention” to be assumed by individuals regarding food consumption and physical activity. Because of the many different cultures and lifestyles in the European Regions, Germany, Slovakia, and Italy have been identified as the three countries in which to carry out a debate on the measures to be adopted to raise continued participation and compliance relative to an improved diet and increased physical activity. The Italian workshop will be attended also by representatives from Belgium, Portugal, and Spain.

The Workshops aims at helping to develop global European initiatives, to improve the knowledge and the evaluation processes for country-specific programs of primary prevention of cardio-cerebro-vascular diseases.

The workshop took place in Milan on June 25, 2012 from 9.00 am to 5.00 pm, in English. Participation of 40 experts from several institutions, and participation of groups active in the field of cardiovascular prevention in the above mentioned countries is expected. The programme included morning sessions focused on the sharing of knowledge and information followed by panel discussions, afternoon sessions focused on developing advocacy skills and proposals to be implemented in the prevention context specific to the countries participating in the workshop.

For further information:

***ALT – Italian Association against Thrombosis and Cardiovascular Diseases – Onlus***

Via L. Da Viadana 5

20122 Milano

Tel: 02-58325028

E-mail: [europa@trombosi.org](mailto:europa@trombosi.org)

[www.trombosi.org](http://www.trombosi.org)

***Italian Heart Foundation***

Viale Piave 35

20129 MILANO

Tel: 02-29006267

E- mail: [info@fondazionecuore.it](mailto:info@fondazionecuore.it)

[www.fondazionecuore.it](http://www.fondazionecuore.it)

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For further details about the EuroHeart II project please visit:

<http://www.ehnheart.org/euroheart-ii.html>

This workshop arises from the EuroHeart II project, which has received co-funding from the European Union, in the framework of the Health programme



## Workshop

June 25<sup>th</sup>, 2012

Palazzo Regione Lombardia  
Piazza Città di Lombardia n. 1 - Milan - Italy  
2<sup>nd</sup> Floor Room n. 34

## Diet, Physical Activity and Cardiovascular Disease Prevention in Europe

*Under the auspices:*

*Italian Ministry of Health  
Assessorato alla Salute (Ministry of Health), Regione Lombardia  
Guadagnare Salute Project*

### Morning

09.00 **Welcome**

**Luciano Bresciani**, *Assessore alla Sanità* (Ministry of Health), Regione Lombardia

09:15 – 10:45 **Opening Session**

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Moderator: **Rosanna Tarricone**, *Director*, CERGAS - Centre for Research on Health and Social Care Management, Bocconi University, Milano

09.15 **The Needs**

**Elena Tremoli**, *President*, Italian Heart Foundation, Head of Research, Centro Cardiologico Monzino-IRCCS

09.30 **The Project**

**Susanne Løgstrup**, *Director*, EHN - European Heart Network

09.45 **The European Heart Network Document**

**Mike Rayner**, *Director*, British Heart Foundation, Health Promotion Research Group, University of Oxford, and *Chair* of the EHN Nutrition Expert Group

10.00 **The Economics**

**Francesco Saverio Mennini**, Centre for Health Economics, University Tor Vergata, Roma

10.20 – 10.45 **Questions and Answers**

10.45 **Break**

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## 11.15 – 12.45 Panel Discussion: *Diet and Physical Activity: Critical Issues and Barriers to Reach the Goals*

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Moderator: **Lidia Rota Vender**, *President*, ALT - Italian Association against Thrombosis and Cardiovascular Diseases - Onlus

- **Salvatore La Rosa**, MIUR - Ministero dell'Istruzione, dell'Università e della Ricerca Scientifica, (Ministry of Education, University and Research)
- **Laura Rossi**, INRAN - National Institute for Food and Nutrition, Ministry of Agriculture
- **Carlo Agostoni**, Department of Pediatrics, University of Milan
- **Liliana Coppola**, Direzione Generale Sanità, (Health Department), Regione Lombardia
- **Bruna Baggio**, Local Education Authority, Regione Lombardia
- **Roberto Moretti**, ASL Bergamo, (Local Health Districts)
- **Maria Agnese Dau**, Federalimentare, (Italian Federation of Food Industry)
- **Rosanna Tarricone**, CER GAS, Centre for Research on Health and Social Care Management, Bocconi University, Milano

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## 12.45 – 14.00 Lunch

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### Afternoon

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## 14:00 – 14.45 Policies and Communication

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Moderator: **Nina Verdelli**, Special Projects Editorial Coordinator, Amica

### 14.00 *How Do We Advocate for Policies on Healthy Diet and Physical Activity*

**Susanne Løgstrup**, *Director*, EHN - European Heart Network

### 14.15 *Communication and Education: How To Be Successful?*

**Andrea Fontanot**, International Strategy, Saatchi & Saatchi Healthcare Communication

### 14.30 *Feeding the Planet, Energy for Life*

**Filippo Castoldi**, Regione Lombardia, EXPO 2015

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## 14.45 – 15:45 Working Groups Debate

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Facilitator: **Nina Verdelli**, Special Projects Editorial Coordinator, Amica

### Countries' Representatives

Belgium: **Freddy Van de Casseye**, Belgian Heart League

Italy: **Lidia Rota Vender**, ALT - Italian Association against Thrombosis and Cardiovascular Diseases - Onlus

**Elena Tremoli**, **Andrea Peracino**, **Emanuela Folco**, **Cristina Bolsi**, Italian Heart Foundation

Portugal: **Luis Negrão**, Portuguese Heart Foundation

Spain: **Inés Galindo**, **Leandro Plaza**, Spanish Heart Foundation

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## Experts

### **Mike Rayner**

British Heart Foundation, Health Promotion Research Group, University of Oxford, UK and EHN Nutrition Expert Group

### **Francesco Saverio Mennini**

Centre for Health Economics, University Tor Vergata, Roma

### **Rosanna Tarricone**

CERGAS - Centre for Research on Health and Social Care Management, Bocconi University, Milano

### **Marleen Kestens, Susanne Løgstrup**

EHN - European Heart Network

### **Filippo Castoldi**

Regione Lombardia, EXPO 2015

### **Maria Agnese Dau**

Federalimentare, (Italian Federation of Food Industry)

### **Liliana Coppola**

Direzione Generale Sanità (Health Department), Regione Lombardia

### **Roberto Moretti**

ASL Bergamo, (Health Promotion Service, National Health System Districts)

### **Roberto Volpe**

SIPREC - Italian Society for Cardiovascular Prevention

### **Salvatore La Rosa**

MIUR- Ministero dell'Istruzione, dell'Università e della Ricerca Scientifica, (Ministry of Education, University and Research)

### **Ferdinando Cereda**

Faculty of Education, Department of Pedagogy, Università Cattolica del Sacro Cuore, Milano

### **Angelo Cattaneo**

Physical Exercise, Health & Sports Activities Therapist

### **Bruna Baggio**

Local Education Authority, Regione Lombardia

### **Simona Costanzo**

Fondazione di Ricerca e Cura Giovanni Paolo II, Università Cattolica del Sacro Cuore, Campobasso, Laboratory of Genetic and Environmental Epidemiology

### **Andrea Fontanot**

International Strategy, Saatchi & Saatchi Healthcare Communication

### **Roberto Omar Alvaro, Roberto Capello**

Unione Regionale Panificatori Lombardia (Regional Union of Bread Producers)

## 15.45 Reports by the Countries' Representatives

## 16.05 General Discussion

## 16.30 Summary

**Susanne Løgstrup**, *Director*, EHN - European Heart Network

## 17.00 End of the workshop

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