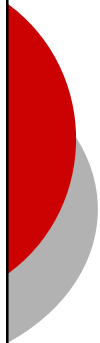


EuroHeart project

Women and CVD
Awareness programmes



EuroHeart: Women and CVD

- Objectives
 - Analyse existing awareness raising campaigns / programmes targeting women and CVD
- 3 Questionnaires sent to
 - 25 organisations (17 heart foundations, 8 cardiac societies)
 - Representing 19 countries
- Questionnaires deal with
 - Campaigns targeting women
 - Campaigns targeting health professionals
 - Information on gender equity



1. Campaigns and or programmes on women and CVD targeting women

- Over 40 campaigns from 14 countries
- Mainly media campaigns, brochures/posters and workshops/conferences
- Some campaigns not specific on women and CVD
 - Women in general, with one focus on CVD
 - CVD in general, with one focus on women



1. Campaigns on Women and CVD

- Aims:
 - awareness raising (among women & health prof.)
 - Disease prevention / health promotion / reduction of mortality from CVD
 - Promotion of rehabilitation programmes among women
 - Promotion of healthy lifestyle
- Sustainability of the campaign
 - Not a consideration for all campaigns
 - Long term visibility in the media
 - Increasing partnerships with other organisations
- Media coverage
 - Traditional media
 - Internet / email more and more often in recent campaigns
- Timeline
 - Campaigns from mid 90ies till now



1. Campaigns on Women and CVD

- Target audience
 - Women in general
 - Women with CVD risk
 - Women after 1st infarction or in rehab
- Age related
 - Age not specified in all campaigns
 - Menopause – post menopause
 - Recent campaigns : younger women (25 – 30)
- Ethnic groups
 - Most campaigns: « no »



1. Campaigns on Women and CVD

- Evaluation
 - IF evaluation is done, it is mostly quantitative (number of brochures, number of interviews, number of participants,...)
 - Most campaigns are lacking evaluation of
 - Outcome of the campaign (did you reach your target group,...)
 - Impact of the campaign (raised awareness, behaviour change,...)
 - Reasons:
 - Lack of budget
 - “Impossible to measure...”
 - campaigns are still ongoing, which explains why no evaluation is done so far
 - Not taken into consideration at start of campaign.



1. Campaigns on Women and CVD

Cooperation with other organisations

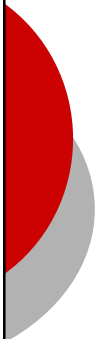
- If campaign organised by heart foundation/cardiac society
 - Most campaigns: Heart Foundations alone
 - 15 campaigns involved health professionals as well
 - In most cases no cooperation structure in place
- Funding
 - Mostly heart foundations
 - Otherwise: cardiac societies, companies, government institutions, research centres



1. Campaigns on Women and CVD

Cooperation with other organisations:

- If campaign not organised by heart foundation/cardiac society
 - Campaigns organised by government institutions, sports organisations, « alcohol control organisations », other health organisations,...
 - In most cases no cooperation structure in place
- Funding
 - Campaigns funded by organisers
 - Otherwise: cardiac societies, companies, government institutions, research centres



2 . Educational programmes on women and CVD targeting health professionals

- 14 campaigns from 10 countries
- General questions on gender issues
 - 6 countries have gender issues included in curriculum for students
 - Gender issues often NOT included in cardiology training programmes
 - Similar for other medical specialisations
 - Some countries point out that gender issues can be included in continued medical research but not in a systematic way



2. Programmes for health professionals

- Objectives
 - Increase awareness among health professionals (most frequent answer)
 - Increase awareness on need for research
 - Increase awareness on need for gender specific training
- Sustainability of programmes
 - Does not seem to be an objective, except in case of academic courses
- Target audience
 - Health professionals (all campaigns)
 - Patients (1 campaign)



2. Programmes for health professionals

- Barriers to implementation of programmes on women and CVD
 - Women and CVD is dismissed as not relevant (by health professionals)
 - Lack of funding
- Promotion of programmes
 - Traditional ways (media, television, press conferences, internal mailings, etc)
 - Limited use of internet / email
- Timeline
 - 1990ies - now



2. Programmes for health professionals

- Evaluation
 - Often not part of original set up (funding issue)
 - Impact, change in attitude, behaviour, etc not measured in a systematic way



2. Programmes for health professionals

- Organisations involved
 - Programmes run by cardiac societies / heart foundations
 - Limited cooperation with other organisations
 - Some programmes in parallel with public awareness campaigns
 - Funding by organisers of the programme, or business partners or participants (limited)
 - Programmes NOT run by cardiac societies/heart foundations
 - Only 3 programmes described,
 - Funding via organisations responsible for the programme



3. Gender specificity

- General remarks
 - Confusion between “gender diversity” and “equal rights” or “equal treatment”
- Working groups on gender diversity
 - Exist only in few organisations
- Campaigns / programmes on CVD
 - Often not made gender specific
- Other campaigns (e.g. on smoking, use of alcohol, health promotion in general, etc)
 - Often not made gender specific



3. Gender specificity

- Funding / publishing of research
 - General remark: most participating organisations do not fund/publish research
 - Inequalities: mostly not considered
 - Call for tender: gender specificity mostly not considered
 - Editorial board considering gender issues: yes
 - Editorial board including women: 7 no or no answer. 7 yes
 - Opportunities to present research
 - Conferences, publications, awards,



Conclusions

- Over 60 awareness campaigns addressing the particular issue of women and cardiovascular diseases have been organised in the last 20 years in the 19 countries participating in WP 6 of the EuroHeart project.
- National Heart Foundations and Cardiac Societies are well aware of the urgent need to raise awareness among women and health professionals alike.
- It is possible to raise awareness of the fact that cardiovascular diseases are the main cause of death in women and that women have different symptoms than men.
- Not all campaigns are evaluated, and the evaluation is mostly quantitative. Increased awareness is measured in very few cases only.
- In most countries, there seems to be a lack of systematic inclusion of gender-specificity in the training of cardiologist, which is a concern.