

Vote Cardiovascular Health 2024

11-14 DECEMBER

VENUE: EUROPEAN PARLIAMENT, STRASBOURG

Why we need your help

- EACH is seeking EU wide change that will result in an EU Cardiovascular Health Plan and 27 National Action Plans on CV Health;
- Policy makers should not have to make a choice between electability and taking action on the world's biggest killer;
- By providing the most up to date data, combining the social media and media reach of all EACH members and providing a platform for MEPs to make commitments – we can ensure that CVH is on the political agenda of the European Parliament.
- This opportunity to determine what will be political priorities of policy makers comes around only once every five years.
- An investment of time and resources today could mean billions in funding for cardiovascular health over the coming years.

Where we stand

EACH makes policy history



Cardiovascular disease now part of the Trio (Spain-Belgium-Hungary) Presidency Priorities for the first time in 30-year history of the Union



CVH set to be a major part of EU Member States Programme in 2024

Upcoming

- ✓ **EU Presidency Event on CVH in 2024;**
- ✓ **Council Conclusions on CVH;**
- ✓ **Call for an EU CVH Plan in 2024**



Surprisingly fast progress at Member State level

Spanish Plan 2022, Polish & Czech Plans 2023, Bulgarian, Croatian, Romanian, German, Latvia, Estonian plans being worked on now.

But...EU Parliament support is present but fragmented



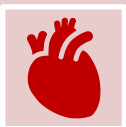
Letter signed by entire Gender Equality Committee on World Heart Day in September;



69 MEP signatories for the Oral Question on Cardiovascular Health;



Strongest support from the EPP Group so far



Goal remains to have CV Health as part of the election manifestos of large political groups and of as many individual MEPs as possible.

European Parliament elections:

6-9 June 2024

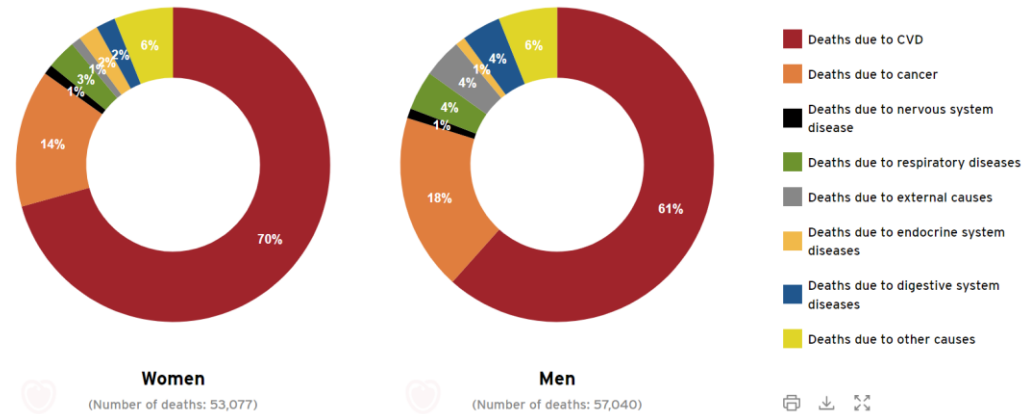


If we can wait another 5 years for major policy change then this next slide is not for you

Turning support into committment

Exhibition & event 11-14 December

Exhibition showcasing x27 individual CV profiles of the Member States



Goal is to provide a platform for MEPs and political groups to make clear public commitments to CVH in their election manifestos



Key days are 12th and 13th Inclusive



1. Interviews by EACH members with MEPs in their own languages
2. Photos of MEPs with their country's exhibit
3. Social media pack for MEPs and EACH members to use.

ESC Coms Resources on site and can be used by all EACH members



Event itself!

Schedule – what the week would look like for delegates



Monday 11th

Travel to Strasbourg and set up Exhibition.

Meetings and interviews in the late afternoon/evening



Tuesday 12th

EACH event takes place (time tbc). Meetings from morning to evening.



Wednesday 13th

Meetings & interviews from morning to evening.



Thursday 14th

Meetings in morning and deconstruction at 13:00.

*Exhibition technically booked until 15th but with no MEPs present this day is redundant

Key asks of you at national level - Summary



Follow the Social Media Accounts of your MEPS found in the Excel List Provided “EACH Outreach Bible”



Email your MEPs in your own language using the template mail provided. Adjust this mail as you see fit and to match your own style;



Repost and retweet material that comes from those MEP offices where they make commitments to cardiovascular health and in particular monitor these accounts from 11-14 December and the days before Christmas break.



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**European Alliance for
Cardiovascular Health**

Thank you!
