

# **FILTERED CONFERENCE.**

## **PROGRAMME**

### **Prevention over Profit:**

Breaking the Silos to Put Health First

# Programme Breakdown - Day 1

3<sup>rd</sup> of November, 2025

12:30 - 13:00

## REGISTRATION

13:00 - 13:15

## WELCOME AND INTRODUCTION

13:15 - 14:00

## KEYNOTE SPEECHES

How do you see the role of prevention in the upcoming Cardiovascular Health Plan? Where is health in the next MFF? What is the role of civil society in EU democracy and of health NGOs in public health.

- **Olivér Várhelyi**, European Commissioner for Health and Animal Welfare - Invited
- **Sophie Ølsen**, Danish Health Minister - Invited
- **Corinne Salinas**, HaDEA, Filtered project manager - Invited

14:00 - 15:15

## PLENARY PANEL DISCUSSION:

Setting the scene. Europe's Beating Cancer Plan is portrayed as a success but its prevention measures were not implemented. Will they be taken over in the EU Cardiovascular Health Plan? In the recently presented MFF, health is only defined under the competitiveness strand as if health is a commodity like all other products. Is public health in its own right abandoned? How can MEP interest groups weigh on this discussion?

Moderator: **Emil Juslin**, Eurocare Board Member

- **Matthijs Groeneveld**, Permanent representation of the Netherlands (Invited)
- **Eugene Lennon**, Permanent representation of Ireland (Invited)
- MEP prevention group/Cardiovascular health group – chairs invite
- **Birgit Beger**, EHN CEO and SFP Board member (confirmed)
- **Sheila Gilheany**, Eurocare Board Member
- **Dorota Sienkiewicz**, EuroHealthNet

## C O F F E E B R E A K

15:45 - 16:30

## PRESENTATION RESULTS OF THE STUDY: WHAT ARE THE PROS AND CONS OF BREAKING THE SILOS AND WORKING TOGETHER ACROSS RISK FACTORS?

Exploring whether more coordinated approaches, such as coalitions or partnerships, could strengthen the influence of public health actors in EU policymaking.

- Intro: **Florence Berteletti**, Secretary General Eurocare
- Presentation by **David Stuckler** and **Matthew Parbst** - Invited

# Programme Breakdown - Day 1

3<sup>rd</sup> of November, 2025

16:30 – 18:00

**DEBATE: IN THIS SITUATION WHERE PUBLIC HEALTH IS ABANDONED, DO WE NEED TO TACKLE THIS ISSUE TOGETHER OR SEPARATELY?**

Moderator: **Jan Peloza**, YHO

- **Stig Erik**, Eurocare Board
- **Birgit Beger**, EHN Chief Executive Officer
- **SFP Board member**
- **Sanja Sisovic**, YHO Board member
- **Frank Murray**, EASL Board member

END OF DAY 1

# Programme Breakdown - Day 2

4<sup>th</sup> of November, 2025

08:30 - 09:00

**REGISTRATION**

09:00 - 09:15

**WELCOME AND SUMMARY OF DAY 1**

- **Erin Roman**, SmokeFree Partnership Director

09:15 - 10:30

**OUTCOME OF THE FILTERED COMMUNICATIONS CAMPAIGN: SESSION ON CONFLICT OF INTEREST (SHOWCASING WHAT PARTICIPANTS LEARNT)**

- **Speakers to be confirmed**

C O F F E E B R E A K



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# Programme Breakdown - Day 2

4<sup>th</sup> of November, 2025

11:00 - 12:15

## PROGRESS FOR PREVENTION, WINS FOR HEALTH: ADVANCING PRO-HEALTH TAXES THROUGH THE SUCCESSES OF THE EU TOBACCO TAX DIRECTIVE

Moderator: **Guy Muller**, SFP President

- **Wopke Hoekstra**, European Commissioner for Climate, Net Zero and Clean Growth
- **David Boubilil**, Head of Unit C3 – Behavioural Taxation and Other Indirect Taxes, DG TAXUD, European Commission
- **Tilly Metz**, Member of the European Parliament, Greens/EFA, Luxembourg
- **Kristina Ellegaard Rasmussen**, Fiscal Affairs Attaché, Danish Presidency
- **Angel Lopez**, Professor, Universidad Politécnica de Cartagena
- **Hana Ross**, Honorary Research Associate, University of Cape Town; Senior Research Associate, Vienna Institute for International Economic Studies
- **Florence Berteletti**, Secretary General, Eurocare

12:15 - 12:30

## QUIZ: WHICH ARE THE MEASURES WITH THE QUICKEST RESULTS? SHORT SURVEY BASED ON THE LATEST WHO “QUICK BUYS”.

Moderator: YHO

## L U N C H

13:30- 14:45

## PLENARY : COMMERCIAL DETERMINANTS OF HEALTH

Moderator: **Birgit Beger**, CEO of the European Heart Network

- **Dr. Angela Ciobanu**, Technical Officer in Tobacco Control, WHO, Regional Office for Europe: tobacco control – impact of online influencers on health (online)
- **Dr. Catherine Paradis**, Technical Officer, WHO Regional Office for, Europe, Special Initiative on NCDs and Innovation: alcohol, illicit drugs and prison health : alcohol and impact of online influencers on young people's health (in person)
- **David McColgan**, Scottish Heart Foundation: NCD Alliance Scotland
- **Anadeja Bajzek**, ODKLOP workshop facilitator: presenting the ODKLOP project on reducing online time for children and young people



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# Programme Breakdown - Day 2

4<sup>th</sup> of November, 2025

14:45 - 16:00

## PLENARY PANEL DISCUSSION: WHAT WAY FORWARD?

Moderator: **Marleen Kestens**, CVD Prevention Policies Manager, EHN

- **Archie Turnbull**, SFP Treasurer ·
- **Peter Rice**, Eurocare Chair
- **Sanja Sisovic**, YHO ( confirmed) ·
- **EHN Board** or **EHN CEO** (confirmed) ·
- **Galyna Maistruk**, Charity Foundation Woman Health & Family Planning (WHFP) – (confirmed)

16:00 - 16:15

## CLOSING REMARKS - CONFERENCE DECLARATION

- **Suzanne Gabriels**, SFP Board
- **Myriam Savy**, Eurocare Board

END OF DAY 2



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