

FILTERED CONFERENCE.

PROGRAMME

Prevention over Profit:

Breaking the Silos to Put Health First



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*“Despite mounting evidence on the impact of alcohol, tobacco and unhealthy food on public health and non-communicable diseases (NCDs), **policies addressing these risk factors remain fragmented and under-resourced across Europe**. The FILTERED project (**F**rom **S**ilos **t**o Synergies to **P**revent NCDs) brings together **leading civil society organisations to bridge these divides** and advocate for more coherent, integrated action on prevention”*



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Programme Breakdown - Day 1

3rd of November, 2025

12:30 - 13:00

REGISTRATION

13:00 - 13:15

WELCOME AND INTRODUCTION

Birgit Beger, CEO, European Heart Network

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
- **Wopke Hoekstra**, European Commissioner for Climate, Net Zero and Clean Growth (Video)

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**, Board Member, Eurocare

- **Blanca Miranda**, Spanish Heart Foundation
- **Sheila Gilheany**, Board Member, Eurocare
- **Dorota Sienkiewicz**, Senior Policy Liaison/Expert, EuroHealthNet

C O F F E E B R E A K



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Programme Breakdown - Day 1

3rd of November, 2025

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
- **David Stuckler** and **Matthew Parbst**, Researchers, University of Bocconi

16:30 – 18:00

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

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

- **Stig Erik Sørheim**, Board Member, Eurocare
- **Birgit Beger**, Chief Executive Officer, EHN
- **Amélie Eschenbrenner**, Head of Communications at the National Committee Against Smoking, SmokeFree Partnership
- **Sanja Šišović**, President, YHO
- **EASL** Representative invited

END OF DAY 1

Programme Breakdown - Day 2

4th of November, 2025

08:30 - 09:00

REGISTRATION

09:00 - 09:15

WELCOME AND SUMMARY OF DAY 1

- **Erin Roman**, Director, SmokeFree Partnership



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Programme Breakdown - Day 2

4th of November, 2025

09:15 - 10:30

OUTCOME OF THE FILTERED & JA PREVENT NCD CAPACITY BUILDING ON PUBLIC SPEAKING: REFLECTIONS ON "HOW DO WE MOVE FORWARD?" (SHOWCASING WHAT PARTICIPANTS LEARNT)

Moderator: **Magdalena Petryniak**, Communication & Influence Advisor

- **Hamid Himat**, JA Prevent NCD Youth Advisory Group Member
- **Mustafa Hushyar** Medical Doctor, JAPreventNCD YAG Member
- **Monique De Boer**, Coordinator Alcohol prevention, Collaborating Health Funds - Invited
- **Linda De Keyser**, Project Officer, SmokeFree Partnership

C O F F E E B R E A K

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**, President, SmokeFree Partnership

- **Hughes De La Motte**, Team Leader, Unit C3 (Behavioural Taxation and Other Indirect Taxes), DG TAXUD, European Commission
- **Angel Lopez**, Professor, Universidad Polit cnica de Cartagena (Online)
- **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: **Ajda Stepi nik**, Youth Council Member, WHO

L U N C H



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Programme Breakdown - Day 2

4th of November, 2025

13:30- 14:45

PLENARY PANEL DISCUSSION: COMMERCIAL DETERMINANTS OF HEALTH

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

- **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
- **Elizaveta Lebdeva** , Consultant, Tobacco Control, Prevention and Health Promotion, WHO Regional office for Europe – impact of online influencers on health (online)
- **David McColgan**, Head of British Heart Foundation Scotland & Chair of Non-Communicable Disease Alliance Scotland
- **Anadeja Bajzek**, ODKLOP workshop facilitator: presenting the ODKLOP project on reducing online time for children and young people

14:45 - 16:00

PLENARY PANEL DISCUSSION: WHAT WAY FORWARD?

Moderator: **Jan Peloza**, Board Member, YHO

- **Archie Turnbull**, Treasurer, SmokeFree Partnership
- **Peter Rice**, Chair, Eurocare
- **Sanja Šišović**, President, YHO
- **Birgit Beger**, CEO, European Heart Network
- **Galyna Maistruk**, Executive Director, WHFP (Online)

16:00 - 16:15

CLOSING REMARKS - CONFERENCE DECLARATION

Moderator: Archie Turnbull, Treasurer, SmokeFree Partnership

- **Suzanne Gabriels**, Board member, SmokeFree Partnership
- **Myriam Savy**, Board member, Eurocare
- **HaDEA** representative

END OF DAY 2



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