

Carta Europeia do Coração

No último dia de Janeiro, a Direcção da Sociedade Portuguesa de Cardiologia enviou para a Sociedade Europeia de Cardiologia o primeiro relatório respeitante à divulgação, em Portugal, da Carta Europeia do Coração, que se transcreve:

Report on the campaign to raise awareness about the European Heart Health Charter (EHHC).

The Portuguese Society of Cardiology (PSC) decided to organize this campaign into three phases:

1. The launch of the EHHC in the week before World Heart Day (30/9/2007);
2. Publicity campaign in December 2008, the final month of the Portuguese presidency of the European Union;
3. Activities to be held from January onwards, as and when necessary to raise awareness about the Charter.

This first report concerns phases **1** and **2**

Phase 1

A) The Portuguese version of the EHHC was posted on the PSC website and, subsequently, on the website of the Ministry of Health's high Commissioner for Cardiovascular Diseases.

B) Press releases were sent out to the Lusa press agency on 24th and 25th September.

Results

- a) A ten-minute radio interview about the Charter given by the PSC President to Antena 1 – a leading national radio station – which was broadcast on the 27th of September and repeated on the 29th.
- b) On 28th September, a one-minute phone interview given to Radio Renascença, a national radio station with the highest listener ratings.

On 28th September, a one-minute phone interview given to Radio Clube Português, one of the leading national news radio station.

C) Press Conference at the PSC Heart House on 26th September given by the President and Vice-President João Morais, during which journalists received the Preamble to the Charter and a symbolic relay baton containing the main sentence of the Charter's message – “every child born in the new millennium has the right to live until the age of at least 65 without suffering from avoidable cardiovascular disease”.

Results

- a) Reports in the 4 leading national daily newspaper – Jornal de Notícias, Correio da Manhã, Diário de Notícias and Público – as well as in 8 other national and regional newspaper on 27th September – estimated readers – 640,000.

D) A special supplement on Heart Failure – estimated number of readers – 260,000 – was published jointly by two newspapers –

Jornal de Notícias and Diário de Notícias – on the 30th of September, the World Heart Day. Although the subject was Heart Failure, the importance of CVD in Europe was mentioned.

Phase 2

- A)** The Society published the Charter in booklet form and send it to 12,000 doctors – cardiologists, internists, neurologists and general practitioners-as well as to the directors of 350 National Health Service Centres.
- B)** Several meetings occurred also during December.
- a) Meeting with the Minister of Health to present the charter.
 - b) Meeting with High Commissioner to gain political support for the objectives of the Charter
 - c) Media conference at Heart House in the presence of the High Commissioner. During the conference, the high Commissioner announced that the EU Council of Ministers had approved the principles of the charter three days previously.
 - d) Meeting with the President of the Parliamentary Health committee, who subsequently posted the Charter on the parliamentary website. Furthermore we also arranged to present the Charter to the Committee and discuss the political implications with representatives of each party.
 - e) Following the mentioned in point d), the President of the Parliamentary Health Committee spoke about the charter for around five minutes on a weekly political programme on Antena 1.
 - f) Around a week later, she appeared on TV where she introduced the Charter and emphasised the need to provide political support for its principles.
 - g) We have also arranged with the President of the Episcopal Conference to authorise placing copies of the Preamble to the Charter at church doors around the country where people will be able to pick it up and take it away to read.
- C)** Finally we have enlisted the support of a major coffee producer and distributor, which has printed and distributed 8,000,000 sugar packets with the main sentence of the Charter on one side.