



**WORLD HEART
FEDERATION®**

**CVD and the Development
Agenda: Advocacy Toolkit**

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Key Acronyms

CVD:	Cardiovascular disease
HLM:	UN high-Level Meeting on NCDs (New York, 2011)
LMICs:	Low- and middle- income countries
MDG:	Millennium Development Goal
MFA:	Ministry of Foreign Affairs
MOH:	Ministry of Health
NCDs:	Non-communicable diseases
OWG:	Open Working Group
RHD:	Rheumatic heart disease
SDG:	Sustainable Development Goal
UHC:	Universal health coverage
UN:	United Nations
WHO:	World Health Organization

Introduction

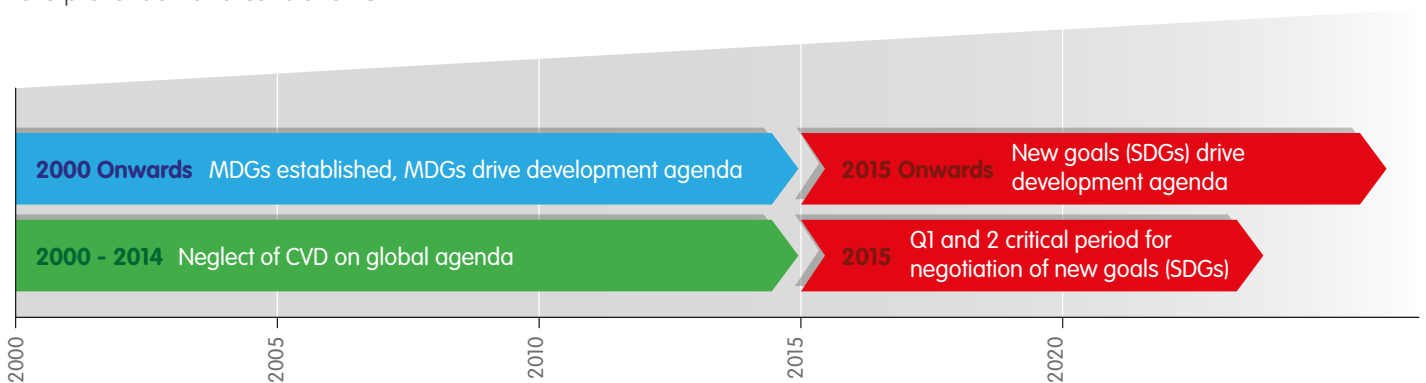
Global Development: Where Are We Now?

Today, we are facing a vital opportunity to change the profile of cardiovascular disease around the world.

The **Millennium Development Goals** (MDGs) are due to expire at the end of 2015, placing the cardiovascular health community in a unique position to shape the priorities for the next development agenda, and save millions of lives.

Despite its devastating impact on people of all ages, genders and ethnicities, cardiovascular disease was excluded from the Millennium Development Goals (MDGs), which were announced by the United Nations in 2000. That oversight was far-reaching; for well over a decade, non-communicable diseases were omitted from the global funding agenda and deprioritized by other mechanisms. During that period of muted government action, the prevalence and burden of non-communicable diseases increased in every region of the world.

Fifteen years later, as the successors to the MDGs are being negotiated, we are in a position to call for the prioritization of cardiovascular disease on the forthcoming global development agenda. Once we have ensured that CVD is recognised at the global policy level, our efforts will turn to encouraging governments to honour their commitments on the prevention and control of CVD.



About Cardiovascular Disease (CVD)

The MDGs' original failure to address cardiovascular disease (CVD) was especially critical given that, cumulatively, CVD is the number one cause of death in the world.

CVD accounts for 31 percent of total global deaths, causing 17.3 million people to die every year. 80 percent of these deaths take place in low- and middle-income countries, which continue to experience the socio-economic and human cost associated with this deadly disease.

Cardiovascular disease, and rheumatic heart disease in particular, often burden individuals and communities by causing death, disability, or illness at early ages – much of which can be prevented by simple primary healthcare modifications and cost-effective medical interventions. In its 2014 **Global Status Report on Non-Communicable Disease** the World Health Organization (WHO) states that CVD is responsible for nearly half of the global non-communicable disease burden. Prioritizing cardiovascular diseases on the future development agenda could empower the global health community to act on these alarming statistics.

Moving Forward: Global Advocacy

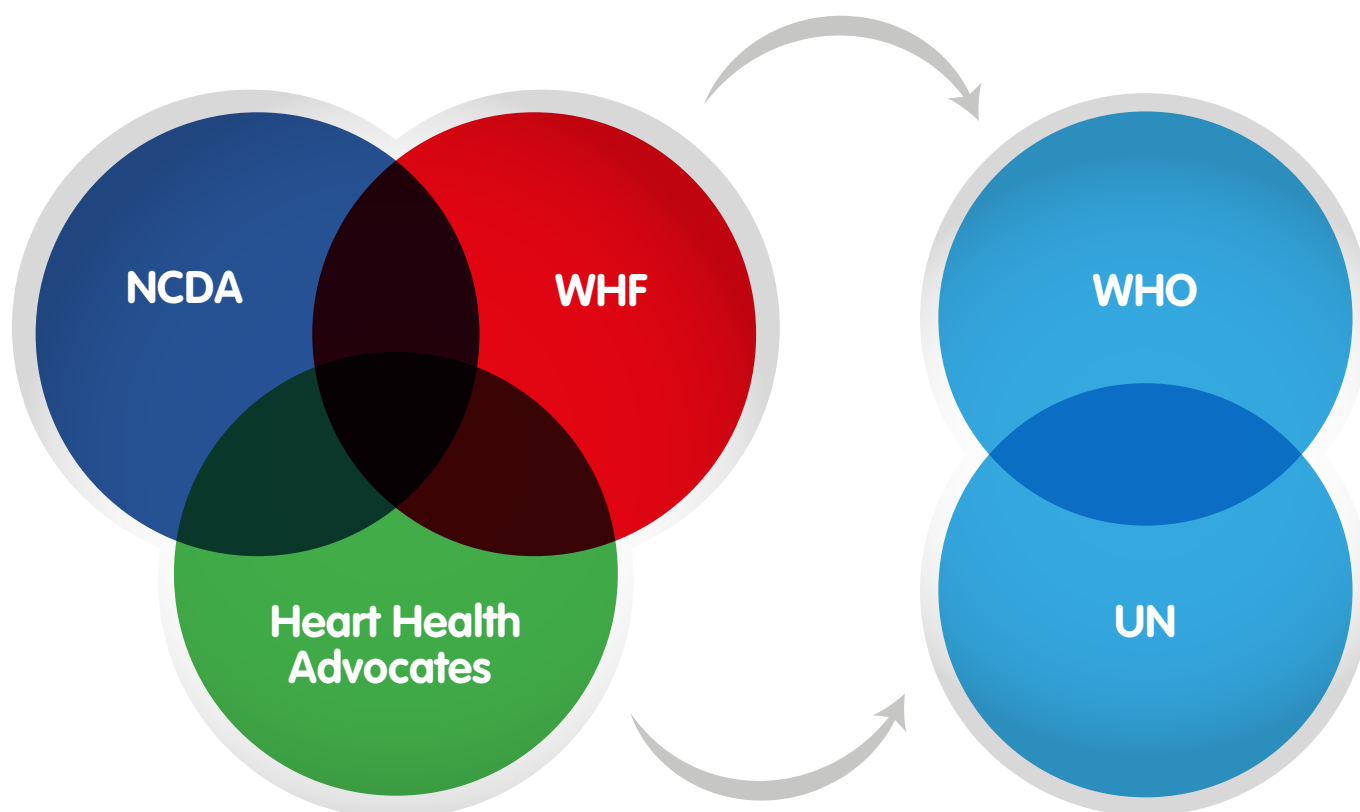
The advocacy efforts of the World Heart Federation, the NCD Alliance, and heart health advocates from around the world have already taken steps to remedy the existing neglect of CVD in global policy, focusing on the **Sustainable Development Goals** which will replace the MDGs at the end of 2015. Encouragingly, the United Nations Open Working Group (OWG) on Sustainable Development Goals (SDGs) has already **referenced NCDs explicitly** in its proposed goals.

At this point, negotiations on the SDGs are in the hands of the governments of all nations. All important decisions will be determined over the next six months. Now is the time for heart health advocates from all parts of the CVD community to demand that their governments take action to ensure that cardiovascular disease and non-communicable diseases become a priority.

Our Toolkit

This CVD and Development Toolkit provides heart associations and cardiology societies with the tools necessary to support national advocacy efforts. This resource can be used for everything: from helping develop your national CVD strategy, to reaching out to the media, to scheduling a meeting with the Minister of Finance. Please adapt the materials to fit your unique local situation. More materials can be found at www.worldheart.org.

We wish you success in your cardiovascular advocacy efforts throughout and beyond the next six months, and thank you for your sustained and impactful work.



Advocacy Guide

This advocacy guide focuses on the strategies needed to develop a campaign around cardiovascular disease and the post-2015 development agenda.

The following section will help you to develop your core SDG advocacy plan, with practical guidance on how to:

1. **Conduct research**
2. **Identify your strategy (including key targets)**
3. **Create partnerships, and**
4. **Engage the media**

For information on developing an advocacy programme and more detailed discussion on advocacy issues, please refer to the **WHF Advocacy Toolkit**.

1 Conduct Research

You and your organization are experts on cardiovascular disease and its impact on the community.

It is therefore crucial that you and your colleagues maintain a comprehensive and up to date understanding of the post-2015 development agenda process and the sustainable development goals. This includes identifying stakeholders who are directly involved in the process in your country, and the positions that they have taken.

This information is vital before embarking on a successful advocacy strategy. It is advisable to make extensive use of the materials that the World Heart Federation and the NCD Alliance have gathered to help you understand the background and process (See Appendix 1 & 2). Sections 1 and 2 of the **NCD Alliance's Advocacy Toolkit: NCDs and the Post-2015 Development Agenda** may be particularly useful.

After completing background research on the post-2015 development goals process and its relation to cardiovascular disease and non-communicable diseases, the next step is to gather specific information on the role your country's government is playing in the post-2015 negotiations. This information will help your advocacy efforts once the SDGs have been finalised and governments must turn to the practical task of preventing and controlling CVD.

Overleaf is a table of key questions to guide your advocacy strategy. Some answers will be self-evident within your organization, others will be available online or through key contacts in the government (e.g. focal point at Ministry of Foreign Affairs). Specific insights into the SDG goals, targets, and indicators may be obtained during meetings with ministries.

Advocacy Steps:

1. **Conduct Research**
2. **Identify your Strategy**
3. **Form Partnerships**
4. **Engage the Media**

Know the Issue:

Advocacy Questions	
Who is the post-2015 focal point at the Ministry of Foreign Affairs?	
Who is the post-2015 focal point at the Ministry of Health?	
Has your government been actively involved in the post-2015 development process? (e.g. have they sent representatives to the meetings, have they spoken extensively during the meetings)	
What goals, targets, and indicators for health is the government currently supporting?	
What is the process/mechanism for determining post-2015 priorities within the government?	
Are representatives in the capital in communication with their UN Missions in New York?	
What CVD information would be helpful to share with the ministries?	

Reach out across your networks.

Find the best information to guide your strategy

Please share the information you gather with the World Heart Federation by sending an email to: Joanna.Markbreiter@worldheart.org

2

Identify your Strategy (including Key Targets)

Goals, Strategy, Objectives, and Tactics.

The difference between successful and unsuccessful advocacy campaigns is seldom the worthiness of the cause, and more often the strength of the plan. You need to make sure that your strategy is sound, that you have chosen the right targets, and that the right methods are adopted to reach those targets. A strong advocacy plan should include a goal(s), strategies for achieving the goal(s), measurable objectives, and tactics to achieve your objective.

The World Heart Federation has embarked on a global campaign with the goal of reducing premature mortality due to CVD by **25 percent by 2025**. One of the strategies to achieve this goal is the inclusion of cardiovascular disease and non-communicable diseases in the new round of global development goals.

At the national level, the strategy is for individual governments to pledge their support for a CVD/NCD goal. The objectives and tactics will vary from country to country depending on local political, social, and economic conditions.

Goals.

Primary outcomes you would like to achieve

Strategies.

Approaches you will take to achieve the goals

Objectives.

Measureable steps to achieve your strategy

Tactics.

Tools to achieve your objective

Sample Strategy Plan: Goal, Strategy, Objectives, and Tactics

Goal: Reduce premature mortality due to CVD by 25 percent by 2025
Strategy: Government of X supports CVD and NCD goal, targets, and indicators

Objectives	Tactics	Tactics	Tactics
Gain support of the Ministry of Foreign Affairs for CVD/NCD inclusion in SDG goal, targets, and indicators	Identify CVD leaders with connections to the MFA	Develop and deliver policy briefs on CVD and SDGs to all relevant ministries	Secure meeting with Minister of Foreign Affairs
Get an Op-Ed published in leading newspapers in support of including CVD/ NCDs in the SDGs	Meet with Op-Ed Board	Letter to the Editor on CVD health issues in 2015 and beyond	Hold a widely-reported press conference to announce campaign to prevent and control CVD issues in 2015 and beyond
Gain multi-sectoral support for CVD/ NCDs in the SDGs from NGOs focusing on environmental, social justice, poverty, and other health issues	Develop outreach materials aimed at gaining support by NGO allies	Set up meetings with key NGOs to share information and gain support	Identify CVD leaders with connections to allies in other NGOs



Identify Key Targets

What is a Primary Target?

A primary target is the person who has the most power to give you what you want to advance your campaign. It is always a person and not an institution (e.g. Minister of Foreign Affairs rather than Government of X Country). When considering a primary target, it is important to evaluate your working relationship in terms of both parties' professional influence. For instance, an advocate at the head of a respected health organization potentially wields the power of public opinion, has volunteers and supporters which may be constituents of the primary target, and can be considered an expert in the field. All of these attributes will be important to primary targets, such as Ministers of Foreign Affairs.

Sample Target Strategy Chart

Objective: Government of X supports CVD and NCD goal, targets, and indicators

Primary Target	Position on Issue	Tactics to Reach Primary Target
Prime Minister/President		
Minister of Finance		
Minister of Health		
Influential Parliamentarians		

What is a Secondary Target?

A secondary target has influence over your primary target. It is therefore important to include these in your advocacy strategy. Research and identify the actors that have the greatest impact on your primary target. Be creative and turn to your organization's professional and social networks to see who has connections to the primary target. Secondary targets can be widely variable and multi-sectoral; examples include the leading newspaper, your primary target's personal physician or religious mentor, and/or a leading businessman.

Objective: Government of X supports CVD and NCD goal, targets, and indicators

Secondary Target	Relationship to Primary Target(s)	Tactics to Reach Secondary Target(s)
Media (e.g. Leading Newspaper)		
Key Business Leaders		
Community Leaders		
NGO Development Partners		

3

Create Partnerships

Both within the CVD community and beyond, strong partnerships will be essential to achieve the 25x25 goal.

The campaign to prioritise CVD and NCDs in the post-2015 Sustainable Development Goals requires a multi-sectoral partnership approach. As you prepare your advocacy strategy, be prepared to reach out to people who work in related health fields (e.g. experts in communicable diseases, rheumatic heart disease, maternal and child health) as well as sectors other than health (e.g. agriculture, transport, environmental, fiscal policies) and those with experience working on international agreements.

Begin by answering these core questions:

- ♥ Do you have an existing partnership working on the SDGs?
- ♥ Are there other organizations working on the sustainable development agenda that you may want to partner with?
- ♥ Is there a common goal that will bring the organizations together?
- ♥ Do your staff and volunteers have connections with organizations, academia, or the private sector that you want to involve?

Next, make a list of organizations, volunteers, and community leaders to reach out to about joining the campaign. Develop outreach materials that include background information, the goals of the campaign, and how the organizations can be involved. Hold face-to-face outreach meetings to discuss the campaign and your common issues and goals.

Once you achieve a critical mass of partnerships, consider forming a coalition or network to come together specifically on a CVD and development campaign. The network should be as formal or informal as your needs warrant. A strong coalition allows CVD advocates to pool resources, extend their outreach, and increases the power of their voice. Visit the NCD Alliance website to find existing coalitions in your region at www.ncdalliance.org/nationalalliances.

Sample Partnership List

Potential Partner	Key Contact/Relationship	Mutual Interest	Role in Campaign

4

Engage the Media

Engaging the media is a key component of most advocacy campaigns. Mass media is the quickest way to reach a large number of people.

The media plays a large role in shaping current debate around key issues, beyond raising awareness and information-sharing. The media can put pressure on policymakers to take action, educate and motivate the public, help dispel myths, and clarify key points around your issue.

Monitor news coverage: It is important to monitor news coverage to get a better understanding of the how, who, and what, around your issue.

- ♥ **How are the Sustainable Development Goals being covered in your country? How much news coverage has the issue received (e.g. number of articles, mentions on TV, etc.)?**
- ♥ **Who has been covering the issue? Which newspapers, blogs, and TV stations have had stories about SDG? Has a specific journalist been writing about it? Do you have a relationship with the journalists covering the issue?**
- ♥ **What has been the main theme of the SDG coverage? Have cardiovascular disease and NCDs been mentioned in the coverage? Have any of the newspapers or TV stations published editorials? If so, what were their main arguments/ concerns regarding SDGs?**

Consider setting up an online email alert to inform your network of news around cardiovascular disease and the Sustainable Development Goals. One option is using Google Alerts. This link provides a **step-by-step guide** on how to set one up.

Build and Expand Relationships with Journalists: It is likely that you already maintain strong relationships with reporters covering local and national health issues. These may or may not overlap with reporters covering the sustainable development agenda process – to clarify this, make a list of the people you already have a relationship with and those you would like to reach out to. Be proactive in seeking out major media actors and establish yourself as a CVD and SDG expert. Try to find out what information they need and provide it in a timely manner.

Be Opportunistic: As you monitor the media, look for opportunities to promote your message. For instance, the best time to submit an editorial may be right after an article is published on the SDGs or after one of the UN Open Working Group meetings. Breaking research on cardiovascular disease can also be a great opportunity to link the research back to the larger issue of CVD and SDGs. Successful case studies in the treatment of specific diseases, such as **RHD**, can help the media give a face to cardiovascular disease.

Be Proactive: Don't wait for the media to come to you or to start covering the issue. You need to be proactive and reach out to the media, provide them with key background information, and establish yourself as a valued source.

Activate Your Social Media Network: The effective use of Social Media (Twitter, Facebook, blogs etc.) can help spread your campaign message, engage the traditional media, and recruit people to your cause. For an in-depth look at using Social Media see the **WHF Advocacy Toolkit**.

Ways to Get Your Message Heard:

Events: World Heart Day

Press Conferences

Letters to the Editors

Meeting with Editorial Boards

Paid Media Ads

Social Media

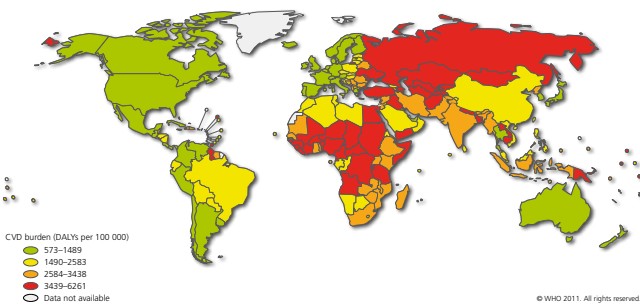
Key Messages

Effective advocacy is based on the message you are delivering, how you deliver the message, and the audience you are intending to reach. How you frame the issue will depend on who you are talking to, and their personal and professional experience.

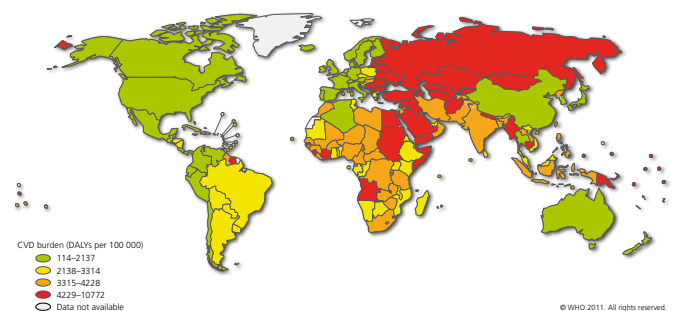
Investing in tailored messages to your audience should pay dividends, as you will be able to leverage their interests to increase their engagement. There is substantial scientific evidence of the impact of cardiovascular disease and NCDs on national and international development. As a result, it is important to translate the data into messages that motivate government officials, the media, and the heart health community to take action.

Strong Messages: The best advocacy messages are evidence-based, with clearly cited facts and statistics. When appropriate, consider supporting your argument using visual materials, such as **disease burden maps** and **World Heart Federation infographics**.

World map showing the global distribution of the burden of CVDs (DALYs), in females (age standardized, per 100 000).



World map showing the global distribution of the burden of CVDs (DALYs), in males (age standardized, per 100 000).



The **NCD Alliance** further advises advocates to:

- ♥ **Use clear, concise and compelling language, keep sentences and paragraphs short and punchy to catch and keep attention**
- ♥ **Avoid jargon, dry bureaucratic language and acronyms**
- ♥ **Use facts and statistics that mean something to the audience**
- ♥ **Illustrate your messages with human-interest case studies or success stories**

Choose the messenger: Your message can have a very different impact, depending on who is delivering it. You should choose your messengers strategically and you may wish to have different messengers for different forums or audiences, and at different geographical or political levels. For example, a well-known celebrity could be very effective at delivering your message to the general public, whereas a scientific expert could bring credibility in a political forum. Journalists cannot change post-2015 policy directly, but a striking or high profile media campaign can have a real influence on those who can.

Examples

Below are examples of tailored messages for various audiences. The most effective messages use local data, so please include local data and local information when possible.

Audience	Interest	Messages
Ministers of Foreign Affairs/ Government Officials	Impact on the Economy	Cardiovascular disease and non-communicable diseases are threatening our economy and jobs in our country with high medical costs and premature death and disability. The cost of intervention is significantly smaller than the cost of inaction.
		The World Economic Forum currently cites NCDs and the impact they have on countries as one of the top risks to the global economy.
		CVD burdens individuals in their most productive years by creating deaths, disabilities, and illnesses at early ages that are largely preventable.
		Globally, cardiovascular disease costs \$473.9 billion USD in 2010. The total cost of CVD, including lost productivity, is expected to rise to \$1,044 billion USD in 2030 – an increase of 22%.
	Development Agenda	The failure to explicitly include NCDs in the Millennium Development Goal framework prevented needed attention and resources for NCDs for over a decade.
		NCDs account for 63% of the global burden of disease, but receive less than 3% of the \$22 billion spent on development assistance for health.
Role of the Ministry of Foreign Affairs/ Government Officials	There is an historic opportunity to include cardiovascular disease in the Sustainable Development Goals and reverse the tide on NCDs.	
	Government of X's leadership is necessary to ensure that cardiovascular health becomes a focal point in the future agenda.	
Media	Why do CVD and SDGs matter?	CVD is the number one killer worldwide and responsible for nearly half of the global non-communicable disease burden, killing 17.3 million people per year.
	What is the Public Interest/Impact on Community?	Heart disease and stroke are not diseases of the rich and affluent. The world's poorest countries are most affected, with 8 out of 10 deaths from heart disease and stroke taking place in low- and middle-income countries.
		CVD is responsible for more deaths among women than all cancers, tuberculosis, HIV/AIDS, and malaria combined.
		Where an individual lives, works, plays, and what he or she eats affects his or her cardiovascular health. Poverty, lack of education, and unplanned urbanization can increase exposure to risk factors, and have a negative impact on heart health.
	Since 2000, NCDs and CVD have been left off the development and health funding; at the same time NCDs have risen in every region of the world.	

Heart Health Community	Role of Heart Health Community	Urgent action is needed. Whether cardiovascular health features specifically in the new Sustainable Development Goals and indicators will be largely determined within the next few months.
		The heart health community has a rare opportunity to convince governments and international bodies to devote appropriate resources to curb the rise of non-communicable diseases.
		The fight to include NCDs on the next global development agenda has moved to the national level, where local heart health advocates have the most power to get their voice heard.
		It is the heart health community's responsibility to generate and secure the political backing necessary to ensure that cardiovascular disease and NCDs are prioritised in the SDGs and sustainable development agenda.
	Priorities of the Heart Health Community	Protecting the right to health for every individual regardless of his or her ability to pay.
		Providing accessible, affordable, quality CVD care by ensuring that every country's health plan includes an essential package of prevention and treatment services.
		Promoting a life course approach to good health and healthy behavior at all ages.
		Ensuring the World Health Organization's 25x25 targets regarding risk factors are included in all national plans.

Sustainable Development Goals Process Factsheet

What are the Millennium Development Goals?

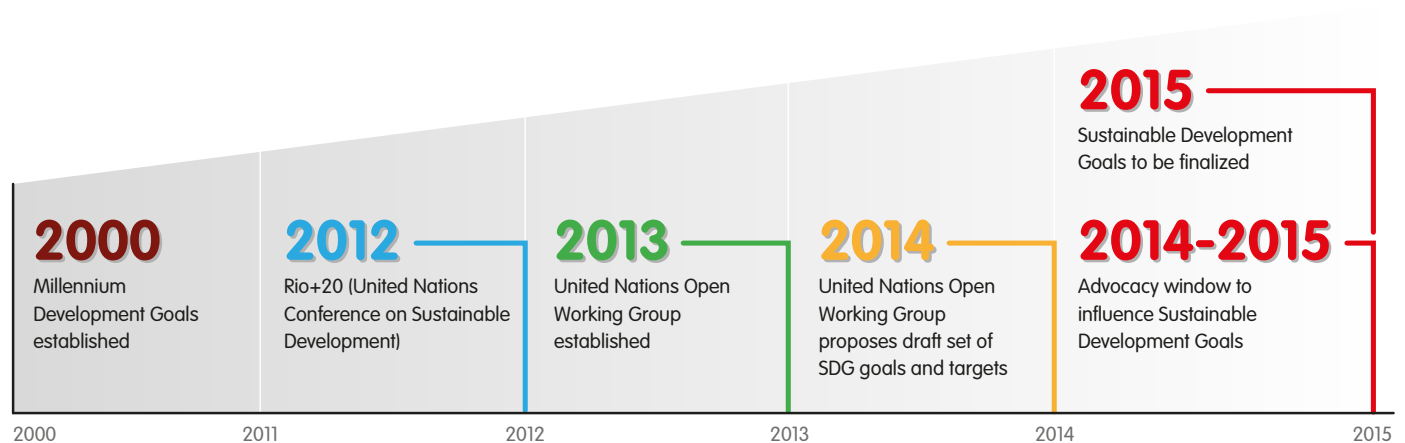
In 2000, world leaders signed the Millennium Declaration and committed to achieve a set of eight international goals, the **Millennium Development Goals (MDGs)**, by 2015.

The United Nations has hailed the MDGs as the “most successful global anti-poverty push in history.” The MDGs mobilized governments, international organizations, and civil society to take on a common development agenda and achieve concrete outcomes. Health outcomes were included in three of the eight goals (MDGs **4**, **5**, and **6**).

Despite the significant health achievements gained by the MDGs, they had a major flaw: non-communicable diseases (NCDs), such as cardiovascular disease, failed to be recognized on the list of goals. NCDs were overlooked at a time when they were rising dramatically across the globe, particularly in low- and middle-income countries. The result was a lack of focus and funding from international donors for NCDs, and lack of support for tackling NCDs at the national level.

What is the post-2015 Development Agenda?

The post-2015 Development Agenda is a process led by the United Nations to define the future global development framework that will succeed the MDGs, which expire in 2015. It is an historic opportunity to correct the omission made in 2000 by including NCDs in the global development framework which will be guided by the Sustainable Development Goals. Once CVD is recognised as a priority at the global policy level, efforts will turn to encouraging governments to honour their commitments on the prevention and control of cardiovascular disease.



What are the Sustainable Development Goals?

At the **United Nations Conference on Sustainable Development in Rio de Janeiro, Brazil** in June 2012 (Rio+20) countries launched a process to develop a set of Sustainable Development Goals (SDGs).

The Rio+20 Outcome Document, *The Future We Want*, stated that sustainable development can only be achieved “in absence of a high prevalence of debilitating communicable and **non-communicable diseases**.” It called for the General Assembly of the United Nations to establish an Open Working Group (OWG) to prepare a proposal for the sustainable development goals.

The Open Working Group met in July 2014 and produced a set of proposed goals and targets upon which to base SDGs. The proposal included 17 goals and 169 associated targets. The goal for health is “Ensure healthy lives and promote wellbeing for all at all ages,” and the corresponding NCD target is “by 2030 reduce by one-third morbidity and mortality from non-communicable disease through prevention and treatment, and promote mental health and well-being.” The target is an extrapolation of the World Health Organization’s 25x25 goal, adopted by the World Heart Federation and its Global CVD Task Force in 2012.

Proposed Sustainable Development Goals

1. End poverty in all its forms everywhere
2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
3. **Ensure healthy lives and promote well-being for all at all ages**
4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
5. Achieve gender equality and empower all women and girls
6. Ensure availability and sustainable management of water and sanitation for all
7. Ensure access to affordable, reliable, sustainable and modern energy for all
8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
10. Reduce inequality within and among countries
11. Make cities and human settlements inclusive, safe, resilient and sustainable
12. Ensure sustainable consumption and production patterns
13. Take urgent action to combat climate change and its impacts
14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests and combat desertification
16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

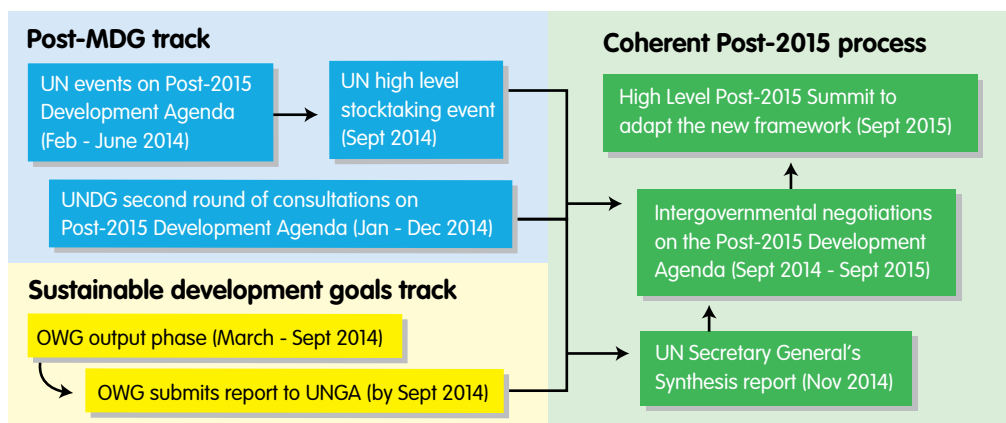


How are the goals being developed?

The post-2015 development agenda discussions started with two distinct processes:

1. Intergovernmental process resulting in Sustainable Development Goals proposal from the Open Working Group, and
2. UN Secretary General led discussions and consultations.

In September 2014, these approaches converged into a single process, which will culminate in a High Level Post-2015 Summit to adopt the new development framework in September 2015.



Source: WHF Sustainable Development 2015 Advocacy Toolkit

Proposed Health Goal.

Goal: Ensure healthy lives and promote wellbeing for all at all ages

NCD Target: By 2030 reduce by one-third morbidity and mortality from non-communicable disease through prevention and treatment, and promote mental health and wellbeing

What does the heart health community want?

Goal: Ensure healthy lives and promote wellbeing for all at all ages.

- ♥ Provide accessible, affordable, quality CVD care by ensuring that every country's health plan includes an essential package of prevention and treatment services
- ♥ Protect the right of health for every individual regardless of his or her ability to pay
- ♥ Promote a life course approach to good health and healthy behavior at all ages
- ♥ Ensure that WHO's 25x25 target regarding risk factors are included in national plans

What can the heart health community do?

Negotiations on the SDGs are in the hands of national governments and their Ministries of Foreign Affairs.

Ministries of Foreign Affairs have not traditionally been on the forefront of health issues, therefore there is a yet more pressing need for a massive education and advocacy campaign in each country to ensure that cardiovascular disease and non-communicable diseases remain an important part of the new Sustainable Development Goals.

As heart associations, societies, experts and stakeholders, we are leaders in the community. We must work across health areas, sectors and disciplines to advance the CVD mission. We must engage the public and the media in the effort to include CVD and NCDs in the SDGs. We must show the face of CVD, mobilizing patients and caregivers to give them a voice in the post-2015 deliberation process and ensure that the global decisions made in 2015 have a positive impact on the future of CVD prevention and control.

CVD Campaign Checklist

This checklist will assist you in measuring the progress of your advocacy activities. They are organized in a chronological way, but can be adapted to suit your local conditions. Please add more activities as you see fit.

CVD Campaign Checklist

- Carry out extensive research
- Develop a strategic plan
- Identify primary targets, and their corresponding secondary targets
- Write a letter to your Minister of Foreign Affairs or Minister of Health and request a meeting
- Send information gained from MFA/MOH meeting to World Heart Federation by emailing Joanna.Markbreiter@worldheart.org
- Send a Letter to the Editor or Op-Ed to leading newspapers on the CVD/SDG campaign
- Include information on the CVD/SDG campaign in your organization's newsletter
- Reach out to journalists to educate them about cardiovascular disease and the importance of including them in the Sustainable Development Goals
- Involve yourself with the NCD Alliance by going to their website and signing up at www.ncdalliance.org
- Engage your membership by including CVD and SDG messages in your newsletters, events, and meetings
- Engage Social Media (Facebook, Twitter, blogs etc.) in the discussion about CVD and the SDGs
- Ensure your website prominently features the CVD and SDG campaign
- Reach out to your partners and ask them to get involved in the campaign
- Ensure that you are engaged with actors in other health areas, e.g. communicable diseases, rheumatic heart disease, maternal and child health
- Involve the general public in the discussion by including information on the campaign and ways the public can be involved in events and media activities

Sample Newsletter Article

We have provided the following text as a sample newsletter article to send across your networks, to ensure your contacts are actively engaged with your Sustainable Development Goal advocacy efforts.

Heart Health Community Leads Way on New Development Agenda

2015 is a pivotal year for the heart health community: for the first time in over a decade we have the opportunity to shape the global development agenda in a significant and far-reaching way. This represents an historic opportunity to make a profound impact on the millions of people living with and dying from cardiovascular diseases around the world.

The **Millennium Development Goals** (MDGs) are due to expire and international organizations and governments are devising a replacement set of development goals. A United Nations Open Working Group has recently proposed **Sustainable Development Goals** (SDGs), which aim to move beyond the original MDGs.

Due to the work of {insert name of your organization}, the World Heart Federation, and partners around the world, cardiovascular disease and non-communicable diseases have been influential in the SDG negotiations. The health goal that has been proposed – “Ensure healthy lives and promote wellbeing for all at all ages” – puts a welcome focus on health outcomes. In addition, an NCD-specific sub-target has been proposed: “by 2030 reduce by one-third premature mortality from non-communicable diseases (NCDs) through prevention and treatment, and promote mental health and wellbeing.”

The fight to include cardiovascular disease and NCDs on the next global development agenda has now moved to the national level, where local heart health advocates have the most power to make their voice be heard. The stakes are high. Back in 2000, the failure to include CVD and NCDs explicitly in the Millennium Development Goal framework prevented the granting of much needed attention and resources to NCDs. This especially affected low- and middle-income countries, which experience 80% of global CVD affliction, and almost exclusively carry the burden of specific CVDs such as rheumatic heart disease.

We cannot let the same thing happen in 2015. The heart health community must raise its collective voice to secure the political backing that will secure cardiovascular disease and NCDs as priorities throughout the upcoming sustainable development period.

For more information or to get involved in the campaign please contact {include local contact information} and visit the World Heart Federation website at www.worldheart.org.

Sample Letter to Ministry of Foreign Affairs

We have provided the following text as a letter to your national Ministry of Foreign Affairs, to urge them to meet with you and support your Sustainable Development Goal advocacy efforts.

{Insert address}

{Insert date}

Dear Minister {Name},

I am writing on behalf of {insert name of organization} to ask for your support for ending the scourge of cardiovascular disease (CVD) in {insert country} and across the globe.

Cardiovascular disease burdens individuals in their most productive years by creating deaths, disabilities, and illnesses at early ages that are largely preventable. In {name of country} the impact of CVD includes {local data on CVD in your country}. Cardiovascular disease and non-communicable diseases threaten international development by placing an incredible strain on national economies due to high medical costs and lower worker productivity as a result of premature death and disability.

This is an historic opportunity to stem the tide of deaths and disability caused by cardiovascular disease and other non-communicable diseases. In the next few months, the Government of {insert country}, along with governments from around the world, will decide on the United Nations' next global development goals.

The stakes are high. The complete absence of non-communicable diseases from the original **Millennium Development Goals** ensured that major global health funders overlooked cardiovascular disease for over a decade. During this same time, non-communicable diseases rose in all regions of the world. The new **Sustainable Development Goals** (SDGs) will determine and align global and national priorities and impact the future of development health funding.

We urge the Government of {insert country} to take a leadership role by supporting the inclusion of non-communicable diseases, including cardiovascular disease, in the Sustainable Development Goals and ensuring that global commitments made in 2015 are honoured in the future. NCDs and cardiovascular disease must be an integral part of any health development agenda.

At your earliest convenience, we request a meeting with your office to discuss the new SDGs and how we, the heart health community, can be of any assistance. We can be contacted at {insert contact information}. Thank you for your consideration. We look forward to discussing this pressing issue with you soon.

Best regards,

{Insert Name}

{Insert Title}

Key Terms and Acronyms

Working on health and development issues often feels like wading through an alphabet soup of acronyms. Below are some of the key terms and acronyms relevant to this Toolkit:

CVD: Cardiovascular Disease.

HLPF: High-Level Political Forum on Sustainable Development.

HLM: A High-Level Meeting on Non-communicable Diseases was held in September 2011 in New York. It was only the second time in the history of the UN that the General Assembly met on a health issue (the last issue was HIV/AIDS). The HLM addressed the prevention and control of non-communicable diseases worldwide, with a particular focus on challenges for developing countries.

G77: The Group of 77 at the United Nations is a loose collaboration of developing nations, designed to promote its members' collective economic interests and create an enhanced joint negotiating capacity in the United Nations. The group was expanded to 133 member countries in November 2013.

LMICs: Low- and middle-income countries.

MDGs: The Millennium Development Goals are eight international development goals that were established following the Millennium Summit of the United Nations in 2000, following the adoption of the United Nations Millennium Declaration. The MDGs expire in 2015.

NCDs: Non-communicable Diseases.

Open Working Group (OWG): The Rio+20 Outcome document mandated an inter-governmental Open Working Group. The Open Working Group was charged with developing a set of sustainable development goals for consideration at the UN General Assembly. The OWG proposals were submitted via a report to the 68th session of the General Assembly in 2013.

Post-2015 Development Agenda: The Post-2015 Development Agenda refers to a process led by the United Nations that aims to help define the future global development framework that will succeed the UN Millennium Development Goals.

Rio+20: The United Nations Conference on Sustainable Development (UNCSD) conference was hosted by Brazil in Rio de Janeiro from 13 to 22 June 2012. One of the main outcomes of the Rio+20 Conference was the agreement by member States to launch a process to develop a set of Sustainable Development Goals (SDGs), which will build upon the Millennium Development Goals and converge with the post-2015 development agenda.



Rio+20 Outcome Document: The Rio+20 outcome document The Future We Want resolved to establish an inclusive and transparent intergovernmental process on the Sustainable Development Goals that is open to stakeholders with a view to developing global sustainable development goals to be agreed by the United Nations General Assembly.

RHD: Rheumatic heart disease.

SDGs: The Sustainable Development Goals refer to an agreement of the United Nations Conference on Sustainable Development held in Rio de Janeiro in June 2012 (Rio+20), to develop a set of future international development goals.

UHC: Universal health coverage.

UN: United Nations.

UNGA: United Nations General Assembly, the main decision-making body of the United Nations.

WHO: World Health Organization.

Resources

About Cardiovascular Disease (WHF): The World Heart Federation has extensive information about cardiovascular disease, including the global burden of disease, risk factors and key facts:

www.world-heart-federation.org/about-cvd

High-Level Meeting on the Non-communicable Diseases Prevention and Control: World Health Organization site on the HLM including meeting outcomes and follow-up information:

www.who.int/nmh/events/un_ncd_summit2011/en

NCD Alliance: The NCD Alliance has extensive information on the post-2015 development agenda and sustainable development goals including reports, presentations, advocacy tools, and regional contacts:

www.ncdalliance.org

Open Working Group: The Open Working Group's proposal for sustainable development goals:

<https://sustainabledevelopment.un.org/content/documents/1579SDGs>

SD2015: The Sustainable Development 2015 website provides the latest news, information and expert analysis around the global decision-making process, Sustainable Development Goals and post-2015 development agenda:

www.SD2015.org

Sustainable Development Knowledge Platform: The United Nations hosts the sustainable development knowledge platform, which includes all the official reports and documents around SDGs:

<https://sustainabledevelopment.un.org>

The Future We Want: Link to the Rio+20 Outcome Document the Future We Want. Available in all UN official languages at:

www.uncsd2012.org/thefuturewewant.html

World Heart Federation: The World Heart Federation site has a wealth of information including a section on cardiovascular health, membership directory, and advocacy resources. For specific information on CVD and SDG go to the Global Health Agenda section at:

www.world-heart-federation.org/what-we-do/advocacy/global-health-agenda

WHO Non-communicable Disease Country Profiles 2014: Useful and brief information from the World Health Organization about each country's burden of non-communicable disease is available at:

www.who.int/nmh/countries/en

World We Want: An interactive platform that aims to gather the priorities of people from every corner of the world and help build a collective vision that will be used directly by the United Nations and World Leaders to plan the post-2015 development agenda:

www.worldwewant2015.org