



Workshop

June 25th, 2012

Palazzo Regione Lombardia
Piazza Città di Lombardia N. 1 - Milan - Italy
2nd Floor Room N. 34

Diet, Physical Activity and Cardiovascular Disease Prevention in Europe

*Under the auspices of the Ministry of Health, Lombardy Region
Ministry of Health, Guadagnare Salute Project (requested)*

Morning

09.00 **Welcome**

Luciano Bresciani, Head, Ministry of Health, Lombardy Region, Milan, Italy

Rationale

Moderator: Rosanna Tarricone

Centre for Research on Health and Social Care Management - CER GAS, Bocconi University

09.15 **The Needs**

Elena Tremoli, President, FIPC - Italian Heart Foundation, Head of Research, Centro Cardiologico Monzino, IRCCS, Milan, Italy

09.30 **The Project**

Susanne Løgstrup, Director, EHN - European Heart Network

09.45 **The European Heart Network Document**

Mike Rayner, Director, British Heart Foundation, Health Promotion Research Group, University of Oxford, UK and Chair of the EHN Nutrition Expert Group

10.00 **The Economics**

Francesco Saverio Mennini, Centre for Health Economics, Tor Vergata University, Rome, Italy

10.20 – 10.45 **Questions and Answers**

10.45 **Break**

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11.15 – 12.45 **Panel Discussion**

Diet and Physical Activity: Critical Issues and Barriers to Reach the Goals

Moderator: Lidia Rota Vender *President, ALT - Italian Association against Thrombosis and cardiovascular diseases Onlus*

- *Ministry of Education, University and Research – MIUR - Salvatore La Rosa*
- *Ministry of Agriculture - National Institute for Food and Nutrition – INRAN - Laura Rossi*
- *University of Milan, Department of Pediatrics - Carlo Agostoni*
- *Lombardy Region, Department of Health - Liliana Coppola*
- *Local Education Authority for Lombardy - Bruna Baggio*
- *Health Promotion Service, National Health System Districts - ASL Bergamo - Roberto Moretti*
- *Italian Federation of Food Industry – Federalimentare - Maria Agnese Dau*
- *Centre for Research on Health and Social Care Management - CERGAS, Bocconi University - Rosanna Tarricone*

12.45 – 14.00 Lunch

Afternoon

14.00 ***How Do We Advocate for Policies on Healthy Diet and Physical Activity***
Susanne Løgstrup *Director, EHN - European Heart Network*

14.15 ***Communication and Education: How To Be Successful?***
Andrea Fontanot *International Strategy, Saatchi & Saatchi Healthcare Communication, Italy*

14.30 ***Feeding the Planet, Energy for Life***
Filippo Castoldi *EXPO 2015 – Lombardy Region*

14.45 ***Working Groups Debate***

Facilitator: Nina Verdelli *(Journalist)*

Countries' Representatives

Belgian Heart League - Freddy Van de Casseye

Portuguese Heart Foundation - Luis Negrao

Spanish Heart Foundation - Inés Galindo, Leandro Plaza

Italian Association against Thrombosis and cardiovascular diseases Onlus - ALT - Maria Chiara Chistoni, Isabella Melchionda, Claudia Rota, Lidia Rota Vender, Tommaso Solesin

Italian Heart Foundation - FIPC - Cristina Bolsi, Emanuela Folco, Alberto Lombardi, Andrea Peracino

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Experts

British Heart Foundation, Health Promotion Research Group, University of Oxford, UK and EHN Nutrition Expert Group

Mike Rayner

Centre for Health Economics, Tor Vergata University

Francesco Saverio Mennini

Centre for Research on Health and Social Care Management - CER GAS, Bocconi University

Giada Ricca, Rosanna Tarricone

European Heart Network - EHN

Marleen Kestens, Susanne Løgstrup

EXPO 2015 – Lombardy Region

Filippo Castoldi

Italian Federation of Food Industry – Federalimentare

Maria Agnese Dau

Health Promotion Service, National Health System Districts – ASL Bergamo

Roberto Moretti

Italian Society for Cardiovascular Prevention – SIPREC

Roberto Volpe

Lombardy Region, Department of Health

Liliana Coppola

Ministry of Education University and Research - MIUR

Salvatore La Rosa

Physical Exercise, Health & Sports Activities Department, Catholic University

Massimiliano Bianco

Physical Exercise, Health & Sports Activities Therapist

Angelo Cattaneo, Ferdinando Cereda

Regional Education Authority for Lombardy

Bruna Baggio

Saatchi & Saatchi Healthcare Communication, International Strategy

Andrea Fontanot

Union of Bread Producers – Lombardy Region

Roberto Omar Alvaro, Franco Capello

15.45 Reports by the Countries' Representatives

16.05 General Discussion

16.30 Summary

Susanne Løgstrup

17.00 End of the workshop