



## WP3 | COMMUNICATION & DISSEMINATION

### D3.3 (D10) – EuroPCR – Awareness & communication actions




Deliverable leader: We CARE

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Consortium	We CARE (France) Amsterdam UMC (The Netherlands) CatSalut (Spain) GISE (Italy)
Website	<a href="https://wecareabouthearts.org">We CARE – Information for patients and the general public (wecareabouthearts.org)</a>
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Other contributors	All consortium partners
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Disclaimer: The views and opinions expressed in this document are solely those of the project, not those of the European Union or the European Health and Digital Executive Agency (HaDEA). Neither can be held responsible for any use that may be made of the information it contains.	

## Table of Contents

<b>History of changes</b> .....	4
<b>Executive summary</b> .....	5
<b>Deliverables</b> .....	6
Press release .....	6
Daily News article .....	7
Poster (press room) .....	8
Totem (PCR Companions Lounge) .....	9
Intersession slide .....	10
<b>Events</b> .....	11
Interview recording .....	11
PCR Companions session & signage .....	12
<b>CardioLeague</b> .....	13
<b>Conclusion</b> .....	14

## History of changes

<b>Version</b>	<b>Date</b>	<b>Created/modified by:</b>	<b>Comments</b>
1.0	29/05/24	We CARE	Draft 1 reviewed and approved

## Executive summary

Dissemination of the resilience assessment tool to the various stakeholders of the cardiac care pathways is one of the tasks pertaining to RESIL-Card's WP3 and will be undertaken by all consortium partners having connections with such stakeholders, with We CARE and GISE in the lead roles thanks to their extensive respective networks.

**Proactively raising awareness and communicating about the project and its objectives** is therefore crucial from the onset of the project.

A great opportunity – if not the greatest – to reach out to stakeholders of the interventional cardiovascular community is **EuroPCR, the world's leading course in interventional cardiovascular medicine**, which takes place annually in May in Paris, France.

Gathering ±12,000 participants, EuroPCR 2024 (May 14-17) gave the RESIL-Card project some visibility through **a few communication deliverables and 2 specific events** - an interview of Prof Wijns (We CARE) and Prof Klazinga (AMC), and an awareness session with members of the PCR loyalty programme (PCR Companions).

Deliverables	Date(s)
Press release	Published on May 12
Daily News article	Published on May 14
Poster	Permanent display (May 14-17)
Totem and signage	Permanent display (May 14-17)
Intersession slide	Permanent display (May 14-17)

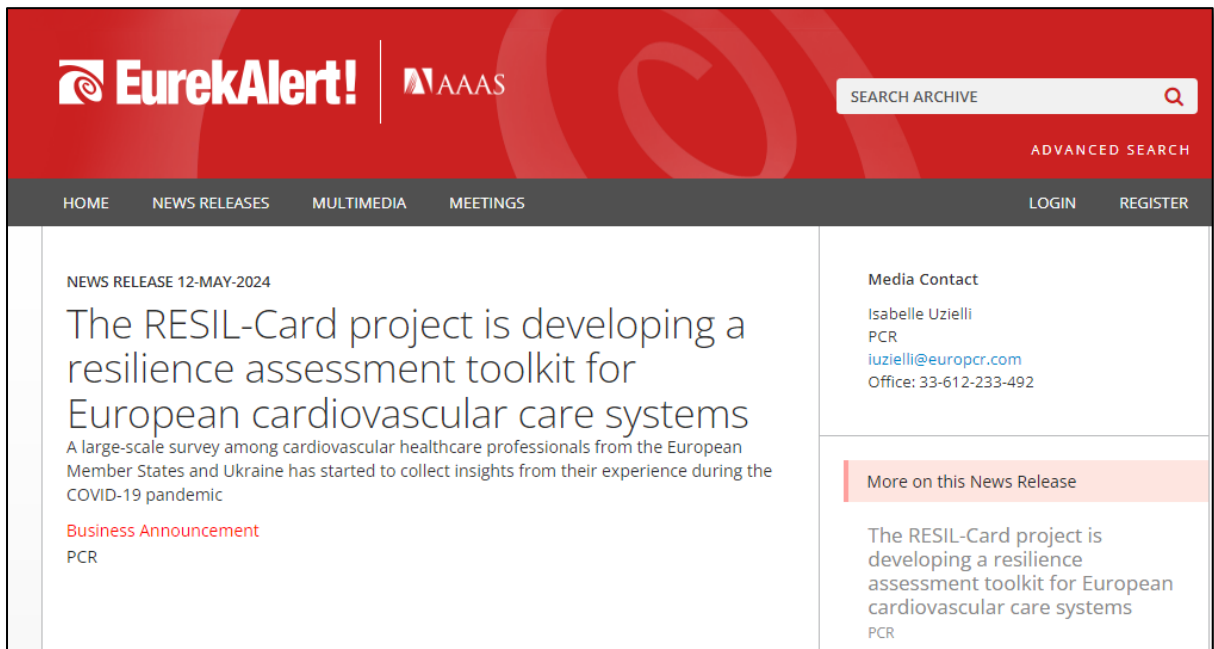
Events	Date(s)
Interview on PCR channel	Recorded on May 15 and broadcasted until May 17
Awareness session with PCR Companions	Meeting on May 16

Communicating about the project was also the opportunity to **encourage PCR Companions from the 27 EU Member States and Ukraine to complete the HCP survey** - developed under WP1 and currently active until June 10<sup>th</sup> – whose results will enable to have a better understanding of the disruptive impact of the COVID pandemic on the cardiovascular care pathways and the innovative solutions implemented to ensure care continuity.

## Deliverables

### Press release

The press release was published on May 12<sup>th</sup>, 2024 via a newswire channel. The aim was to remind the scope and objectives of the project and inform on the progress made through WP1 so far.



The screenshot shows a webpage from EurekAlert! with a red header. The header contains the EurekAlert! logo, the AAAS logo, a search bar with the text "SEARCH ARCHIVE", and a link for "ADVANCED SEARCH". Below the header is a navigation menu with links for "HOME", "NEWS RELEASES", "MULTIMEDIA", "MEETINGS", "LOGIN", and "REGISTER". The main content area features a news release dated "NEWS RELEASE 12-MAY-2024" with the title "The RESIL-Card project is developing a resilience assessment toolkit for European cardiovascular care systems". The sub-headline reads: "A large-scale survey among cardiovascular healthcare professionals from the European Member States and Ukraine has started to collect insights from their experience during the COVID-19 pandemic". The release is categorized as a "Business Announcement" and "PCR". To the right of the main text is a "Media Contact" section listing Isabelle Uzielli, PCR, with email "iuzielli@europcr.com" and office phone "33-612-233-492". Below this is a section titled "More on this News Release" which provides a brief summary of the project: "The RESIL-Card project is developing a resilience assessment toolkit for European cardiovascular care systems PCR".

Here is the link to access the full press release: [The RESIL-Card project is developing a resili | EurekAlert!](#)

Daily News article

A full-page article was published in the 1<sup>st</sup> edition of the Daily News, the EuroPCR journal, to raise awareness about the project, the scope, and objectives but also to remind the PCR Companions (members of the PCR loyalty programme) from the 27 EU Member States and Ukraine to complete the survey set by WP1 and aiming at collecting the personal insights from cardiovascular stakeholders on their experience with care disruption and adaptation to ensure care continuity during the COVID pandemic.

EDITION ONE, 14 MAY 2022

# Strengthening cardiovascular care resilience for healthier hearts: The RESIL-Card project



**William Wijns**

Core Team member, We CARE, Principal Investigator of RESIL-Card and PCR Chairman

**The devastating consequences of disrupted CV care were highlighted during the COVID-19 pandemic where a substantial decline in life-saving interventions is likely to have increased deaths and long-term complications, with a considerable economic impact.**

Prompted by concerns over the disruption of CV care continuity, PCR joined with 'Stent – Save a Life' to launch 'We CARE' in May 2021. We CARE's remit is to support all stakeholders in the CVD field to sustainably deliver effective and timely CV care, whatever the circumstances.

A key aim of We CARE is to learn important lessons and help to build more resilient healthcare systems that can withstand future challenging situations. We CARE, in partnership with the Italian Society of Interventional Cardiology, GISE, with public health experts from Amsterdam UMC and with the Catalan Health Service, CatSalut, formed a consortium and launched the RESIL-Card project in December 2021. Co-funded by the EU4Health programme, the 3-year RESIL-Card project aims to develop and implement a groundbreaking resilience assessment toolkit to be applied to European CV care systems. The main objectives are to:

- Identify and document major gaps/barriers, good practices and lessons learned from the pandemic regarding CVD care efficiency and resilience in times of crises.

- Develop a resilience assessment toolkit to support local and regional processes and minimum requirements for resilience.
- Make recommendations and contribute to guideline development for improved care pathways to enhance communication between all patient care levels and between HCPs, patients and their families.
- Empower EU Member States and policymakers to provide patients and healthcare systems with protocols, monitoring tools and awareness engines that ensure actionable measures in a variety of scenarios.
- Mobilise and engage all relevant stakeholders in piloting a set of recommendations across sites where pandemic preparedness levels differ.
- Reduce inequalities with respect to awareness, accessibility and inclusion in care pathways by integrating underrepresented and marginalised social groups.

The project is supported by the expertise of Ireland's National Institute for Prevention and Cardiovascular Health, Italy's Cittadinanzattiva, the Global Heart Hub and Europa Group. An Advisory Board is made up of members of Women as One, the EAPCI's NAP committee, the European Emergency Medical Services Leadership Network, the GISE Foundation, as well as interventional cardiologists from Ukraine.

RESIL-Card comprises four interlinking work packages (WP). WP1, led by Amsterdam UMC, involves developing the resilience assessment tool using a bottom-up approach. Development will be based on diagnosis of continuity of care issues, including a scoping literature review, a large-scale survey of HCPs and the feedback of focus groups, with multiple stakeholders involved in discussing key barriers/facilitators



and best clinical practices. The consortium welcomes the support of the PCR community to collect their pandemic experiences, particularly regarding disruptions of CV care pathways, innovative practices and solutions implemented to maintain continuity.

In WP2, the resilience assessment tool will be pilot tested by CV HCPs and institutions from Spain (Catalonia) and Italy. Leading this phase, CatSalut will initially define a set of performance indicators to enable assessment of the tool's applicability and usability. After first-stage pilot testing, feedback will be collected, with the aim to adapt and refine the tool before its official launch.

Co-leading WP3 – the communication and dissemination strategy – GISE and We CARE will encourage widespread adoption of the tool and recommended standards among the interventional cardiology community thanks to their respective networks. A national twinning approach will be used to foster broad implementation. Efforts will also include engaging with patient organisations to develop communication materials aimed at improving awareness and health

**Calling all 27 European Member States and Ukraine participants,** provide your pandemic insights by completing this survey:



literacy among patients and the public. Workshops will be held with non-governmental organisations and collaborations will be enhanced with the European Joint Action on Cardiovascular Diseases and Diabetes. We CARE will oversee project coordination as part of WP 4.

Through collaboration, innovation and a commitment to excellence, the project aims to future-proof CV care across the continent. **Want to support RESIL-Card while also helping your own CV health?** EuroPCR participants can take part in the CardioLeague initiative by scanning the QR code below – each step you make will contribute to a funding pot to support further communication activities, aiming to foster greater adoption and public awareness.



**COUNT YOUR STEPS FOR A GOOD CAUSE!**

Join the CardioLeague and convert your movement into positive impact!

Together, we'll foster a healthier community, and

**INSTALL THE UPNDO APP**

Invitation code to sign up: **cardio**



## Poster (press room)

The poster aimed at raising awareness about the project with the scientific journalists covering the EuroPCR course and was displayed in the press room.





## Totem (PCR Companions Lounge)

The totem was displayed in the PCR Companions Lounge, a strategic place to draw the attention of the PCR Companions from the 27 EU Members States and Ukraine targeted to complete the survey set by WP1 about the experience of HCPs caring for cardiovascular patients during the COVID pandemic.

**RESIL-Card**  
Strengthening cardiovascular care  
resilience for healthier hearts

Co-funded by EU

A We CARE project to develop a resilience assessment tool and help cardiovascular stakeholders improve preparedness and resilience of the care pathways

**HOW CAN YOU CONTRIBUTE TO THE PROJECT?**

- 1** **Participate in the survey :**  
Share personal insights on disruptions & innovative solutions for care continuity during the pandemic.
- 2** **During EuroPCR, join the CardioLeague** and convert your movement into positive impact!

[www.wecareabouthearts.org/resil-card](http://www.wecareabouthearts.org/resil-card)

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## Intersession slide

This slide was shown between 2 sessions to advertise the meeting scheduled with the PCR Companions in the dedicated lounge on Thursday May 16<sup>th</sup>.



The slide features a dark blue header with the RESIL-Card logo on the left and a descriptive sentence on the right. Below the header, a white box contains the event details. To the right of this box is a map of Europe with lines connecting to logos for Amsterdam UMC, WE CARE, and Salut/Servei Català de la Salut. At the bottom right, there is a GISE logo, a 'Co-funded by EU' statement with the European Union flag, and the project website URL.

**RESIL-Card**

A We CARE project to develop a resilience assessment tool and help cardiovascular stakeholders improve preparedness and resilience of the care pathways

**DON'T MISS:**

**Strengthening cardiovascular care resilience: the RESIL-Card Project**  
*by W. Wijns*

**THURSDAY 16 MAY - 10:10-10:30**  
**PCR Companions Lounge, level 2**

Amsterdam UMC

WE CARE

Salut/ Servei Català de la Salut

GISE

Co-funded by EU

[www.wecareabouthearts.org/resil-card](http://www.wecareabouthearts.org/resil-card)

## Events

### Interview recording

Prof Wijns and Prof Klazinga were interviewed about the RESIL-Card project in the EuroPCR studio on May 15<sup>th</sup>. They addressed the interviewer's questions about the origins and reasons of the project, the progresses made since launch and how such a project could apply to future crises.

Here is the link to listen to the full interview – [\(2470\) Strengthening cardiovascular care resilience for healthier hearts: the RESIL Card project - EuroPCR - YouTube](#)

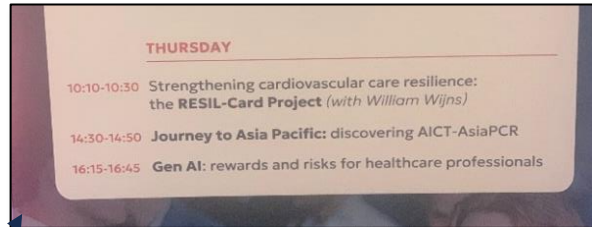
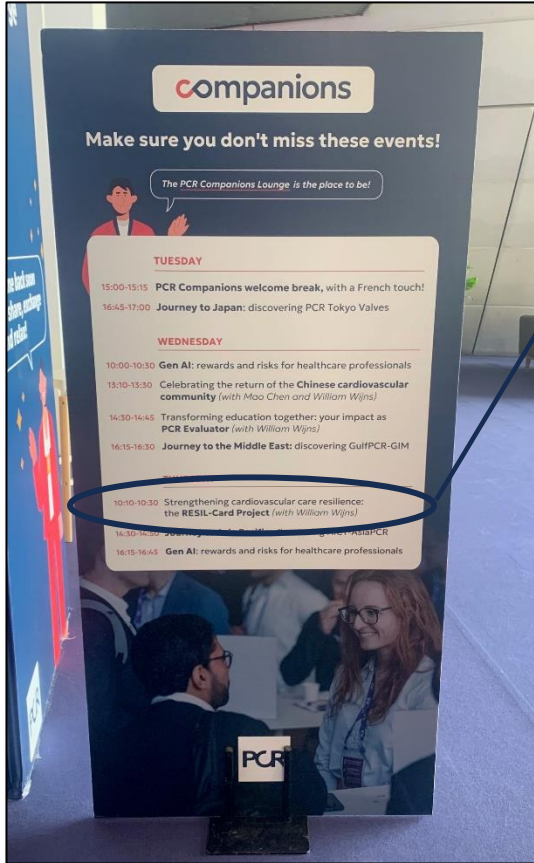


## PCR Companions session & signage

As part of the sessions scheduled with the PCR Companions in the dedicated networking Lounge during the course, an awareness meeting with Dr William Wijns, Principal Investigator of the RESIL-Card project, took place on Thursday May 16<sup>th</sup> with PCR Companions present at that time.

Having reminded the consequences of the COVID pandemic on cardiovascular care and patients, Dr William Wijns presented the RESIL-Card project, the partners and steps before opening the floor to the audience for a time of exchange.

The session was also an opportunity to remind the importance of contributing to the WP1 survey, a crucial step for the development of the future resilience assessment tool.



## CardioLeague

This step-count challenge was initiated and powered by Medtronic in collaboration with PCR and aimed at raising funds for RESIL-Card by encouraging EuroPCR participants to move as much as possible during the course, thus helping their cardiovascular health whilst converting the recorded steps into euros.

For every advertising CardioLeague sign and display, visibility was given to the RESIL-Card project.

Over 4 days, EuroPCR participants covered more than 4,000 kilometres and contributed to Medtronic's donation that will support some communication and dissemination activities beyond the original scope of the project.



## Conclusion

EuroPCR 2024 was one of the **RESIL-Card project's milestones** as far as the communication and dissemination efforts towards healthcare professionals planned in WP3.

Attended this year by a record-breaking number of professionals in interventional cardiovascular medicine – interventional cardiologists, cardiologists, nurses and allied professionals and imagers – the course was a **great opportunity to raise awareness** about the paramount need for European cardiac care pathways, and their stakeholders, to be better prepared and more resilient in face of future crises, and hence to take action.

The 2025 edition of this not-to-be missed event for the interventional cardiovascular medicine professionals will offer the RESIL-Card consortium the **opportunity to actively promote the future resilience assessment tool to potential users.**