

most women still do not know. The Go Red For Women movement empowers women with the knowledge and tools they need to take charge of their health and urges women to take action now.

The Go Red for Women campaign had an extremely successful first year in the United States. Hundreds of millions of women and their loved ones were reached by educational messages. Millions of red dress pins, the symbol of women and heart disease, were given to women across the country.

The WHF proposes to its member organizations standard PR packages, media and marketing materials that could be adapted to a national context and particularities. At the national level, the campaign could be launch at any moment of the year, the most convenient for the organization.

The first announcement of the international launch of the Go Red for Women program was made in Orlando, Florida, in February of 2005 on the occasion of the 2nd International Conference on Women, Heart Disease and Stroke. Already 15 countries were interested to participate to this campaign.

For more information, visit: [www.wordheart.org/activities/advocacy/women/GoRed](http://www.wordheart.org/activities/advocacy/women/GoRed)

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## WHF 2004 new members

In 2004 the World Heart Federation accepted the following new members:

### Continental members

- African Heart Network

### National members

- Foundation of Health and Heart, Republic of Srpska, Bosnia and Herzegovina
- Emirates Cardiac Society, United Arab Emirates
- Heart Foundation Cardiac Centre, Mauritius
- Macau Association of Cardiology, Macau (China)
- Kenya Heart Foundation, Kenya
- Seychelles Heart and Stroke Foundation, Seychelles

### Associate national members

- Foundation for Lay Education on Heart Diseases, Philippines

- Indonesian Cardiocerebrovascular Society, Indonesia

### Associate international members

- International Forum for Hypertension Control and Cardiovascular Diseases Prevention in Africa
- Children's HeartLink
- Lown Cardiovascular Research Foundation

### Individual Members

Dr. Vang Chu, Deputy Head Division of Medicine, Mahosot Hospital, Vientiane, Laos

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## World Economic Forum

For the second time, the World Heart Federation was invited to participate to the annual meeting of the World Economic Forum: "Taking Responsibility for Tough Choices", Davos, Switzerland, 26–30 January 2005.

This year the World Heart Federation was involved in four World Economic sessions:

- "Healthy priorities for the Media" where the concrete steps that should be put in place to make global health reporting more comprehensive and less focused on scandals were intensively discussed.
- "Organic of the World, Unite" where it was emphasized that organic foods represent a serious critique of current foods.
- "Living a little too large", session that offer opportunity to stress the role of the industry and the governments to fight obesity.
- "Stopping healthcare's spending epidemic" in which it was discussed the increased costs of new treatments and drugs.

It gave Janet Voûte, CEO of the World Heart Federation the opportunity to challenge senior executives from the food industry to support the World Health Organisation's Global Strategy on Diet, Physical Activity and Health. She emphasized the importance of healthy environment and the fact that changing diet and increasing physical activity cannot be achieved by individuals solely as a consequence of improved knowledge.

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