



## Stronger Together: Uniting Heart and Stroke Awareness in Europe

***“The challenge is one, and so must be our response.”***

**Brussels, 29 September 2025 — The European Alliance for Cardiovascular Health (EACH) is bringing together World Heart Day (29 September) and World Stroke Day (29 October) to highlight the shared challenges of heart disease and stroke, and to call for a bold, coordinated and equitable EU Cardiovascular Health Plan.**

### The Challenge

Heart disease and stroke share many of the same risk factors and often co-occur. Together, they are the leading cause of death in the EU, claiming almost 5,000 lives every day. Each year, cardiovascular disease (CVD) causes 1.7 million deaths, affects 62 million people, and costs the EU €282 billion in healthcare and lost productivity. Behind these figures are millions of people living with the lasting effects of heart disease and stroke.

Risk factors for CVD include biological factors such as age, sex and genetics, as well as social determinants like healthcare access, education and the environment. Conditions such as high blood pressure, high cholesterol and diabetes raise the risk of both stroke and heart disease, and having one significantly increases the risk of the other. With Europe’s population ageing, these risks will only grow unless action is taken now.

## Towards the First EU Cardiovascular Health Plan

The European Commission is currently preparing an EU Cardiovascular Health Plan, expected in December 2025. This presents a unique opportunity to shape Europe's response to its leading cause of death.

The European Alliance for Cardiovascular Health (EACH), together with Members of the [European Parliament from the Cardiovascular Health Group](#), are working closely to ensure the plan is bold, coordinated and equitable, with strong commitments on prevention, treatment, innovation and fair access to care.



*“Heart disease and stroke are two sides of the same fight. As Chair of the MEP Cardiovascular Health Group, I am determined to push for bold action: to prevent disease before it strikes, detect it early, ensure access to care, and drive innovation. This is about saving lives and giving every European the chance to live longer, healthier, and stronger.”*

MEP Romana Jerković, Chair of the MEP  
Cardiovascular Health Group

As part of the campaign, MEPs are highlighting key priorities across the continuum of cardiovascular health, from prevention and tackling risk factors, to closing persistent gender gaps in diagnosis and care. They are also calling for a life-course approach that recognises rare diseases, the integration of mental health and psychosocial support into rehabilitation, and a truly holistic vision that addresses social and commercial determinants of health, strengthens health literacy, and tackles common comorbidities such as diabetes, obesity, kidney disease.

These priorities build on EACH's flagship publication, [\*A European Cardiovascular Health Plan: The Roadmap\*](#) (April 2025), which sets out a vision to reduce premature and preventable deaths from CVD in Europe by one third by 2030.

## **From Vision to Action**

EACH brings together 22 partners from diverse fields and expertise, including patient organisations, medical societies and industry, united by the mission to improve cardiovascular health for everyone in Europe.

This broad coalition reflects the scale of the challenge, and the scale of the response that is needed. For the forthcoming EU Cardiovascular Health Plan to deliver on its promise, it must be backed by a budget that matches its ambition.

EACH calls on EU institutions and Member States to ensure that the EU Cardiovascular Health Plan is not only bold in vision, but also supported by the resources needed to deliver real change for millions of people across Europe. Cardiovascular health must be recognised as a true investment in Europe's future, one that protects lives, strengthens resilience, and promotes fairness for all.

## **Looking Ahead: EACH Cardiovascular Health Summit**

On 10–11 December 2025, EACH will gather in Brussels for the EACH Cardiovascular Health Summit, a two-day high-level meeting bringing together health stakeholders and national representatives. The summit will be an opportunity to connect with Members of the European Parliament, learn from national best practices, hear the latest science on cardiovascular prevention, and engage with patients and lived experience experts, all while exploring the next steps for the EU Cardiovascular Health Plan.

[More information here](#)

## Learn More

[Learn more about the EACH campaign and explore resources](#)  
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## Note to the editor

*The European Alliance for Cardiovascular Health (EACH) brings together leading European and international organisations around joint activities to promote cardiovascular health as a policy priority at EU level.*

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