



## Oral statement for RC63 From BPW-International

As Health Chair for the International Federation of Business Women for the triennium 2011-2014; in conformity with the WHO global Action Plan for the prevention and control of non-communicable Diseases 2013–2020; considering resolution EUR/RC56/R2, by which the WHO adopted the European Strategy for the Prevention and Control of non-communicable Diseases as a strategic framework for Member States in the European Region; taking into account the new European policy framework for health and well-being: Health 2020; the BPW International Health Committee launches The Red Belt Project, for the prevention of cardiovascular diseases with a focus on the female gender.

Cardiovascular disease is typically considered to be a 'male problem.' This is actually wrong, since cardiovascular disease accounts for 46% of deaths among women in Europe, as compared to only 39% in men.

Several epidemiological studies (D. Hollander et al., Int J. Epidemiology, 2012) have confirmed the importance of abdominal circumference, and of its relationship with the height (WSR, or waist/stature ratio) as an indicator of abdominal fat and hence of the cardiovascular risk, more effective and reliable than body mass index (BMI), which doesn't take into consideration the distribution of body fat. This ratio is crucial from a predictive standpoint; the optimal value should be below 0.5. Above this value, the abdominal fat is in excess and therefore the person is at an increased risk of developing cardiovascular disease.

The Red Belt Project is an awareness campaign developed by The FIDAPA-BPW Italy and the BPW International Commission for Health, in partnership with NFI (Nutrition Foundation of Italy),

Empowered Women Leading Business

*"When women do well, so do economy and business"*

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What will distinguish this initiative will be the assessment of two simple parameters, that can be measured in any situation, anywhere, by means of a ribbon-meter, that will allow the woman to instantly get information on her cardiovascular and metabolic risk.

During the information campaign data will be collected also on age, weight, and lifestyle of women which will be processed by NFI for statistical analysis.

The data collected will be used to evaluate the distribution of two cardio-metabolic risk factors (waist circumference and waist-height ratio) of recognized importance for the female population allowing for the planning and implementation of targeted intervention projects of National and International Institutions.

THE DATA GATHERED WILL BE FIRST PRESENTED AT THE XXVIII BPW International Congress 2014. Jeju, South Korea, and will then be published and made available to everyone.

E m p o w e r e d W o m e n L e a d i n g B u s i n e s s

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