

Il Cuore delle Donne, Pordenone, 14 novembre 2018

HEART OF A WOMAN

UN'ESPERIENZA IN 3 MOVIMENTI

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LEZIONI DI HOW 2018: AGIRE IN 3 DIMENSIONI/DIREZIONI

#1: *Integrate* **ACROSS**/ Muoversi in orizzontale

#2: *Scale* **UP**/Muoversi in verticale

#3: *Move* **FORWARD**/ Muoversi in avanti

LIFE EXPECTANCY IN 2040

THE LANCET, October 2018:

USA  79.8 anni (da 43 a 64 nel mondo)

Canada (da 17 a 27)

Norway (da 12 to 20)

Spain #1 (85.8 anni)

Japan #2 (83.7 anni)

Italy (84.5)

#1. Integrate Across

BPW INTERNATIONAL (IFBPW)

International Theme 2017-2020 “Empowering Women to Realize the Sustainable Development Goals (SDGs)”

#



THE EQUALITY MOONSHOT

Da qui al 2030, 193 nazioni investiranno

4.5 trillioni di dollari per gli SDGs/4° Industrial Revolution

La nostra missione:

30% della ricchezza globale generata
in mano alle donne

BPWHOUSTON.org

NATIONAL FEDERATION OF

Business and Professional Women of Houston



Nationally recognized since 1919

As the National Federation of Business and Professional Women Clubs Houston Chapter, we cherish our history and are excited about our future. Our chapter is as diverse as the great city of Houston and engages with chapters *nationally* and around the *globe*, including our sister chapter in Italy, [FIDAPA](#).

NFBPW's mission is to develop the professional, business and leadership potential of women on all levels through advocacy, mentoring, networking, skill building and economic empowerment programs and projects around the world. In particular, NFBPWC - Houston's mission is to support and empower women and the communities they serve in Houston and greater surrounding areas.

Areas of Leadership

EMPOWERMENT

In all spaces: work, home, and social, it is time to highlight and expand the significance and vitality of women. When women are empowered, communities are as well.

EQUALITY

We aim to raise the standard of equity for women in all realms. Recognizing that our ability to progress is bound by the resources we have access to, we strive to increase accessibility and equity.

ENTREPRENEURSHIP

Building businesses and business minded women is an intentional effect of our organization and a key function of empowerment. This helps us impact awareness, policy change, and business and professional women.

ADVOCACY

The work of an advocate is never done. While we constantly strive for equality, our presence as advocates shows that we will work for what we believe in.

MENTORSHIP

Our commitment to empowered women in business is more than rhetoric. The mentorship provided through membership is an investment in ourselves and future leaders.

“Never doubt that a small group of committed citizens can change the world; indeed it is the only thing that has.”

— MARGARET MEAD

CRADLE OF A CURE

A Transformational Vision for Medical Research and Education

From its initial conception, the Houston Methodist Research Institute was always intended to be different from other medical research institutes. Its central objective is developing treatments with ready applicability to human disease — using its physical connection to the hospital and technological expertise in FDA approval pathways to streamline the process of translating laboratory research into treatments and cures for patients.



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IMMUNODIAGNOSTICS

Clues to Transplant Survival



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RNA THERAPEUTICS

Supports National Product Development



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PRECISION PHARMACEUTICAL

for Metastatic Breast Cancer Treatment



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TRACING TAU

to Tackle Alzheimer's Disease



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Building Blocks for BONE REGENERATION



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ARTIFICIAL INTELLIGENCE

Expedites Breast Cancer Risk Prediction

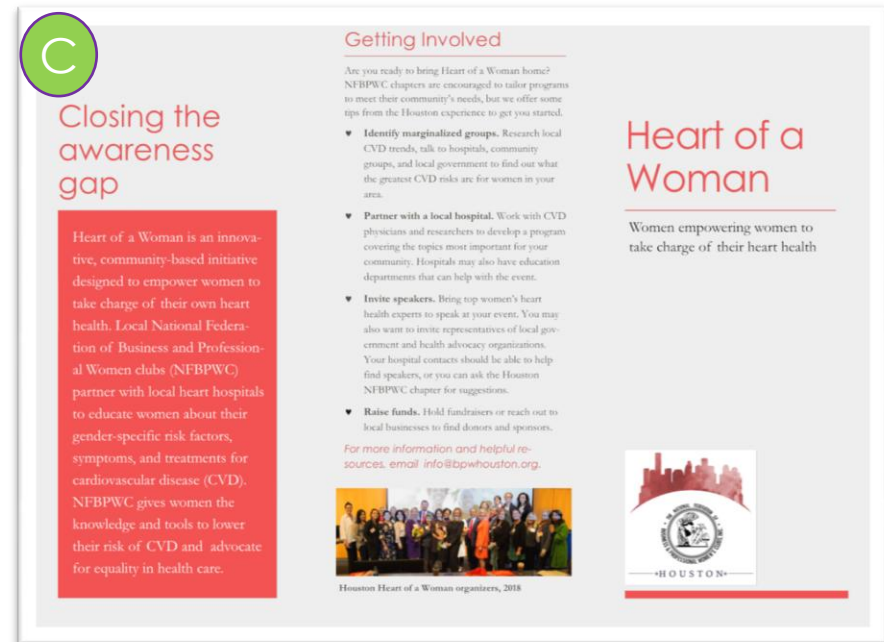


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ENMED

Inspires Tomorrow's Physician Engineers

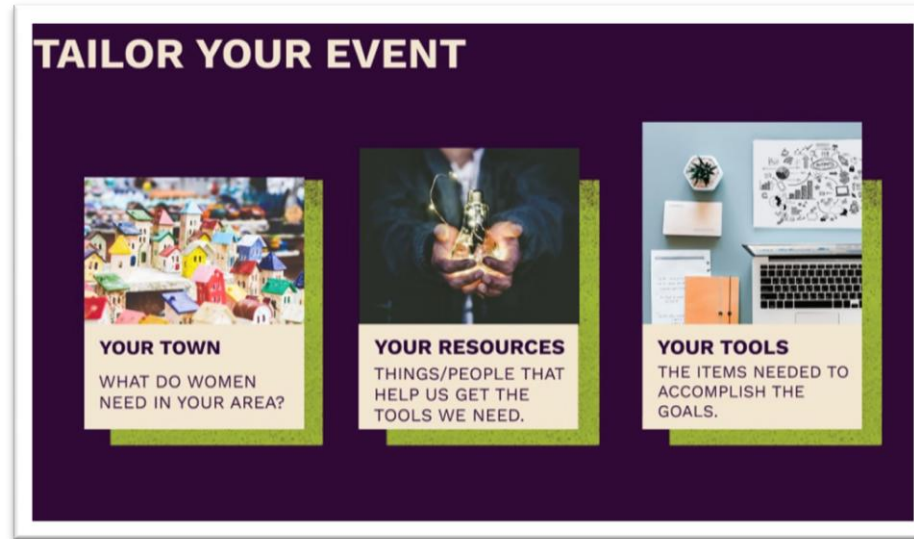
BPW HOUSTON: HEART of A Woman 2018



Marketing + Promotion:

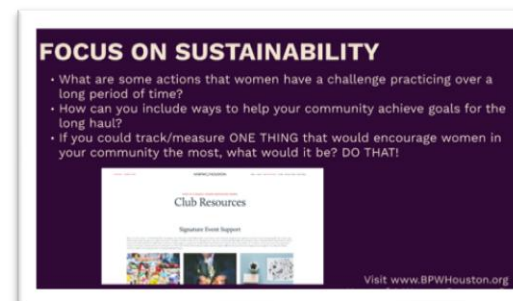
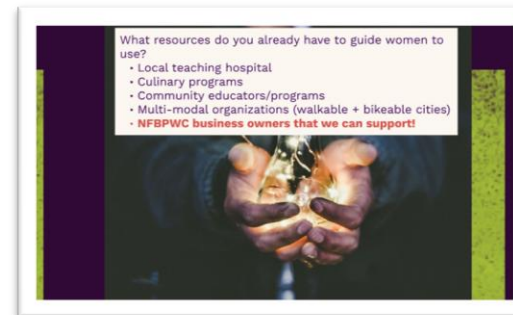
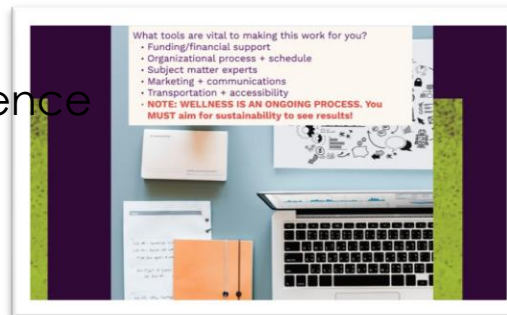
- Print materials
 - A - Promotional post card
 - B - Banner + enrollment card
 - C - Brochure

BPW HOUSTON: HEART of A Woman 2018



Heart of A Woman presentation to the BPW North America & Caribbean Conference

- Provided resources for tailoring HOAW in their community
 - Needs in your town
 - Resources you've got in your community
 - Tools you have/need to help accomplish your goals
- Provided a special link to sustainable resources for HOAW progress over time.



#2. SCALE UP

Aperta frontiera 'SALUTE' nella piattaforma di
advocay di NFBPWC e IFBPW

BPW Regional Conference, Orlando, Luglio 2018

MILLION HEARTS 2022

Obiettivo Prevenire 1 milione di attacchi di cuore e ictus entro il 2022

Ogni anno 3.3 milioni di eventi cardiocircolatori
1/3 di questi fra persone 35-64

213 milioni di opportunità di ridurre i rischi:

- 71 M inattivi
- 40 M pressione alta senza controllo
- 54 M fumano
- 39 M colesterolo alto senza uso statine
- 9 M potrebbero beneficiare baby aspirina

#3. MOVING FORWARD 2019

- HOW 2, HOUSTON, 16 febbraio
- TWINNING BPW HOUSTON-FIDAPA ROMA, 5-9 gennaio
- TWINNING BPW HOUSTON-BPW ABUJA, 7-8 marzo
- CSW63, NEW YORK, 11 marzo

You're Invited to

Heart of a Woman 2019



February 16, 2019

Houston Methodist Research Institute

Houston, Texas

IN SINTESI/ *'Take Home'* message di HOW

L'IMPORTANZA DI SVILUPPARE AZIONI:

- **ACROSS** (multi disciplines+multi partners)
- **SCALED UP** (from local to global)
- **FORWARD** (darsi obiettivi ambizioni e misurabili)

LANCIAMO 'FVG 1000 CUORI 2022'!

RAPPORTO STATISTICO ANNUALE FVG 2017:

- 2 MORTI SU 3 SONO PER MALATTIE CARDIOVASCOLARI (60% DONNE)
- 5000 (M+F) ALL'ANNO - 3000 DI QUESTE DONNE

1000 CUORI DI DONNE DA SALVARE
ENTRO IL 2022

GRAZIE!

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Bpwhouston.org

Bpw-international.org