

# The Heart Failure Association endorses the 25in25 initiative

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The British Society for Heart Failure (BSH) organized last March the 25in25 Summit, an event attended by global leaders who endorsed the 25in25 declaration. The wonderful aim of the 25in25 declaration is to decrease mortality rates associated with heart failure by 25% in the next 25 years.<sup>1</sup> The 25in25 initiative will establish a comprehensive roadmap for national and international implementation and has received full endorsement from the Heart Failure Association (HFA) of the European Society of Cardiology (ESC). The HFA has already in place numerous initiatives that aim to improve the quality of life and longevity of individuals affected by heart failure. The HFA strives to accomplish this objective by promoting research, education, and guidelines for the prevention, diagnosis, and treatment of heart failure.<sup>2–5</sup> It also seeks to raise awareness of heart failure and provide support to healthcare professionals, patients, and their families.<sup>6,7</sup>

No question that prevention and early identification of individuals at risk of developing heart failure is crucial within the framework outlined above. Prevention is by far the most effective way to curtail the increasing burden of heart failure on public health services. Timely detection and intervention would decrease hospital admissions and release valuable resources. The 25in25 and Peptide for Life initiatives share a common goal of improving the early detection and management of heart failure. The Peptide for Life initiative of the HFA aims to increase awareness of heart failure and promote early access to and adoption of natriuretic peptide testing, which is critical for early diagnosis in primary care settings.<sup>8</sup> This initiative is aligned with the goal of the 25in25 initiative to reduce mortality rates attributable to heart failure through improved detection and early management of heart failure.

There are considerable differences in healthcare organization and available resources for managing heart failure across Europe.<sup>9</sup> These disparities result in the uneven delivery of modern diagnostic modalities and guideline-directed therapies. Moreover, in many countries, there is a scarcity of dedicated institutions for heart failure management, which are inadequate to meet the increasing demand for specialized heart failure care.

The HFA has recognized the importance of providing standardized multidisciplinary management of heart failure,<sup>10</sup> which is also a goal of the 25in25 initiative. The HFA has also launched the iCARE project, as one of its strategic priorities. The primary aim of iCARE is to improve standards of care and adherence to guideline-directed therapies in accordance with ESC/HFA accreditation requirements.

Yes, the establishment of the 25in25 initiative is a breath-taking step towards transforming the care and management of heart failure. By bringing together global leaders and experts in the field, this initiative aims to stimulate discussion and action towards more effective and successful heart failure management. With its ambitious goals and comprehensive roadmap for implementation, the 25in25 initiative has the potential to significantly reduce mortality rates attributable to heart failure and improve the quality of life for those affected by this disease.

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