

Project generated by: **Contribution 1mission-1million
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Country: **Ireland**

Titel of the project: **"The Truth about A Fib"**

Project details

Aidan Stacey

Irish Heart Foundation

Award amount: €100,000

The "Truth about A Fib" is that it can be treated and AF strokes can be prevented. A public and health professional awareness campaign designed to indicate that AF isn't something small, insignificant or harmless; rather it's a real danger to the individual and the nation's health.

The Irish Heart Foundation campaign would comprise of a national public awareness element integrated with a health professional's information campaign. By explaining the real and serious dangers caused by AF and promoting the benefits of managing and treating the condition we hope to increase awareness in both audiences. 'The Truth about A Fib' campaign would seek to portray that AF is a serious issue – people with AF are five times more likely to have a stroke than people who do not have the condition – but also that there is a positive message – many of these strokes could be prevented by early detection and improved treatment of AF. We aim to integrate this campaign with our current Stroke Action campaign which is strongly promoting the message that strokes are treatable and preventable. IHF Stroke Action is a four year campaign that is being mounted to tackle a frightening lack of public awareness about stroke – Ireland's third biggest killer. Just as elsewhere in Europe, the detection and management of AF in Ireland is very poor and the management of AF offers a real opportunity to reduce the number of people having strokes. We are proposing a complete awareness campaign utilising PR, radio, online (including social media) advertising, patient and medic-focused information and awareness raising events. A nationwide campaign such as this would require a fund of at least €100,000. All elements of the campaign would be strongly branded "The Truth about A Fib" from the Irish Heart Foundation. The campaign would include: •Radio advertising – run ads to generate awareness of AF and advertise our nurse-led Heart and Stroke Helpline as being available for people wanting to discuss AF. For example, "The Irish Heart Foundation wants to help you to learn the truth about A Fib. [Explain symptoms, impact of AF.] If you have any questions about AF, call the Heart and Stroke Helpline today." •Creation of a dedicated AF section on our Stroke.ie website (Ireland's leading website for information on stroke). •Mail communication to all GPs nationwide. IHF reps would also meet with 1,000 general practitioner doctors across the country to discuss AF and the use of the Cardiovascular Guidelines and our Stroke Council's National Clinical Guidelines and Recommendations for the Care of People with Stroke and Transient Ischaemic Attacks for detection and treatment of AF. •Increase the resources of Heart and Stroke Helpline to assist members of the public with their concerns about AF. •Further develop our patient information in AF and stroke. This currently comprises our booklets, AF and You and Stroke – a guide for those affected by stroke and their carers, as well as 4 online (and soon to be published) leaflets and 5 factsheets. •PR and media work throughout the 6 months and World Stroke Day. •Exploit existing IHF communications including our monthly Stroke ezine; our campaign network; our Strokelink magazine; and www.stroke.ie.

Audience

Type

- AF Patients
- Healthcare professionals
- General public

Location

Ireland, Europe