

Project generated by: **Contribution 1mission-1million  
an Initiative of Boehringer Ingelheim  
published in <https://www.heartofstroke.com/all-applications>**

Country: **Argentina**

Titel of the project: **Stroke We want to prevent them, from the heart**

## Project details

### **Cristina Zurrú**

Fundación Cardiológica Argentina, Sociedad Argentina de Cardiología

Award amount: €100,000

The objective of the project is to carry out an educational campaign on vascular risk and stroke factors in the district of Tapalqué (Buenos Aires, Argentina). This is an agricultural and cattle district of 10,000 inhabitants with a widespread educational and institutional network for social and sporting activity.

**PROJECT DESCRIPTION** Community and geographical setting: The district of Tapalqué has a surface area of 414,924 hectares and a population of 10,000, of which 80% lives in the urban area. Population density stands at 1.9 inhab/ km<sup>2</sup>. The main source of income is agriculture and cattle breeding. The only health center is the Hospital Municipal de Tapalqué, with 90 hospital beds and a geriatric area for chronic care. There is a total of 2,500 outpatient consultations per month. The district has an extensive network of basic and intermediate educational centers, and over 90% of the population is literate.

**IMPLEMENTATION** 1) Baseline situation: a survey of the population will be performed to assess awareness of the risk factors for stroke and the degree to which health is monitored in this community. Two thousand persons over the age of 20 will be surveyed. Similarly, a report will be drawn up on the use of health resources - the number of medical clinic and cardiology consultations, electrocardiograms, laboratory routines - and the rate of hospital visits for stroke, heart attack and atrial fibrillation over the past six months. A broadcasting campaign inviting people to participate in the event Stroke Prevention Week will be carried out in local newspapers, radio and television. 2) Educational campaign : Stroke Prevention Week. This will consist of informative speeches on vascular risk factors (VRF) including high blood pressure, diabetes, high cholesterol, heart rate disorders – such as atrial fibrillation - obesity, smoking and physical inactivity. They will be given at schools, social clubs and the main square by setting up a covered auditorium. Informative brochures on VRFs will be handed out, including a section on atrial fibrillation, largely unrecognized as an incident risk factor for stroke. Moreover, the book written for the community, Stroke - Get There on Time, will also be given out to raise awareness of the signs and symptoms of stroke. Balloons and posters with information on VRFs and stroke will be placed in the square to strengthen the message. 3) Educational campaign for teachers: a training course for teachers will be given that provides information and tools for transmitting the prevention concepts to their students in school activities, so as to generate an educational chain: teacher – student – family – community. We will thus ensure that the activities are self-run and endure over time, prolonging the effects of the educational campaign. 4) Evaluation: the initial survey will be repeated with 2,000 persons surveyed in order to gauge the effects of the campaign. Its impact on changes to health-care habits will be analyzed. This will be carried out by comparing the surveys done at one and six months after the campaign and the use of health resources and the rate of hospital admissions – similar to phase 1 - comparing the six months prior to and six months subsequent to the campaign.

## **Audience**

### **Type**

- General public
- Teachers

### **Location**

Argentina, South America