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Country: **Austria**

Titel of the project: **national campaign on the risk of stroke in atrial fibrillation patients by the Austrian Heart Association**

Project details

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Österreichischer Herzverband

Award amount: €50,000

The Austrian Heart Association would like to educate patients, relatives as well as physicians about the increased risk of a stroke in patients with atrial fibrillation and the danger connected with this. The educational work includes intensive press population in regional health days and rehabilitation centers.

In its broad educational campaign, the Austrian Heart Association plans to educate patients, relatives, physicians as well as members of health professions about the increased risk of a stroke in patients with atrial fibrillation and to make them conscious of the risk connected with this. The educational work includes the following five main areas: ? Extensive press work in the seven journals of the National Association of Austrian Heart Associations (Vienna, Lower Austria, Salzburg, Steiermark, Carinthia, Tyrol), which appear four times per year, this corresponds to 100,000 copies in total. Interviews with affected patients as well as articles by experts will be published. The members, patients, relatives, all hospitals, rehabilitation centers, members of nursing professions as well as consultants for internal medicine and cardiology receive the journals. ? It is also planned to send information of the Austrian Heart Association to the 15,000 members concerning the danger of AF-induced strokes. ? The public relations work also includes education through one national and 7 regional radio stations within the scope of the weekly "The radio doctor" health programme. □ A broad Internet appearance on the website of the Austrian Federal Heart Association (<http://www.herzverband.at/>) and the six regional websites of the state associations (<http://www.wiener-herzverband.at/> <http://www.herzverband-noe.at/> <http://www.herzverband-tirol.at/> <http://www.herzverband-salzburg.at/> <http://www.herzverband-ooe.at/pages/index.html> <http://www.herzverband-stmk.com/Herzverband/>) is also part of the educational campaign. Further educational events with regional speakers are planned in all nine Federal states. Lectures by experts and information material for patients, relatives and other interested parties are part of the educational campaign. Education should be in the following form interdisciplinarily from the viewpoint of a cardiologist (atrial fibrillation), an neurologist (stroke) as well as of a neuropsychologist (effects on the quality of life of the affected patients). - Within the scope of the seven heart days which take place once yearly in the federal states of Vienna, Lower Austria, Upper Austria, Steiermark, Tyrol. The expected number of participants is around 3000 persons. - Lectures for patients and relatives should be held in the 5 largest cardiological rehabilitation centers, focusing on "Training body perception, feeling your heart": These patient have just experienced an acute disease and are very interested during the rehabilitation phase in information that can influence their further life. - On the health days and the senior citizens' fair of the city of Vienna in the Vienna Town Hall, which take place annually. The expected number of participants is around 15,000 persons. - Within the scope of regional health activities, as for example the health promotion conferences and the "healthy communities" in Upper Austria. Here the number of transmissions is around 250,000, the expected number of participants is up to 900 persons.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public

Location

Austria, Europe