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Country: **Belgium**

Titel of the project: **“Does my heart beat like a clock?” Awareness and screening campaign**

Project details

PETER GOETHALS

Belgian Heart Rhythm Association

Award amount: €50,000

The Belgian Heart Rhythm Association (BeHRA) will organise a wide scale national campaign (high media profile) to inform and sensitise the public to Atrial Fibrillation and the related risk of stroke. Any adult will be invited for free screening close to his home. Many strokes will potentially be prevented.

The Belgian Heart Rhythm Association (BeHRA), a working group of the Belgian Society of Cardiology uniting the country's cardiologists-rhythmologists, will hold the second Heart Rhythm Week on 6-12 June 2011 as part of the World Heart Rhythm Week. This is a national campaign aimed at improving public awareness of Atrial Fibrillation and the related risk of stroke. Through this national campaign, BeHRA hopes to emphasise the importance of the timely detection of Atrial Fibrillation in order to prevent the risk of stroke. What? BeHRA will invite the public during Heart Rhythm Week on 6-12 June 2011 to be screened free of charge in one of the participating centres in their region (hospitals or general practices). Through this action, BeHRA hopes not only to identify patients with Atrial Fibrillation, but also to raise the awareness of the general public, relevant authorities and all persons and organisations concerned with the issue of Atrial Fibrillation. Who is it for? Screening is free to everyone over the age of 18, without the need for an appointment, particularly people over the age of 40 exhibiting one of the following criteria: high blood pressure or treatment for high blood pressure, history of strokes or myocardial infarction and/or intensive participation in endurance sports. How? Phase 1: High media profile- Wide-scale distribution of brochures and posters on Atrial Fibrillation and the risk of stroke. Website with information about Atrial Fibrillation and the risk of stroke in addition to useful information about centres involved in the screening campaign. Information through national and regional media. Phase 2: Screening- Numerous centres throughout Belgium will offer free screening for adults who visit the centres without an appointment on the days and times mentioned on the campaign website. Screening will be conducted using heart rhythm monitors that are very easy to use. The monitor used is an Omron Heartscan. This is a mobile, wire-free ECG monitoring device (121 x 67 x 24 mm) that reproduces a one channel- ECG tracing. For each scan, the graph is recorded for 30 seconds; at the same time, the heart rate is shown on a small digital screen and saved on an SD memory card. It can also be printed out. Any person in whom Atrial Fibrillation is detected during the course of screening will be re-directed to his general practitioner, who will then interpret the results. Phase 3: Media coverage of campaign results- In order to spread awareness amongst all bodies, including the authorities, concerned with the issue of Atrial Fibrillation and the risk of stroke, the results of the campaign will also be widely covered in the media.

Audience

Type

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

Location

Belgium, Europe