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Country: **Bosnia and Herzegovina**

Titel of the project: **KICK OUT THE STROKE, DON'T LET STROKE KICK YOU
OUT: Control your heart rythm**

Project details

Belma Pojskic

Cantonal Hospital zenica

Award amount: €50,000

The project will be implemented in Zenica municipality, Bosnia and Herzegovina, 145.000 inhabitants. Media promotion (billboards, sandwichmen, short TV, radio reports, webpage, booklets with questionnaire) will be during two months. Evaluation of knowledge in short TV Quizes, public lottery with filling questionnaire and simbolic money award is reserved for second month. Popular motorcycle awareness raising rally through the city will be held.

The project will be implemented in Zenica municipality, Bosnia and Herzegovina. It's an industrial city located in the valley of river Bosna, surrounded with chain of mountains. Population is estimated on 145.000, with diverse ethnical composition. Main aim of the project is to raise awareness of atrial fibrillation as major risk factor for stroke. Targeted groups are general population and people with AF. The planned duration of the programe is 2 months. Project starts on 1st September, the first day of Atrial Fibrillation Awareness Month. First step includes clarifying and bringing closer the term of Atrial Fibrillation and it's significance for stroke to general public. We plan to put several jumbo billboards with short and clear messages followed by simple illustrations on various locations in the city, sandwichmen in shopping places, together with smaller promotive posters that will be put in Cantonal hospital, general family medicine clinics, nursery homes, community social clubs for elderly, University, municipality, shopping centers and sport facilities. On the first day local TV and radio will make a special report about the project in form of announcing the highlights and future activites and air it in prime time. The web-page will be constructed and begin with online work from the first day; it would contain general information about the project, especially about what AF and stroke in fact represent, in a language understandable to people who are not health care professionals. This web-page would have a link on various other popular online adresses, such as Ministry of Health, Zenica Women Network, Zenica Municipality, Facebook, Twitter etc. Taking in consideration large population of people living in nearby villages, who don't use internet and rarely watch TV, we also plan to launch a promotive booklet which one can find also in locations mentioned above together with posters. This booklet would contain no more than 15 pages, with general info about AF and risk of stroke, and it would include a questionnaire with multiple choice questions regarding the subject. Obtaining a booklet demands filling in the questionnaire and putting it in a box. Submit of a questionnaire into a box will be possible till September 30th and the next round will begin from October 1st. In that way we will be able to evaluate the success of a campagne through measuring the awareness raise in a one month gap period. On the last day of the project, November 30th, we will gather all questionares and organize public lottery with ten random participants who will receive money award. In October a series of short TV-Quizes is planned, with people taking part by telephone and answering questions about AF/stroke, with simbolic money awards to the participants. Two weekends in October are planned to be ECG-Weekends, with invitation to general population to take a free ECG monitoring in ambulances around the city. On the last day of the project, October 28th, a motorcycle awareness raising rally through the city will be held (in addition to traditional rally held every year in June).

Audience

Type

- AF Patients
- General public

Location

Bosnia and Herzegovina, Europe