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Country: **Canada**

Titel of the project: **PROMOTING WORLDWIDE AF-RELATED STROKE PREVENTION**

Project details

Tim Readman

Stroke Recovery Association of BC

Award amount: €100,000

Stroke Recovery Association of British Columbia promotes prevention of stroke through education about stroke and stroke recurrence. The aim of this project is to produce and distribute multilingual educational materials through the worldwide web to raise global awareness and understanding of atrial fibrillation and the associated risk of stroke.

PURPOSE: To develop multilingual educational materials which: - Explain how atrial fibrillation causes stroke - Promote prevention of stroke - Create awareness of Stroke Recovery Association of British Columbia (SRABC) and worldwide resources for stroke survivors and their caregivers - Promote worldwide awareness of Boehringer Ingelheim 's vision of 'Value through Innovation' and its dedication to researching, developing, manufacturing and marketing novel products of high therapeutic value for human medicine. The materials will be available primarily through the internet in video and written form. Web-based media will be utilized to distribute and promote materials, at a community, regional, national and international level. They will be an invaluable resource for stroke recovery programs in many countries. Hard copies will also be produced, depending on demand. **GOAL:** To help prevent atrial fibrillation-related strokes, to help prevent recurrence, and improve quality of life for stroke survivors. **CONTENTS:** - The connection between atrial fibrillation and stroke. - Prevention of the occurrence and recurrence of stroke. - Lifestyle recommendations e.g. diet, exercise, smoking cessation, lowered alcohol consumption, stress reduction. - Importance of social contact, peer support, participation in valued interests. - Participation in a stroke recovery program as an important source of support and motivation. **STROKE WORLDWIDE** Stroke related to atrial fibrillation is a global illness. Availability of quality educational materials in English, French, Cantonese, Mandarin, Punjabi, Hindi and other languages is an innovative and crucial step in promoting stroke prevention and recovery on a global level. **STROKE IN BC:** Stroke is the number one cause of acquired long-term disability in adults in British Columbia. Each year, there are more than 6600 strokes from which over 2000 victims die, making stroke the third leading cause of death in the province. While the majority of stroke victims survive their attack, most remain affected by neurological disabilities over the long term. Approximately 50,000 British Columbians are living with the effects of stroke. **STROKE RECOVERY ASSOCIATION OF BC:** SRABC serves people who have had either ischemic or hemorrhagic strokes. About 80% of strokes are ischemic, with a significant number arising in patients who experience atrial fibrillation. The link between ischemic strokes and atrial fibrillation is well documented. Through its 39 regional Stroke Recovery Branches, SRABC is committed to assisting stroke survivors and their caregivers throughout British Columbia to promote their independence and improve their overall quality of life. We offer programs and services to meet the following objectives: 1. Maintain and improve mobility 2. Maintain and improve communication and memory 3. Provide an accepting environment for social interaction and recreation 4. Create opportunities for peer support 5. Support caregivers 6. Increase awareness of stroke risk and impairment after stroke In addition to these programs we also disseminate information about stroke to the general public in response to telephone, email and personal enquiries directed to our branches and our provincial office. We regularly participate in educational activities, community events, conferences, seminars and other promotional activities. We distribute educational materials in print form and through our website.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public
- Stroke survivors and their caregivers

Location

Canada, North America