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Country: **Canada**

Titel of the project: **What's that Crazy Beat? - The Truth About Atrial Fibrillation**

Project details

Don Krack

Heart and Stroke Foundation of Manitoba

Award amount: €100,000

To provide current knowledge of atrial fibrillation and treatment options to health care professionals and to the public by:
Conducting workshops about the risks associated with atrial fibrillation and its treatment, Educating the general public on atrial fibrillation by a multi-media campaign, Distributing printed and e-format information.

Details and Funding Required: Conduct acute Stroke workshops for health care professionals (\$45,000) Schedule: September 1, 2011 to April 30, 2012 Acute Stroke Workshop –to attract over 150 physicians and nurses 3 Acute Stroke Workshops to be held in rural and northern area - to attract 40 – 50 physicians and nurses at each workshop (attachment) Multi-media Advertising Campaign (\$80,000) Schedule: October 1 2011 to August 31, 2012 Television (\$40,000) Create a 30 second t.v. ad on atrial fibrillation (approx. \$10,000) New television ad broadcast on three major t.v. networks New television ad made available to other Heart and Stroke Foundations in Canada Newsprint (\$10,000) Ads on A/F in daily, bi-weekly and weekly publications Outdoor Billboards (\$17,000) Bus ads on 30 buses and on four transit shelters for a four weeks period Four outdoor billboards located throughout Manitoba (attachment) Radio (\$8,000) 30 second ads about the risks associated with A/F on four radio stations Web-site (\$5,000) Creating and placing A/F information on our web-site (www.heartandstroke.mb.ca) and other web-sites Distribution of Information on A/F to Healthcare Professionals (\$18,000) Extensive data base at Heart and Stroke Foundation of Manitoba to be used to distribute information on atrial fibrillation to health care professionals and to the public Place information on A/F in medical publications/newsletters Total Requested: \$143,000 (Canadian) €100,000 Start and completion date: Sept. 1, 2011 to August 31, 2012

Audience

Type

- Healthcare professionals
- General public

Location

Canada, North America