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Country: **China**

Titel of the project: **Atrial Fibrillation Disease Awareness Promotion Week - a joint effort by a hundred community healthcare centres.**

Project details

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人民网健康卫生频道

Award amount: €100,000

Form partnership with key media outlets, invite expert doctors to promote and distribute AF-related knowledge for a week in order to raise awareness of AF-related stroke prevention.

Event target audience: people who are over 40 years old, reached via community healthcare centres. 1. Online 'Calling for good ideas of AF-related non profitable advertisements - i.e. the selection of AF ambassador'. 2. Experts invited to sit in online chatting room with www.people.com.cn to talk about AF-related stroke prevention. 3. Hold AF-related Stroke Disease Awareness Campaign Week in communities. 4. Form partnership with China Medical Association to establish "Atrial Fibrillation Day" and organise a launch event. 5. Organise an AF-theme sub-forum under Healthcare Management Forum: (1) Pre-launch promotion in communities with set-up of local consultation points, inviting local residents to join the activities/ events. (2) Provide free health check for elderly people, to identify potential AF patients. For those ones who suffer from AF, experts/ doctors are arranged to prescribe and give advice. (3) Event promotion: further raise awareness of atrial fibrillation through promotion via posters, exhibiting panels and videos to local residents. (4) Arrange key media outlets to track and cover the event, further spreading the key messages.

Audience

Type

- AF Patients
- Healthcare professionals
- General public
- Middle-aged and elderly people in communities

Location

China, Asia