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Country: **China**

Titel of the project: **Atrial fibrillation without strokes; China Atrial Fibrillation Risk Awareness Year; The target of this project is: atrial fibrillation without strokes; Harmonise my heart; Be a Healthy Chinese**

### Project details

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Award amount: €100,000

The year of 2011 is promoted as “China Atrial Fibrillation Risk Awareness Year”. With joint efforts from the government, the wide public, professional healthcare associations, and key media outlets, a nationwide educational promotion campaign on an unprecedented scale will be established. This campaign aims to make 50% of patients with atrial fibrillation be aware of their individual risk rating, and increase the anticoagulation treatment rate by 20% among those whose risk rates are over 2. The campaign theme is: “Be a healthy elderly man; Atrial fibrillation without stroke”.

The set-up and promotion of “China Atrial Fibrillation Risk Awareness Year” will be listed as one of the key healthcare activities planned by municipal government of Beijing – “Healthy Beijingers – Stay Healthy for An Extra Ten Years”. Supporters include Chinese Medical Association, China Physician Association, Wu Jieping Foundation, China Medicine and Healthcare Development Charity Foundation, Evening News Reporter Association, and other 650 media outlets including online portal sina.com.cn.com.cn (with daily clicking number of over 60 million) who would help set up an event homepage and a database. Educational tools: 1. Based in Beijing, a series of lecture activities would be organised in cities such as Beijing, Shanghai, Qinghai, Shanxi, with a theme of “atrial fibrillation and stroke: risk and prevention”. This could be later rolled out nationally. In those key cities, select hospitals as role models of “taking care of your heart, strengthening your heart and knowing more about your heart”; In those provincial capital cities, call for personal stories/ essays with the theme of “My Beautiful Heartbeat”. An electronic magazine named “Chinese hearts beating in harmony” would be established by Beijing Evening Health Express Studio, with all related documents/ data collected stored in the database on its system. 2. Organise a reality/ talent show event with the theme of “Chinese hearts beating in harmony – You are the star”. Select good cases where people find good ways to stay healthy and keep fit, particularly do well in keeping a healthy heart. Collect those stories for publication and cartoonise their images with a “red Chinese heart”. 3. Create songs with the theme of “Oriental Rhythms, Chinese Heart”, conveying the message artistically about how wonderful the heart beating is – how it represents the power of life. People could be more reachable by this format. We also suggest, if possible, to carry this song on aircraft flying to the outer space. 4. Set up a series of specialised clinical service at community level focusing on “atrial fibrillation without strokes” to satisfy patients of various needs such as diagnosis, recovery and special care. 5. Form a partnership with

Capital Sports College to create a specific set of exercises such as walking with strides to strengthen the heart. Initiate jointly day-walking events in various cities in Beijing, Hangzhou and Qinghai. 6. Conduct a survey on patients who suffer from atrial fibrillation and stroke and their life condition/ quality<sup>7</sup>. Publish a white paper book - "Atrial Fibrillation Without Strokes: Statusquo, New Knowledge and Hope"<sup>8</sup>. Create a series of cartoon stories describing the past, present and future of the life of patients who suffer from atrial fibrillation or strokes<sup>9</sup>. Invite leading experts and opinion leaders to give lectures in Beijing and in other cities, at selected key hospitals<sup>10</sup>. Call for patient diaries recording their treatment, medication progress in trendy popular online "Jiu Gong Ge" diary<sup>11</sup>. Collect a series of clinical stories on patients suffering from atrial fibrillation<sup>12</sup>. Publish three books: "100 Q&A for your heart"; "Trust between Patient and Doctors", "Self-management cardiac rhythm"<sup>13</sup>. Guidance book (with list of experts and doctors in this field) for patients<sup>14</sup>. Guidance book on how to live a happy life despite suffering from atrial fibrillation<sup>15</sup>. Role model story on trust between patients and doctors Lectures given by the No.1 Health Education expert Hong Shaoguang on how to keep a healthy heart, by leading experts in China on how to protect your heart. Lectures given by Ma Changsheng - research expert in atrial fibrillation field in China, on how the most recent research achievements on atrial fibrillation.

## Audience

### Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public
- Government officials; physicians and doctors from cardiology sectors at hospitals; particularly doctors/ physicians at community levels; healthcare media reporter; family members of patients who suffer from atrial fibrillation

### Location

China, Asia