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Country: **China**

Titel of the project: **Prevent atrial fibrillation-related strokes - "Heart-mate Initiative"**

Project details

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健康报社

Award amount: €100,000

A disease awareness campaign, supported and jointly organised by professional medical organisations such as China Medical Association Cardiology Committee, "and key national healthcare media outlets The Health" (newspaper), Sohu.com Healthcare Channel, aims at educating the public to raise the awareness of atrial fibrillation and treatment rate.

1. Launch the "Prevent Atrial Fibrillation-related Strokes – Heartmate Initiative" in Beijing, with the plan to invite attendance of officials from Chinese government and WHO China, high-ranking leaders from China Medical Association Cardiology Committee, The Health (newspaper), Sohu.com, nationwide media, and patient representatives. 2. 100*100 Plan: Identify and select 10,000 patients suffering from atrial fibrillation and with risk of stroke in 100 municipal-level hospitals all over China, stratify them into different risk groups, and provide them with guidelines to support the disease prevention. In those selected hospitals, logos of this initiative will be shown, bill boards with related disease knowledge and media coverage will be presented, pamphlets will be distributed for free to those diagnosed high-risk patients. (The pamphlet will be discussing AF and strokes in the format of Q&A, printed in colour, produced as an easy to carry pocket booklet easy to carry with, and with of course the logo on its cover.) 3. Those high risk patients will be tracked for their health condition, with fill-ed out risk assessment forms, guidance on how to regulate the procedure of blood clots prevention, set-up of monitoring system etc. Successful prevention case studies will be collected after a period of time, and their stories of "Staying Far Away from Strokes – Good Ideas That Help" to be published as a book. 4. Invite experts and leading doctors in the cardiology field to distribute knowledge of disease prevention and treatment, to publish articles in newspapers and online. Collect high quality articles and publish them as a book: "Staying Far Away from Strokes – Good Ideas That Help" Part II.

Audience

Type

- AF Patients
- Carers of AF Patients
- General public

Location

China, Asia