

Project generated by: **Contribution 1mission-1million
an Initiative of Boehringer Ingelheim
published in <https://www.heartofstroke.com/all-applications>**

Country: **China**

Titel of the project: **Raise public awareness of atrial fibrillation related strokes, and
improve life quality**

Project details

贺中 陈

广州天河新塘医院

Award amount: €50,000

A 360-degree promotion will be conducted via media communication, academic lectures/ seminars, outdoor window display and disease awareness leaflets distribution.

1. Set up personal blog and create link with www.关注房颤.com或www.heartofstroke.com. Make good use of new media communication to spread the healthcare message, increase the public awareness of atrial fibrillation-related stroke prevention, and thus improve life quality. 2. Organise a series lectures in four key cities – Jia Musi in Hei Long Jiang province (Northeast China), Luohe in Henan province (North Central China), Wuhan in Hubei Province (Central China), and Guangzhou in Guangdong Province (Southeast China) – with the theme of “Increase public awareness of preventing atrial fibrillation-related stroke; Improve life quality” aimed at involving more doctors/physicians at grassroots community level and encourage more active participation from the general public. 3. Design and produce outdoor window display on information/ knowledge about preventing atrial fibrillation-related strokes and improve life quality. One cannot simply rely on your doctors to keep you stay healthy. One has to take care of one’s personal health to start with. 4. Produce disease awareness knowledge leaflets, detailing the link between atrial fibrillation and stroke, as well as advanced guideline of five-stage preventive measures against atrial fibrillation-related stroke. This can help fundamentally reduce the incidence of atrial fibrillation.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public

Location

China, Asia