

Project generated by: **Contribution 1mission-1million
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Country: **China**

Titel of the project: **Source 50 leading experts in this field, invite educational articles from them, collect the articles for publication, and distribute all over China**

Project details

qiping li

Award amount: €100,000

Source 50 leading experts in this field, invite educational articles from them, collect the articles for publication, and distribute all over China in order to increase the disease awareness of atrial fibrillation-related stroke

1. Sourcing, editing and publication: Source 30 to 50 leading experts in cardiovascular field all over China, invite them to write articles focusing on the theme "atrial fibrillation and stroke", to explain to the public using simple and accessible languages about the disease knowledge, their own views and opinions on it, and their clinical experience or patient stories. The sourcing and collection process would be supported by the "Big Three" key nationwide associations, i.e. Cardiology Committee, China Medical Association; Cardiology Sector, China Physician Association; and Cardiovascular Disease Committee, Gerontological Society of China (GSC). It is planned to be a 80,000-word book. Based on two books already published – "Lectures by Experts – Healthcare Advices from 60 Famous Doctors" edited by Li Qiping and published in June 2006; "Advices Towards A Healthy Long Life" edited by Li and published in May 2007 – a book on "Atrial Fibrillation Prevention – Getting to the Heart of stroke" will be edited and published. While collecting the articles from the experts, a brief paragraph of "expert statement" as well as the experts' signature would be collected at the same time to be included into the book. 2. Multi-approach-distribution: Distribute the book for free to targeted audience (mainly patients suffering from atrial fibrillation) through cardiovascular sectors at major nationwide hospitals; Make full use of the existing distributing channels to give them away to people buy healthcare books, magazines, online and offline; Create electronic version and publish it (or the digest part) online through book channels of major online portals such as xinhua.net, sina.com.cn, sohu.com etc.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- The general public
- E-book readers
- as well as 600
- 000 "Can Kao Xiao Xi" readers in Beijing

Location

China, Asia