

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: **“Take Care of Your Heart” Knowledge Quiz**

Project details

元星 刘

京华时报健康周刊

Award amount: €10,000

An online quiz on knowledge of atrial fibrillation and stroke, which contains 300 questions divided into 10 game sessions. The further one goes, the more awards one can win.

Journalist from Jinghua Times Health Weekly interview well-known opinion leaders or cardiologists in China to collate and design a quiz bank which contains 300 questions on knowledge/awareness about atrial fibrillation and stroke. Launch the knowledge quiz competition online through www.jinghua.cn – the online version of Jinghua Times – and invite public participation. For each participant who starts the game, the online quiz bank will randomly generate a set of questions (suggest three questions as a set/ per round). Those who successfully give correct answers to all these three questions will reach the second round where the same rule applies. If one gets passed to the tenth round of the game, awards start to be granted. The further one goes, the more-valued prizes they are able to win. The quiz game will be hosted on www.jinghua.cn and carried out by Jinghua Times Health Weekly. Jinghua Times Health Weekly will generate media coverage through the activity.

Audience

Type

- General public

Location

China, Asia