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Country: **China**

Titel of the project: **"Take care of your heart; Stay away from atrial fibrillation related stroke" 2010 National Disease Awareness Campaign**

Project details

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Award amount: €100,000

With 'Popular Medicine' taking the lead, the project aims at carrying out 360-degree dimension promotion in a number of key cities in China, mainly through free distribution of educational pamphlets to hospitals at all levels, set-up devoted atrial fibrillation prevention editorial column for the magazine, and working with hospitals in partnership to hold AF related health education seminars/ lectures.

'Popular Medicine' is the most early-established and most influential medical science magazine in China, boasting rich experience in patient/ public healthcare education by publishing books, articles, and organising medical science lectures/ seminars. The campaign project aims at carrying out 360-degree, full dimensional promotion in a number of key cities in China, which contains three major sub-projects: 1. Setting up a monthly column of Atrial Fibrillation and Stroke in the magazine, inviting one famous expert/ cardiologist per month to write articles distributing knowledge on AF and Stroke; 2. Sourcing and collecting all the atrial fibrillation-related articles published by 'Popular Medicine' over the past years, and editing them into a digested booklet 'A Guidance Book on Atrial Fibrillation Prevention'. The pamphlet would be distributed to hospitals around China; 3. Forming partnerships with key municipal-level hospitals in Shanghai, Beijing and Wuhan to organise theme lectures/ seminars given by key/ famous cardiologists from the hospitals/ clinics.

Audience

Type

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

Location

China, Asia