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Country: **Ecuador**

Titel of the project: **“1 Mission 1 Million” Road Show**

Project details

Vladimir Ullauri

Hospital Metropolitano

Award amount: €50,000

The objective of this project is to educate patients, health professionals and community about symptoms, signs and complications of Atrial Fibrillation. In order to achieve an early diagnosis of AF. We will do it through an educational in situ experience in cooperation with “Metropolitano Hospital”, Patients, Media and Physicians.

The objective of this project is to educate patients, health professionals and community about symptoms, signs and complications of Atrial Fibrillation, in order to achieve an early diagnosis of AF. We will do it through an educational in situ experience in cooperation with "Hospital Metropolitano", patients, media and physicians. Both patients and health professionals inside and outside of the hospital will be invited to live a high impact experience about Atrial Fibrillation. They also will have the chance to joint 1 Mission 1 Million campaign. One month before the “week of heart”, between September 26th and September 30th, we will start a public relation campaign in order to communicate the community about Atrial Fibrillation and invite patients to an educational event that will be showed in “Hospital Metropolitano”. The event will provide an interactive experience with health professionals of the hospital. Patients can participate in the image center stand, the patient education program and a playful area. Our intention is to provide an interesting, emotive and call to action experience to our audience. The patient experience will be placed in three steps. First step. Educational experience, in this area patient will receive a quick introduction to Atrial Fibrillation with images and video. Questions will be answered by a physician who is member of “Hospital Metropolitano”. At the end of the show the patient will answer five simple questions and could win a gimmick. Second Step. Image center experience; where the patients will interact with a touch screen display where they can choose from a variety of stickers, posters and educational material. Third Step. Playful area; where everyone can use puzzles, mazes or other recreational activities to enjoy while learning about AF; a nurse will support the patients to learn and have some fun. During this week we will attend health professionals too. Trough the internal communication campaign that will be developed in “Hospital Metropolitano” one month before the event. They will have the chance to participate in the scientific stand where they will have access to the last scientific information about Atrial Fibrillation, reprints, presentations, congress dates and other on line publications that will be selected for health

professionals. Education about Atrial Fibrillation is one of the most important ways that we have in order to reduce the mortality and morbidity caused by this illness. In order to have the best possible impact we must be sure to provide interesting and impacting tools for patients and physicians to develop their interest on AF all around the world. We are pretty sure that there is not a better way to do it than having a personal experience. This project now can be applied at “Hospital Metropolitano” in Ecuador; however, it has the potential to be applied in every city of our nation and even more nations motivating an important number of patients and health professionals to start actions that will help to mitigate the impact of AF around the world.

Audience

Type

- AF Patients
- Healthcare professionals
- General public

Location

Ecuador, South America