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Country: **Europe**

Titel of the project: **LIVING WITH ATRIAL FIBRILLATION: DISEASE AWARENESS VIDEO**

Project details

Atrial Fibrillation Association (AFA)

Award amount: €50,000

CREATIVE AND INFORMATIVE ATRIAL FIBRILLATION (AF) AWARENESS VIDEO DESIGNED TO ENGAGE HCP, PATIENT AND CARER AUDIENCES

THE MISSION OF THE ATRIAL FIBRILLATION ASSOCIATION (AFA) IS TO INCREASE AWARENESS AND UNDERSTANDING OF ATRIAL FIBRILLATION (AF) TO ENSURE THOSE SUFFERING FROM THE DISEASE ARE AWARE THAT THERE ARE TREATMENT OPTIONS AVAILABLE TO THEM AND THAT THEY ARE NOT ALONE. THE AFA FULFILLS THIS MISSION BY OFFERING HCPs, PATIENTS AND CARERS INFORMATION AND MATERIALS ABOUT LIVING WITH AND MANAGING THE DISEASE AND BY INCREASING THE PROFILE OF AF ON THE PUBLIC HEALTH AGENDA. IT IS IMPORTANT THAT THIS INFORMATION IS AS VARIED AS POSSIBLE TO ENGAGE A DIVERSE AND LARGE AUDIENCE. THE AFA WOULD LIKE TO APPLY FOR A 1 MISSION 1 MILLION AWARD TO DEVELOP AND PRODUCE AN AF DISEASE AWARENESS VIDEO. A SIMPLE AND CREATIVE DISEASE AWARENESS VIDEO WITH A CLEAR CALL TO ACTION WILL PROVIDE AN ALTERNATIVE SOURCE OF INFORMATION TO CONSUMERS WHO ARE CONSISTENTLY BOMBARDED WITH HEALTH INFORMATION. THE VIDEO'S CALL TO ACTION WILL BE ALIGNED WITH THE 'KNOW YOUR PULSE CAMPAIGN' (RECENTLY LAUNCHED BY THE ARRHYTHMIA ALLIANCE, OF WHICH THE AFA IS A MEMBER), ASKING CONSUMERS TO CHECK THEIR PULSE REGULARLY TO QUICKLY IDENTIFY ANY POTENTIAL ABNORMALITIES AND RAISE AWARENESS OF AF. AN EXAMPLE OF SUCH AN AWARENESS VIDEO IS THIS ONE THAT WAS DEVELOPED TO RAISE AWARENESS OF RESTLESS LEGS SYNDROME (RLS) <http://www.youtube.com/watch?v=2bBMKtRm898>. CREATIVE VIDEOS LIKE THIS HAVE THE POWER TO GO VIRAL ON SITES SUCH AS YOUTUBE, MAKING THEM ACCESSIBLE TO LARGE AUDIENCES. THIS RLS VIDEO REPORTS 361,165 VIEWINGS. THE AFA VIDEO WILL, HOWEVER, DIFFER FROM THIS BY COMMUNICATING A CLEAR CALL TO ACTION BY DEMONSTRATING THAT REGULAR PULSE CHECKING CAN DECREASE THE RISK OF SUFFERING AN AF-RELATED STROKE. THE VIDEO WILL DEMONSTRATE HOW STROKE CAN BE PREVENTED BY WALKING BACK IN TIME FROM THE MOMENT THE STROKE OCCURS TO WHEN THE PERSON COULD HAVE CHECKED THEIR PULSE AND SEEN THEIR DOCTOR. THIS FIRST STEP WILL BE TO SOURCE A PRODUCTION AGENCY AND DEVELOP A STORY FLOW AND CREATIVE BRIEF. THE AFA WILL THEN WORK CLOSELY WITH THE PRODUCTION AGENCY TO ENSURE THAT THE VIDEO MEETS THE NEEDS OF THE AF COMMUNITY. THIS PROJECT WILL FALL INTO THE €50,000 CATEGORY AND THE AWARD MONEY WILL CONTRIBUTE TOWARDS PRODUCTION EXPENSES AND AGENCY FEES.

Audience

Type

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

Location

Europe