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Country: **Europe**

Titel of the project: **World Heart Rhythm Week**

Project details

Atrial Fibrillation Association (AFA)

Award amount: €100,000

World Heart Rhythm Week (WHRW) aims to increase awareness of cardiac arrhythmias such as atrial fibrillation. The AFA would like to create tools and resources that would enable more organisations and individuals to organise and participate in activities to raise awareness of AF during this awareness week.

World Heart Rhythm Week (WHRW) is an existing annual global event organised by the Arrhythmia Alliance (A-A) in partnership with the International Cardiac Pacing and Electrophysiology Society (ICPES). A-A is a coalition of over 60 charities, patient groups and medical groups from around the world. WHRW is an optimum time to raise awareness of AF and drive people to talk to their health care providers if they may think they are at-risk. AFA would like to encourage more groups and individuals to get involved in activities to raise awareness of AF during WHRW. To ensure all the activities organised during the WHRW to raise awareness of AF are consistent and have the same message, AFA would like to create a toolkit with a wealth of resources to enable anyone wanting to organise an activity to be able to do so. The comprehensive toolkit will contain event organising guidance (featuring different ideas for events depending on individual budgets), artwork files that are print-ready for posters and leaflets to advertise events, AF information leaflets, other giveaways for patients and carers and a whole wealth of other materials. We will ensure materials are reviewed by an expert to make sure that all information provided is accurate and communicated in a responsible way. All materials will then be translated into various languages, with the help of our affiliate organisations, to ensure that the toolkit can be used in as many countries as possible. To enable us to provide maximum assistance and to also monitor the number of toolkits that are being requested, we will ask everyone requesting the toolkit to register their details. We will also provide a helpline for people that may have any questions regarding organising their event. The toolkit will also contain the AFA contact cards to enable people attending the events to contact us if they would like to organise their own events the following year. Additionally, to ensure wide spread awareness of WHRW, we would like to organise a global event that would kick-off all AF awareness and other arrhythmia awareness events around the world in June 2011. We would therefore like to allocate some budget to securing the assistance of an event coordinator to support us in organising this event. In addition, we would like this person to help us identify other organisations, societies and groups that maybe interested in organising their own event and/or attending the event. We would like to hold the event in a central European location enabling all existing coalition members from around the world and those that are interested in joining the coalition to attend. The event will also be open to the media to ensure global coverage which will help put WHRW on the map. We would also intend to set-up a Facebook group, a Twitter account, feed photos on flickr and videos on YouTube to ensure maximum exposure for the event.

Audience

Type

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

Location

Europe