

Project generated by: **Contribution 1mission-1million  
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Country: **Europe**

Titel of the project: **protect your brain think to your heart**

## Project details

### **Alessio Borrelli**

ESC

Award amount: €50,000

Our goal is to reach as much people as possible through a video that shows the real risk of atrial fibrillation. This video should be played on national network of Europeans countries. In this video it will be cleared out how a simple visit could reduce the risk of ictus

The project provides two phases. In the first step a video will be produced showing one heart in atrial fibrillation connected to one bulb light. After few seconds the video shows one thrombus moving from the heart to the brain, therefore the light gets off. Then a map of Europe will be displayed with several light, that year by year will be getting off. Then one doctor gives this simple information: most of this events can be avoided with a simple medical check; if you are suffering from atrial fibrillation visit your cardiologist, keep the light on! We believe that a single easy message through a video could reach most people easily. In the second phase this video will be submitted to European and single National Council in order to be played on the main National network. In this way we believe that at least a 10% more people suffering from AF will have visit to a cardiologist short after the video is showed.

## **Audience**

### **Type**

- AF Patients
- General public

### **Location**

Europe