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Country: **France**

Titel of the project: **MY HEART IS POUNDING**

Project details

JEAN-JACQUES MOURAD

Award amount: €10,000

On the principle of videos of the artist Myrtille Chartuss representing in 1 minute French quotations, production of a video on the sentence "My hearth is pounding" or "My heart beats wildly" sensitizing with a different and humoristic tone on atrial fibrillation and its cerebral embolic risk.

This project aims at creating a one minute viral video (with Internet as the main means of diffusion) staging the artist Myrtille Chartuss. This artist has created a series of short programmes of one minute staging differently and humorous French expressions (<http://myrtille.chartuss.online.fr>). The scenario of the video "My heart beats wildly" stages a woman of almost sixty years sat in front of a television listening to her favourite singer. Under emotion, her heart gets worked up. The notion of thrombus and cerebral embolic risk will then be presented figuratively. The end slogan will be "If your heart beats wildly" consult a doctor rather than a singer". The first target is people bearing a transitional or permanent fibrillation non detected. The scenario has been thought by Professor Jean-Jacque Mourad who has experience of medical communication wide public thanks to his role as President of the French Committee of fight against HTA. Indeed, this committee has as mission annual national sensitization campaigns on the risks of HTA (www.comiteHTA.org) The advantage of the video is that this information provider uses two universal modes (image and sound) that overcome the linguistic barrier. The quotation "My heart beats wildly" and the end slogan can be translated in many languages. Multilingual versions of the video will be produced. The concept of viral video is widely used in the advertisement domain. It promotes a wide and fast diffusion through youtube or similar sites as well as through social networks and can also be perpetrated by conventional media, allowing a communication cost reduction.

Audience

Type

- AF Patients
- General public

Location

France, Europe