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Country: **Germany**

Titel of the project: **Getting to the Heart of Stroke**

Project details

eberhard helm

BLSV Kreis Rhön-Grabfeld

Award amount: €50,000

More than one half of all strokes in Germany could be prevented purely theoretically. Enormous efforts are required at all levels of society to achieve this goal only approximately. Several sports clubs have joined forces in a network in the Rhön-Grabfeld region and made this their task.

Our project of the network of the sports clubs in the Rhön-Grabfeld region should be directed predominantly towards older citizens in all communities of our small region in the heart of Germany. More than half of our citizens are already involved in our sports clubs in any case. However, most of the older persons have lost the connection to active sport after long years at work. Their fitness is also frequently no longer so good. Instead of withdrawing further from active life, we want to encourage a real CHANGE OF LIFESTYLE. With the help of a press campaign with brochures, posters, lectures and events we want to increase awareness of the backgrounds for cardiocirculatory diseases, such as stroke and atrial fibrillation. However, remaining active in the long term is much more important ! We still were able to stimulate 9200 persons to take part in our existing series of walks in 2010. This encourages us to approach quite specifically the especially important age group of the over-65-year-olds in the coming year. The prevalence of high blood pressure and atrial fibrillation as risk factors for stroke is very high especially for these older persons. Regular movement five times per week has been known to be the wish of preventive medical practitioners for a long time. However, going for a walk is connected for many older persons with the stigma of "idleness" and must be taken out of this "false" drawer. We must succeed in bringing this type of movement at least into the vicinity of sport and health - movement must be "in". And this is actually a task of society as a whole, which initially overtaxes the possibilities of a sports club. We are planning as heart of our project a walk round every village however small, which practically invites for movement every day ! For this purpose we require local knowledge to really find out the most attractive walk. Vantage and rest points as well as monuments should also form part of the walk. Restaurants should also participate in some way, since good and above all moderate food and drink also contribute to a healthy life to a considerable extent. The village walks start according to this approach exactly where the people live, namely at the front door. A permanently installed plan assures orientation. Printed plans with further information about a healthy life and possibilities for records in a diary extend the possibilities, so that everyone - also family doctor or husband or wife - can be informed about and pleased with improvements in health. Such a health region would also be attractive for vacationers. There could even be an evaluation. With measurable successes (e.g. body weight, blood values, etc.), our campaign could even have pilot character for other regions. The time schedule provides for recording the suitable approximately one hundred village walks at first on the internet platform www.gpsies.de. Plans for the information part of the brochure are running in parallel. The basic form of the "diary" already exists from an earlier project. To introduce our prevention project, a four-day relay race from the 2nd to 5th June 2011 over 470 kilometers from Bad Königshofen to Berlin finishing at the Ministry of Health is planned as impetus campaign. We look forward to our task and hope for support.

Audience

Type

- AF Patients
- Carers of AF Patients
- All older persons who can contribute something to health by more movement

Location

Germany, Europe