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Country: **India**

Titel of the project: **Educate Children - "We care for our Elders"**

## Project details

### **Shrinik Ajmera**

Health Impetus

Award amount: €50,000

With one-third of the population below the age of 18 and the prevalence of a strong Joint Family system, India provides a unique opportunity of educating sensitive young members of the family to play an active role in becoming caregivers and guardians of elders who may suffer from AF.

**Background** The probability of aged (over 65 years) individuals developing Atrial Fibrillation (AF) and hence Stroke Prevention in Atrial Fibrillation (SPAF) is high. People belonging to this age group are normally retired from their active life. In India, there exist joint families where the members stay together and are interdependent. The older members share a stronger bond with their grand children and spend more time with them as compared to their own children. These younger members (probably in their early teens) of the family apart from being emotionally attached are more caring and sensitive to the thought of sufferings of their beloved ones. With approximately one-third of the Indian population being below the age of 18 years, we want to start a movement to educate and sensitize these young members of the family to play an active role in becoming the care givers of elders suffering from a disease. **Idea** We intend to contact various schools and educational institutions to enable us to reach out to the younger population and educating them about the various aspects of a suffering called "Stroke" which can happen because of AF and how deeply can it impact the lives of their beloved ones. The messages communicated would be targeted around risk factors/co-morbidities that can lead to AF, Signs and Symptoms of AF and most importantly the need to visit the doctor immediately if anyone in the family is suffering the same. The mode of communication that would be used will vary from lectures, videos, games etc to ensure interest and participation in addition to communicating the right messages. This would be accompanied by take home pamphlets, CDs etc for the elder members of the family to read and discuss. We would also during the interaction share with them a helpline no. which can be called on for any further information related to AF and SPAF. In addition to this, we intend to celebrate "We care for our elders' day". This will be an opportunity for the youngsters to take a step towards caring for the health of their elder members. We, on this day, would organize health check up camp (Blood Pressure, Sugar Levels, ECG etc) under a practicing physician. This would help in informing and involving the children about the current health status of their parents/grand parents and sensitizing them towards the need of maintaining good health. We hope to make a behavioural change in the society where the younger members can act as a driving force to ensure more health of their elder members by being more informed especially in the disease area of AF and SPAF.

## **Audience**

### **Type**

- General public
- Caregivers of elder people

### **Location**

India, Asia