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Country: **Italy**

Titel of the project: **Awareness campaign on stroke caused by AF in Italy**

## Project details

### **Gianfranco Gensini**

Advisory Board Ictus/Fibrillazione

Award amount: €100,000

Stroke caused by AF is avoidable if a person knows what the problem is and follows a proper therapy. The Advisory Board for Stroke/Atrial Fibrillation has decided to undertake an "awareness" campaign through the setting up of a toll-free number and a Facebook page dedicated to the problem. The campaign will have the collaboration of the Italian Federation of Cardiology.

The "awareness" campaign that the Advisory Board for Stroke/Atrial Fibrillation has decided to undertake, can be offered through the Italian Federation of Cardiology, to all patients who need a holter monitor, patients who have been diagnosed with AF and have a pacemaker or a diagnosis of heart failure. The campaign will be promoted on a widespread basis at hospitals and cardiology clinics of the Italian Federation of Cardiology that represents SIC and ANMCO. The campaign will be achieved by means of: - the activation of a toll-free number - the activation of a Facebook page using material presented in Stockholm by the BI - the management by an accredited unit of an Italian university

## **Audience**

### **Type**

- AF Patients

### **Location**

Italy, Europe