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Country: **Italy**

Titel of the project: **"Come with us listen to your heart beat!"**

Project details

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Award amount: €100,000

REGIONAL CARDIOLOGY I.C.P. Milan is one of the parties proposing an INTEGRATED NETWORK between general medicine doctors, cardiologists, nurses and hospitals in handling Atrial Fibrillation. Youngsters will be an active part of the network producing a SHORT FILM with the aim of raising awareness amongst the general public, to be released through the web-media-community.

The application of a CARE MODEL is consolidated and based on the pertinence therapeutic diagnostician, on the standards of care and on the capacity of checking and verifying together with the adherence to treatment and the follow-up with INVOLVEMENT OF AND INSTRUCTION TO THE PATIENT. The need to work with the concept of INTEGRATED NETWORK is universally recognised. Each year, across the globe, strokes caused by atrial fibrillation affect around three million people, or one person every 12 seconds. Despite this, many people don't know what atrial fibrillation is and are unaware of the risks of cerebral stroke associated with the condition. The Network of 22 GROUP PRACTICES AND 29 CARDIOLOGISTS of the Milan Institute of Specialisation Clinics is proposing an INTEGRATED NETWORK PILOT PROJECT for managing patients affected by atrial fibrillation conducted in the vast catchment area of the City of Milan and its outskirts, some 1,610,000 inhabitants, to be realised with the help of @health. Some of the most prominent members of the network are the cardiologist of the region teamed with the nursing staff, the general medicine doctor and the hospital with the ACTIVE INVOLVEMENT OF THE PUBLIC with the aim of creating an EFFECTIVE AND EFFICIENT INTEGRATED NETWORK. To achieve this, at the same time as the initialisation of the integrated network pilot project, a short film is going to be produced, in which young students will recreate the human heartbeat through music and dance (slow, quick, rhythmic and arrhythmic). They will invite people to listen to their own heartbeat and to consult their doctor. In particular the short film will encourage youngsters to RAISE AWARENESS IN THEIR FAMILIES about the prevention and cure for atrial fibrillation. The short film will be produced as a collaboration between the CENTRE OF EXPERIMENTAL CINEMATOGRAPHY OF MILAN and the CARDIOLOGISTS OF THE REGION and will be presented to begin with at EDUCATIONAL EVENTS aimed at the population of Milan. An INFORMATIVE BOOKLET on atrial fibrillation and the risk of stroke associated with it will be distributed at these events containing instructions for arranging an electrocardiograph at the local group practice. Procedures will also begin for a PUBLIC SERVICE ANNOUNCEMENT CAMPAIGN to be realised at web.media-community (web, cinemas, Radio TV...) using the "Short film" with the Backing of the Ministry of Health, the Lombardy Region Health Board, the University of Milan, the European Cardiology Society and the National Association of Non-Hospital Associated Cardiologists. The Short film will also be produced in English and made available to the European Society of Cardiology for distribution.

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public
- youngsters as network members

Location

Italy, Europe