

Project generated by: **Contribution 1mission-1million  
an Initiative of Boehringer Ingelheim  
published in <https://www.heartofstroke.com/all-applications>**

Country: **Italy**

Titel of the project: **Grandpa running on batteries**

## Project details

### **Lidia Rota**

ALT - Associazione per la Lotta alla Trombosi e alle malattie cardiovascolari - Onlus

Award amount: €100,000

Many patients have atrial fibrillation and they do not know that they have it; often they are grandparents; children can listen to the heartbeat of their grandfather by counting the pulse rate. Stroke may also be avoided through a simple action such as pulse rate measurement made by a child.

Implementation of the project: 2011: Territory: Italy - Lombardy: pilot phase; the next step is an extension at the national level; Objective: to raise awareness that a stroke can be prevented and that unrecognized atrial fibrillation is one of the most frequent causes. Rationale: Stroke is the best way to die, if it is final: a person dies in an instant, no pain, no suffering and desperation of the person affected and people who love him/her. But in two out of three cases, stroke does not kill: it becomes devastating for those who survive it and those who live with them. Those who have experienced this, know this well. Too bad: because a stroke can be prevented, very often, especially when it is the result of a disturbance of the heart rhythm, called atrial fibrillation. A fibrillating heart moves in a disorderly way, the blood pools and coagulates, forming small blood clots that travel to the arteries of the brain, they block them, and prevent the oxygen flow and nutrients to the cells, thus killing them. It is as if the switches of a huge electrical control panel are turned off: the light goes away, the function of the control panel is lost, and the room is left in the dark. Sometimes there is no going back. Forever. Atrial fibrillation becomes more likely with advancing age. But those who have it, do not always know they have it. Just because we do not listen to the rhythm of our heart, because we do not know that we are able to do so. It would be enough if we could realize that we can do it, everyone: even children, who can protect the health of their grandparents by learning to listen to the rhythm of their hearts. Grandparents have a vital role in the family of today: often parents rely on their help so that it is possible to raise the grandchildren. Children who can save them. Aim of the project: To increase in children the awareness of the importance of the heart rhythm, inviting them to learn how to measure the pulse rate of the grandpa/grandma and to motivate the grandparents to take care of their own health by listening to the heart, not smoking, increasing the level of physical activity, and controlling the quality and quantity of food. Participants in the project: Students from 10 to 12 years, Gymnastics and biology teachers, The media, Advertising space agencies. Expenses: For the design and creation of educational material. 10,000 Printing and distribution: 25,000 Creation of commercials of the initiative: 25,000 Management and coordination of the project (communication agency): 20,000 Public launch and press conferences: 20,000 Advertising spaces will be requested to agencies at no cost A review of the effectiveness of the project: evaluation questionnaire to be distributed in schools, reminders during the protected-hours of TV broadcasts with a request for a response to assess the awareness of children; the production of an educational commercial on the prevention of stroke. Beneficiaries of the project: patients with atrial fibrillation, the public, families.

## **Audience**

### **Type**

- AF Patients
- General public
- Teachers

### **Location**

Italy, Europe