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Country: **Italy**

Titel of the project: **OVIDIUS (Olona Valley Information Diffusion and Initiatives on  
Unselected Subjects)**

## Project details

### **Augusto Zaninelli**

University of Florence

Award amount: €100,000

Project for spreading information in the general adult population living in the Municipalities of Valle Olona in the Province of Varese in Northern Italy on what atrial fibrillation is and how to detect its appearance.

An illustrated, pocket-sized 6-page leaflet has been designed. The contents must explain with several clear images what atrial fibrillation is, why it is dangerous and how to detect it. On the last page, which is detachable with Velcro, is a checklist that a person can fill out, checking the reported signs and symptoms that are assigned points. If the total score exceeds a pre-established threshold, it is recommended to contact a trusted physician, because the patient could have or already have experienced atrial fibrillation. The brochure was the brainchild of Physicians and Communication Experts and distributed in agreement with the Administration of the Municipalities of the Municipalities of Valle Olona, a region in the Province of Varese, in Northern Italy, with around 100,000 residents in 15 Municipalities. The distribution of the brochure is associated with the municipalities' newspapers and distribution points located in the Municipalities, Parishes, Recreation Centres, Markets, Post Offices, Social Security Offices, Trade Unions, Shopping Centres, Hospitals, Clinics, Centres for the Elderly, Outpatient Centres of the Local Health Centre and in Offices of General Practitioners. This Region has been chosen because in the past it was used for spreading information on the prevention of cerebral stroke and on the importance of early identification of the symptoms of the acute phase and, then, the distributive network is already tested and functioning, thanks to a joint Consortium of Mayors of the Municipalities of the Valley. The project will include the involvement in the initial phase of all the actors involved, both in the health area and in the distribution area. Indeed, a field training course is planned for General Practitioners, who will probably be interested first in the responses in the brochure's checklist, and the physicians in the ER, who will be involved in the potential transfers to Urgent Care, always for the same motive. A meeting with Mayors, Pharmacists, Pastors and other similar figures of the territory was then estimated in order to better inform them on the contents of the brochure and the potential implications. The schedule of the project is as follows: June 2011 conception of the brochure, training course for Physicians and meeting with Distributors; July 2011 creation and delivery of around 70,000 brochures to the distribution points; September 2011 distribution of the brochures; October - December 2011 verification of results. The effectiveness of the action is measurable in the number of admissions for fever symptoms to atrial fibrillation for the period of October - December 2011, compared with the same period in the previous year.

## **Audience**

### **Type**

- Healthcare professionals
- General public

### **Location**

Italy, Europe