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Country: **Italy**

Titel of the project: **Stroke: protect your brain, keep your heart at bay**

Project details

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Award amount: €100,000

Objective: to increase knowledge on danger of stroke associated with AF Target: stroke patients, caregivers, specialists, family doctors, population, media Messages: o AF increases stroke severity, as well as the risk of stroke and its recurrence o Consult your neurologist, stick with the correct treatment Method: public health campaign

Creativity • Target: all • Activities: dedicated cartoons will accompany the campaign to promote the best understanding of the messages Posters: • Target: all • Activities: display of posters distributed in the main pharmacies of around 50 towns throughout Italy • Contents: o Images from the cartoon illustrating key messages o Actions to prevent and cure AF potential cerebrovascular complications Website • Target: all • Activities and contents: set up of the website which will include: the cartoon, key messages on how to prevent and to diagnose AF, what to do and not to do in case of AF, the importance of adhering to treatment, dedicated Mail box and selected links Newsletters • Target: family doctors; they will be updated on the campaign through periodic newsletters • Activities: dispatch of the newsletter to the more than 60.000 Italian family doctors • Contents: o Short updates from EBM on the stroke-AF relationship o The Initiatives foreseen in the sphere of the campaign o Guidelines to better inform patients on how to prevent, early diagnose AF, and how motorize the effectiveness of treatments Journalist award • Target: journalists • Objectives: to promote the publication of as many articles and radio/tv programs as possible, and the most accurate information to the public • Activities: o Set up of a competition between Italian journalists; 3 awards will be given to the best article or series of articles, in the judgment of a jury made of stroke experts and journalists recognized as authoritative in the field of health and social journalism o Sponsorship will be request from the Association of Journalists, the Press Federation and the Italian Medical Press Association Press office • Activities: o Press meeting for the launch of the campaign and for presentation of the Journalist Award o Distribution of press releases o National and local press offices (referring to the 50 towns involved): press agencies, newspapers, periodicals, radios, TVs and online newspapers with participation from health and social newsrooms Web meetings • Objective: to encourage training and information of trainees and young neurologists and cardiologists • Contents: cerebral stroke and vascular dementia with reference to AF • Activities: o Organization of two web meetings, the first one in Rome on October 29 , 2011, in the occasion of the World Stroke Day; the second in Milan on December 2011 in the occasion of presentation of the Journalism Award o Web lessons will be held by three experts o Participants: trainees and young neurologists and cardiologists in other Italian Universities and/or Public Hospitals o At the end of the lessons participants may debate the arguments by asking questions either to the experts or to the tutor present in the classroom

Audience

Type

- AF Patients
- Healthcare professionals
- Carers of AF Patients
- General public
- Media

Location

Italy, Europe