

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: **TREATING ATRIAL FIBRILLATION TO PREVENT A STROKE**

Project details

rodolfo grella

Award amount: €50,000

Our project involves the implementation of an awareness campaign aimed at the population, medical and paramedical staff, through the dissemination of information on printed materials and an advertising campaign through the media, the setting up of days where medical experts will meet the public for mass screenings and appropriate and practical advice.

The incidence of AF increases with age and, after 55 years, in each subsequent decade of life, its incidence doubles. Epidemiological data show that over 50% of strokes are associated with AF and that they mainly affect patients aged over 75 years. The project: Our awareness and prevention campaign will include: - a large-scale production and distribution of flyers/leaflets entitled: "Treating Atrial Fibrillation to Prevent a Stroke" with the aim to provide simple and useful information, particularly to the public, voluntary associations, the Italian Red Cross and family doctors of the Molise, Campania, Lazio and Abruzzo regions; the setting up of days dedicated to information and prevention, entitled: "Treating Atrial Fibrillation to Prevent a Stroke." In particular, there are six free open days planned for the public, organized as already done by our Institute for the prevention campaign pertaining only to Stroke, at busy centers such as the shopping malls of the Molise, Campania, Lazio and Abruzzo regions, considered nowadays as large catchment areas. During the aforementioned days, groups of physicians with expertise in Cardiac and Cerebrovascular Diseases, in collaboration with a group of specialized nurses, will offer their expertise and knowledge to anyone interested in these issues. The group of medical and paramedical specialists will be available for short/medium duration interviews during which more detailed and useful information on lifestyles will be provided if requested, and/or what to do in case should these issues occur. In addition, people will be subjected to self-assessment questionnaires for the relative and absolute risk of AF and stroke, and on the basis of the degree of risk (low, medium, high) they will be directed towards further diagnostic and appropriate therapeutic treatments. Finally, an Electrocardiogram (ECG) will be performed if required, as well as the measurement of blood sugar and pressure. Not only that, the experts will also explain how blood pressure is measured and how to listen to the pulse rate in order to allow laypersons to recognize a non-rhythmic beat and to suggest, in such circumstances, what needs to be done. - The setting up of a Final day, characterized, during its first part, by a Conference entitled: "Atrial Fibrillation and Stroke: treating Atrial Fibrillation to prevent a Stroke," at our Institute as the final event of the awareness campaign described above and, in the second part, specialist visits will be performed free of charge at our clinics. During the above-mentioned visits, interested persons will also undergo an electrocardiogram, blood pressure measurement and, if deemed necessary by the medical practitioner, they will undergo a Trans-thoracic echocardiogram. - The implementation of an advertising campaign using local radio stations, local television networks, national/local newspapers and websites (website: www.neuromed.it and www.facebook.it) in order to disseminate information regarding AF and Stroke and to publicize the Days dedicated to prevention and awareness.

Audience

Type

- AF Patients
- Healthcare professionals

Location

Italy, Europe