

Project generated by: **Contribution 1mission-1million  
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Country: **Italy**

Titel of the project: **You've got heart mail!**

## Project details

### **Anna Maria ERCULES**

ERCULES Comunicazioni

Award amount: €100,000

200,000 booklets on AF will be produced and mailed to cardiologists of Italy, Germany, Spain and Russia for their patients. With scientific accuracy, "fun" cartoons, simple mother tongue text and information-design technique, these booklets aim to raise awareness on AF as a stroke risk factor amongst patients and their families.

As a publishing company devoted to patient medical education since 1993, we aim to reach patients and the general public through friendly tools (printed booklets and on-line interactive software) developed with the information design technique, using cartoons and scientifically precise but easy-to-read text. The nature of our editorial 'mission', paired with the stroke prevention aims of "1 mission 1 million", inspired the development of a booklet exploring the relationship between atrial fibrillation and stroke (What is AF? - Diagnosis - Symptoms - Stroke risk - Treatment - Healthy lifestyles). The booklets will be distributed to cardiologists of four countries (Italy, Germany, Spain and Russia) for their patients. In this digital age, "You've got heart mail!" chooses to take a step back to printed products in order to be able to reach all audiences, keeping in mind the different levels of access to advanced communication technologies (internet, video, etc.) of the countries and age groups involved. We will print and mail a total of 200,000 booklets. A first supply of booklets will be sent, in each local language, to cardiologists/cardiology wards of each country. The mailing method guarantees a capillary distribution able to reach patients in all areas of the countries involved. Each cardiologist/cardiology ward will have the chance to request a second supply of booklets yielding, at the same time, an indication of interest in the project and data for the evaluation of the project's success. The request for other copies will come through a form attached to each bundle of booklets, including a short questionnaire on patient assessment/comprehension (of the booklet's content) to be filled out by the doctor/nurse and sent back to us along with the request form. The total number of copies to be distributed in the second round will vary depending on the number of re-orders, but the total print run of 200,000 copies covers for over 50% of potential same quantity second orders. In addition to the printed booklet, we will develop an on-line interactive software, having the same contents of the printed booklet, which will be available on the web in English, Italian, German, Spanish and Russian. After viewing the software, patients and general public will have a chance to access a comprehension self-assessment questionnaire. The steps of the project: 1. Creation of the booklet (text, anatomical and situational images) and development of a same content interactive software. 2. Translation in local languages. 3. Scientific validation by specialists/scientific societies. 4. Printing of a total of 200,000 copies of booklets. 5. Mailing of a first supply of booklets in each local language, to cardiologists/cardiology wards of each country. 6. On-line release of the interactive software. 7. Mailing of a second supply of booklets to those who request it. 8. Collection and analysis of data from second orders, questionnaires and on-line software contacts. We expect the booklet to have 16 full-color pages, saddle-stitched, 16,8 x 24 cm format with a health record page for patient's self-monitoring.

## **Audience**

### **Type**

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

### **Location**

Italy, Europe