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Country: **Malaysia**

Titel of the project: **Awareness Campaign on AF by PTA (Parent Teacher Association)**

Project details

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Award amount: €50,000

The project is aim on creating awareness campaign on AF to parents. The platform is combining the campaign together with annual general meeting (AGM) event conducted every year by PTA in Malaysia. This AGM can be a good platform to promote awareness on AF because it matches the target group.

In each school in Malaysia, there is one body called Parent Teacher Association (PTA). This responsibility of the body among others is conducting discussion between parents and school to discuss issues related to education. PTA will have yearly annual general meeting (AGM) where all parents will attended. In Malaysia there are about 9 thousand schools which mean there are about 9 thousand PTAs. Each year, PTA AGM is conducted and is attended by parents. It is not easy to gather parents in one single event. Therefore it is a good place or platform where awareness campaign on atrial fibrillation (AF) can be conducted where the campaign meet the right target group. Awareness campaign can be in form of distribution of pamphlet, posters presentation, slide video or talk. Short seminar can also be conducted depending on availability of place and time. PTA committee can be a secretariat for this AF awareness event.

Audience

Type

- General public

Location

Malaysia, Asia