

Project generated by: **Contribution 1mission-1million**
an Initiative of Boehringer Ingelheim
published in <https://www.heartofstroke.com/all-applications>

Country: **Mexico**

Titel of the project: **THERE IS NO WOULD HAVE... LET'S CHANGE OUR FUTURE NOW.**

Project details

Carlos Alberto Solís Olivares

Award amount: €100,000

If you are over 40 years of age and have cardiovascular risk factors, you may have atrial fibrillation and suffer from cerebrovascular disease in the future. A timely check-up can ward off physical disabilities and socio-economic problems in the future; Make an appointment today!

Objective: to raise public awareness on the repercussions of atrial fibrillation through television commercials, using the following sequence of images: 1- Scene, in a humble home, an exhausted 65-year old housewife struggles to help her 70-year old husband, who suffers from the after-effects of a cerebral infectious embolism and cannot move about on his own. She gently grooms him saying; "Take your heart medicine now" as a teardrop forms in his eyes and he manages to stammer "Thanks". Yet to himself her husband is recalling, with bitterness, past times when life smiled on his family. 2- Scene from 15 years prior, when her overweight husband had a sedentary lifestyle while eating and smoking excessively. He complained of irregular palpitations and agitation when walking. His wife has, with difficulty, talked him into having a medical check-up. After the physical examination and an analysis of the lab and X-ray results, the doctor diagnoses arterial hypertension and type-1 diabetes. Furthermore, there is notable growth of his heart in the X-ray of the thorax and a very irregular heartbeat, and he is referred to a cardiologist. One week later and after an evaluation with an electrocardiogram and an echocardiogram, the cardiologist informs his patient that his heart has been weakened and that he has an arrhythmia called atrial fibrillation. He prescribes treatment with an anticoagulant, as well as treatment for diabetes, high blood pressure and his arrhythmia. The patient pleasantly bids farewell to the doctor, and since his symptoms have decreased with the treatment prescribed by the doctor, he decides not to see the specialist anymore and continues with his unhealthy lifestyle, over the protests of his wife. 3- Scene back at this family's home, with a still background image of the woman tending to her sick husband and a cardiologist explaining to the TV audience that it is necessary to have a cardiovascular check-up every year as of the age of 40 in order to detect cardiovascular risk factors and promptly treat arrhythmias such as atrial fibrillation. With the proper treatment, this will prevent devastating situations such as that suffered by this family. Local and national artists with a media presence will be hired.

Audience

Type

- General public

Location

Mexico, North America