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Country: **Peru**

Titel of the project: **RED ALERT TO STROKE**

Project details

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CERM SERVICIOS CARDIOLÓGICOS

Award amount: €10,000

You hear heartbeats and the question DO YOU KNOW WHAT THIS IS? Then you hear the sounds of auricular fibrillation, and the same question. DO YOU KNOW THAT 1 OUT OF EVERY 4 PERSONS OLDER THAN 40 YEARS OF AGE DEVELOP FIBRILLATION AND IF YOU HAVE FIBRILLATION YOU HAVE A CHANCE 5 TIMES GREATER OF HAVING A STROKE

IT IS A PREVENTION MESSAGE FOR THE PUBLIC, AND IT CAN BE TRANSMITTED VIA RADIO, TV, OR SENT VIA INTERNET, ETC. THE GOAL IS FOR A PERSON TO HEAR THE NOISE MADE BY A NORMAL HEART AND TO ASK THEM: DO YOU KNOW WHAT THIS IS? AND THE ANSWER THIS IS THE NOISE MADE BY A HEALTHY HEART. THEN YOU HEAR THE SOUNDS OF A FIBRILLATION AND YOU ASK AGAIN: DO YOU KNOW WHAT THIS IS? THESE ARE THE SOUNDS OF A HEART WITH ARRHYTHMIA. DID YOU KNOW THAT THE MOST COMMON ARRHYTHMIA IN AN ADULT PERSON IS AURICULAR FIBRILLATION AND FIBRILLATION AFFECTS ONE OF EVERY 4 ADULT SUBJECTS, DO YOU KNOW IF YOU HAVE AURICULAR FIBRILLATION? PERSONS WITH FIBRILLATION HAVE A 5-TIMES GREATER CHANCE OF SUFFERING A STROKE (AND THEN YOU INCLUDE SAMPLE FIGURES FOR PERSONS WITH ISCHEMIC STROKE) TALK TO YOUR DOCTOR AND PROTECT YOURSELF FROM STROKE

Audience

Type

- General public

Location

Peru, South America