



## Project details

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## Awareness campaign in Saudi Arabia (Saudi Arabia AF Challenge)

**yara alfahad**

Award amount: €50,000

Saudi Arabia's Preventing Stroke By controlling AF Campaign will have a story. A story of hope, opportunity and success, we need to tell this story. A commitment to advancing the message of AF challenge will take time and patience, however the story will be told and success will happen.

We have found that our attempt to provide a concrete marketing platform could only led us to this conclusion; (if this is to succeed), it must be extremely flexible. With intensive media and collateral opportunities at our access. We believe that we will be able to utilize our experience as a team in conducting a successful, cost-effective program. That's include creating a website that would have every Q&A for AF patients, as well as physicians, and also anyone who is interested. Grasping the

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## Audience

### Type

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

### Location

Saudi Arabia, Asia