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Country: **Saudi Arabia**

Titel of the project **Awareness campaign in Saudi Arabia (Saudi Arabia AF Challenge)**

## Project details

### **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 public's attention through stalls at malls and institutes. Providing giveaway gifts that support the cause of AF, such as bracelets and pens and carry on bags with brochures, moreover: providing them with CD visuals to that they can understand and learn more through simply videos that explain AF in more detail. It is important that the authorities are aware of the campaign so that they can be a part of it as well, and our aim is not only to reach the community as a whole but also the authorities because A year-round marketing campaign certainly assists in recruitment, name recognition, fund-raising, constituency relations and so on . . . but making a the authorities aware is what changes the lives of people for eternity.

## **Audience**

### **Type**

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

### **Location**

Saudi Arabia, Asia