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Country: **South Africa**

Titel of the project **PACE - Preventing 6000 AF related strokes a year - South Africa**

Project details

Franciska Rossouw

PACE (Prevent Arrhythmic Cardiac Events)

Award amount: €50,000

PACE an arrhythmia patient support group will launch a campaign to educate AF patients on their stroke risk and the need for proper treatment. We'll partner with Wellscreen to do stroke risk assessments in pharmacies. Patients will get a report explaining the patient's stroke risk and need for proper antithrombotics.

PACE (Prevent Arrhythmic Cardiac Events) is a cardiac arrhythmia patient support group. We plan to launch a nationwide campaign to educate AF patients on their stroke risk, the need for proper treatment and importance of treatment compliance. We'll partner with Wellscreen, a company that currently does general cardiac risk assessments in retail pharmacies. Wellscreen will adapt their assessment to include a stroke risk assessments for patients diagnosed with Atrial Fibrillation. Patients will be given a report explaining their stroke risk, as well as explaining the current recommendations regarding treatment with anticoagulants. The aim of the campaign is to prevent 6000 strokes in South Africa per year. Around 48000 patients suffer from strokes yearly in South Africa. We know that around 20% of strokes are AF related (9600 strokes) and that proper treatment can prevent up to 65% of strokes (6240 strokes can be prevented) . It is believed that as many as half of the patients diagnosed with AF in South Africa are currently not treated with antithrombotics. AF patients have a fivefold increase risk of stroke. Proper treatment could prevent as many as 65% of strokes. By educating patients of their risk and by making sure that they are aware of the benefits of adequate treatment we hope to prevent at least 6000 strokes per year. Wellscreen currently does around 1000 cardiovascular risk assessments per month in about 400 pharmacies countrywide. They are contracted in to some of the major funders in South Africa. Funders currently send patients for risk assessments to do the Wellscreen assessments. Patients get loyalty points to do the checks and the funders get detailed reports on the cardiovascular risk profile of their members' compared to the other funders. PACE has worked with funders in the past and will contact them to communicate with their AF patients to go and do the Wellscreen AF stroke risk assessment. The cost of the test is €9 per patient. To make sure patients go for the assessment PACE wants to fund the half of the cost of the test for 8000 patients. Wellscreen will enrol all screened patients into the PACE patient support group for further patient support and education. PACE will embark on a public relations campaign using key cardiologists on the radio, TV and in various other avenues to advertise the campaign as well as to educate patients on Atrial Fibrillation and the risks associated with it. PACE is a very active support group that has in the past focussed more on general arrhythmias and has successfully launched campaigns to educate patients of cardiac arrhythmias and how to diagnose them. Some examples of successful campaigns include the "Know your Pulse" day launched at the 2010 Soccer World Cup where we got a stadium with 80 000 supporters to all take their pulse at the same time. PACE realises that AF is the most prevalent arrhythmia and have dedicated 2011 to educating patients about AF and in the process prevent 4000 strokes.

Audience

Type

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

Location

South Africa, Africa