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Country: **Spain**

Titel of the project: **HOW DOES YOUR HEART BEAT?**

Project details

Arancha Ortiz

Award amount: €100,000

The objective of the project is to raise awareness of atrial fibrillation as another heart pathology among the general population and to also raise awareness of how it can be detected.

Within the framework of Heart Week, an activity which has taken place for the last 26 years, with the aim of spreading awareness of cardiovascular disease among the population, the Spanish Heart Foundation [La Fundación Española del Corazón] wants to increase the knowledge people have of different heart problems by informing them about Atrial Fibrillation. During Heart Week a series of medical checks are carried out which measure cardiovascular risk (body mass index, cholesterol, blood pressure) of those patients who are tested, and we want to expand this series of checks through the following two actions: 1) Expanding this series of checks by carrying out ECGs on those people whose potential cardiovascular risk rating is high. The results of the ECG will be evaluated and analysed by a cardiologist. 2) Providing information on atrial fibrillation not only to those people who may have heart disease, but to the general population so that it can serve as a means of prevention. For example, through the simple act of teaching people how to take their pulse, they will be able to detect their heart rate and, if this rate is not as it should be, they can go and see a specialist. Heart Week 2011 will take place in seven cities and it is anticipated that 48,000 people will participate.

Audience

Type

- General public

Location

Spain, Europe