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Country: **Spain**

Titel of the project: **WHAT DO YOU HAVE IN YOUR HEAD?": INTERACTIVE
POPULATION EDUCATIONAL CAMPAIGN**

Project details

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Fundació Ictus/ Malaltia Vascular

Award amount: €100,000

Produce a travelling, interactive and teaching exhibition to tell the population about strokes and the importance of Atrial Fibrillation as one of its causes. It will include a medical space specifically focused on Atrial Fibrillation where examinations will be made and information will be provided.

This is a project organised in 8 cities with a total of 13,000 visitors. The understanding obtained is evaluated during and after the exhibition by means of an electronic survey. Furthermore, a voluntary answer is requested 6 months after the questionnaire to evaluate if the acquired understanding has been maintained. It's an exhibition where the visitor interacts with different situations to learn about the key aspects of the disease, how to respond when it arises, and how to prevent it. During the visit, interactive games are organised, which allow for developing sufficient understanding. At all times the visitor is guided by specially chosen and trained guides whom facilitate their participation in the games and answer their questions. The average visit time is 15-18 minutes, so this is more a qualitative than a quantitative exhibition, whose main objective is understanding and retaining messages. The exhibition is mounted on a transportable box which is easily assembled (3 hours), which allows for setting it up on the street and at downtown places in cities to reach a good range of visitors. The exhibition is divided into different spaces to highlight the key aspects of the disease. •One space highlights the importance of the brain, having the visitor identify with an activity in daily life and see which part of the brain is used to perform it. •A second space where, through newspaper headlines, information is provided about the incidence of stroke among the population. •A third space where the visitor has to perform three actions, which allow for the detection of a stroke and prompt intervention. Each action is done in front of a mirror/computer, which photographs the person and prints a chart which enables the person to know how to act when a stroke happens. •A fourth space where the consequences are highlighted of the disability caused by a stroke by showing a video on the case of two patients. •Finally, there is a particular space for prevention where a nursing professional receives the visitor and measures their blood pressure, weight, size (Body Mass Index), and abdominal perimeter, while asking the visitor about vascular risk factors (diabetes, dyslipidemia, smoking, and sedentary lifestyle). For this new project, some improvements will be included: •Detection of people with atrial fibrillation, whom will be given simple examinations (EKG and/or VScan). •Information for visitors on the importance of atrial fibrillation in the incidence of strokes, which will be supplied in paper form in the actual exhibition by the professional in charge of performing the examinations. •Increase the response rate by including personnel specifically focused on requesting survey answers and obtaining consent for the 6 month evaluation. The Fundación Ictus (Stroke Foundation), the exhibit's organizer, will assign the funds from this prize to financing the exhibit's presentation in 4 big cities in our country. Video on the exhibit <http://www.youtube.com/user/ictusmitjans#p/u/0/NSmrJb7Ciz4>

Audience

Type

- General public

Location

Spain, Europe