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Country: **Spain**

Titel of the project: **With you against stroke**

Project details

Asociación de Anticoagulados de Aragón ASANAR

Award amount: €50,000

Through the campaign ASANAR, a series of activities will be developed, in which the goal is to make the population aware of the importance of acquiring healthy life habits and preventing possible heart disorders by offering information and professional attention in the "Camp Against Stroke" and through the use of new technologies.

The wide program of activities will be focused on increasing awareness of atrial fibrillation, what it is, what are the risk factors that trigger it and how it can be detected, through direct public activities ("Camp Against Stroke" and conference) and using new technologies as a means of dissemination. For the development of "Camp Against Stroke", ASANAR will place two tents in public areas of the city of Zaragoza, on dates that ensure a wide influx of people (Pilar Festival Week):

INFORMATION TENT The goal is to raise awareness about cardiovascular risks in a fun and informative way, and the importance of having healthy life habits, stressing nutrition, doing physical exercise, the dangers of smoking, and the importance of controlling cholesterol, diabetes and arterial hypertension. The activity will consist of talks every 45 minutes carried out by specialized professionals, in which they will highlight guidelines and recommendations to prevent heart diseases. At the same time, the talks will be transmitted live on external screens.

FIELD HOSPITAL: The goals of the activity are as follows: -To inform about the importance of controlling cardiovascular risk factors. -The possibility of detecting new cases of cardiovascular disorders. -To assist new cases at the beginning of their detection. Using material and human resources from the preventive services team of the Spanish Red Cross, the association will offer a screening service about the risk factors and the possible detection of disorders. During the day, a previously trained team of volunteers will give information to the public and help carry out the test that assesses the participants' cardiovascular risks. In the event that a cardiovascular risk is detected, participants will be invited to enter the camp's medical centre, where the team of professionals will carry out an interview of the patient and timely tests (measuring blood pressure, blood glucose levels, cholesterol, BMI, and ECG).

CONFERENCE A team of professionals (cardiologist, neurologist and psychologist) will give a conference about stroke, the factors that trigger it, how to prevent it, and what consequences it can have on both the patient and their relatives.

NEW TECHNOLOGIES With the use of new technologies, dissemination will be carried out among a very diverse public, including the young. Within this plan, an interactive and informative website will be set in motion, an infographic video about stroke will be prepared with the objective of creating a viral effect via internet, and communication channels will be created in different social networks, where a live follow-up of the activities will be carried out.

Audience

Type

- General public

Location

Spain, Europe