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Country: **Taiwan**

Titel of the project: **Multi-medium movie intervention in the community elderly with atrial fibrillation**

## Project details

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Award amount: €100,000

Delay for seeking acute stroke treatment and low r-tpa treatment rate are common in Taiwan. With the in-depth interviewing result of community elderly, community education via interactive multi-medium movie about stroke knowledge will be introduced. Then, follow-up interviewing will be used to verify the improvement and persistency of their knowledge.

Cerebrovascular disease is the third most common cause of death in Taiwan. For acute ischemic stroke, patients can receive thrombolytic therapy when they can seek help within 3 hours after symptom onset. However, less than 3% of acute stroke patients had received thrombolytic treatment in Taiwan, the percentage of thrombolytic therapy was much lower than that in America. Most of them failed to receive thrombolytic therapy due to delay in seeking help. The most common excuse for the delay was the inadequate knowledge toward stroke symptoms and their therapy. Community education had been introduced in western countries to improve the knowledge of stroke. We would like to focus on the community elderly with atrial fibrillation in Taiwan, to investigate their knowledge of stroke and their belief in stroke treatment. First, we will introduce focus groups and in-depth interview to investigate the knowledge of stroke in community elderly with atrial fibrillation. Then, interactive multi-medium movies based on the result of our survey will be produced with different versions. Different groups of our elderly will be invited to review selected version of the movies. Finally, second interviewing will be introduced to evaluate the improved of their stroke knowledge and the persistency of the knowledge with different version of movie. We would like to develop a most suitable intervention education programs in stroke education. Aims: 1. To investigate the knowledge of community elderly with atrial fibrillation in stroke symptoms 2. To develop the most appropriate education program and education strategy in atrial fibrillation stroke prevention. 3. To focus on the high risk elderly with atrial fibrillation in the community, and evaluate the efficacy of different version of stroke education interactive multi-medium movies.

Methods: 1. We will arrange the focus groups and in-depth interview in the community elderly with atrial fibrillation, to reveal the status of knowledge toward stroke, their truth problems and needs in stroke education program. 2. We will have a consultant group to develop the most appropriate education policy, and to conduct the production of interactive multi-medium movies in the community stroke education program. 3. Participants in the community stroke education program will be randomization to different groups and receive selected version of interactive multi-medium education programs. 4. Further interviewing will be conducted immediately, one month and three months after movie, to verify the improvement of their knowledge and the persistency of the knowledge with different version of interactive multi-medium education.

## **Audience**

### **Type**

- AF Patients
- General public
- community elderly with atrial fibrillation

### **Location**

Taiwan, Asia