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Country: **Turkey**

Titel of the project: **Listen to your Heart, Stop Stroke**

Project details

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Award amount: €50,000

It is a public awareness campaign by Turkish Society of Cardiology to emphasize the relationship between irregular heart rhythm and stroke. The catch-phrase of the campaign is "Listen to your Heart, Stop Stroke" and the concept is based on the illustration of heart rhythm by music.

The radio will be used as the only media for this public awareness campaign since the concept is based on the change of sounds from irregular rhythm of the heart to a regular rhythm. Local well known rhythmic melodies will be used as the radio spots. The campaign is easy to adopt to different cultures by using different kinds of music (i.e. classical music, classical Turkish music, western pop music, Turkish pop music, rap music). This public awareness campaign will simultaneously start with a primary care arrhythmia training project on internet (separate project in 1M1M). The public campaign will increase the awareness of irregular rhythm and stroke relationship and make the individuals with arrhythmia refer to primary care physicians. The primary care health system will fully operate at the beginning of 2011 in all over the country and every citizen will have a family physician. The public campaign will also encourage primary care physicians to check individuals for AF with risks such as age, diabetes, hypertension and obesity. Primary care arrhythmia training project on internet will aim to improve the basic ECG and arrhythmia evaluation skills of family physicians and facilitate them with proper knowledge to diagnose AF.

Audience

Type

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

Location

Turkey , Asia