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Country: **Turkey**

Titel of the project: **Mind The Beat, Stop Stroke**

### Project details

#### **Berna Özbatur**

Advertising

Award amount: €100,000

It is a public awareness campaign by Turkish Cardiology Society to emphasize the relationship between irregular rhythm of the heart and stroke. The catch-phrase of the campaign is "mind the beat to stop stroke". TV, radio, billboards, internet, printed media, pharmacies and local media will be used in the campaign.

This public awareness campaign will start simultaneous 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 in their own region with social security. The public campaign will also influence primary care physicians to check individuals for AF with risks such as diabetes, hypertension, obesity and age. Primary care arrhythmia training project on internet will aim to teach the basic ECG and arrhythmia evaluation skills to family physicians and make them diagnose AF.

## **Audience**

### **Type**

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

### **Location**

Turkey , Asia