

Project generated by: **Contribution 1mission-1million**
an Initiative of Boehringer Ingelheim
published in <https://www.heartofstroke.com/all-applications>

Country: **Turkey**

Titel of the project: **Your Rhythm, Your Life**

Project details

Murat Ersanlı

Award amount: €100,000

It is a public awareness campaign by Turkish Society of Cardiology to emphasize the relationship between irregular rhythm of the heart and stroke. The catch-phrase of the campaign is "Your Rhythm, Your Life". The key visual is referencing to the commonly used personal music devices such as i-pod.

TV, billboards, internet, printed media, pharmacies and local media will be used in this public campaign. 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