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Country: **Venezuela**

Titel of the project: **Protect your brain, love your heart**

Project details

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Award amount: €100,000

To create a network of cardiovascular prevention multipliers in the City of Caracas initially via a series of ongoing activities which permit education and to establish awareness of the prevention in a way which can promote individual and collective actions to ensure a healthier life.

What will we do?- Ongoing publicity campaign with different targets.- Creation of an individual image which can become fixed in the minds of the public in a strong, constant manner.- A search will be made for initial strategic allies to achieve its execution.- We will design striking messages which promote reflection and prevention.- We will insist on the importance of educating people of all ages. How will we do it?- By means of positive and negative testimonials, with a media plan which covers publicity on the streets, radio, television, and in cinemas, as well as on social networks (Twitter, Blog, Youtube, and Facebook).- Short messages which reach the public via the voices of artists, sports personalities, and well-loved and respected public figures.- Messages from victims of AF who were unaware of how to avoid a stroke, emphasizing their lives before (active people) and after (confined to a bed or chair with no motor skills).- Via 0800 LIBREDEICTUS (FREEFROMSTROKE), with the aim of guiding and informing the people.

Audience

Type

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

Location

Venezuela, South America