1 Mission 1 Million – Getting to the Heart of Stroke

What is 1 Mission 1 Million – Getting to the Heart of Stroke?

• **1 Mission 1 Million** is a global* disease awareness initiative that will provide €1 million for projects, to be selected by public vote, which fulfil the overall mission of helping prevent as many as 1 million atrial fibrillation (AF)-related strokes.

• The public can now vote on 184 1 Mission 1 Million project submissions entered by individuals, patient and professional groups and healthcare centres across 36 countries. Each submission proposes an approach to increase awareness of AF-related stroke within the community whether through research, screening programmes or the creation of patient groups and websites.

• The public can make a difference in the lives of people with AF by visiting www.heartofstroke.com and voting for their favourite projects until 22nd June 2011.

• To learn more about AF and the risk of stroke, people can visit www.heartofstroke.com and download a free brochure.

Why is the initiative needed?

• One in four people aged 40 years or older develop AF,¹ making it the most common sustained heart rhythm abnormality.²

• As many as three million people have an AF-related stroke every year, equivalent to one person every 12 seconds.³⁴⁵

• People with AF are five times more likely to suffer a stroke than people without AF and AF-related strokes tend to be more severe and disabling than non AF-related strokes.⁴⁶⁷

• The SPEAK about AF Survey (Stroke Prevention Education, Awareness and Knowledge), the largest and most extensive survey ever conducted in people diagnosed with AF and the physicians who treat the condition, revealed that more education is needed about the link between AF and stroke.⁸

Who is supporting the initiative?

• **1 Mission 1 Million** is supported by leading health experts and more than 40 independent organisations in AF from around the globe. Global patient group supporters include:

  • Atrial Fibrillation Association

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*Boehringer Ingelheim is running the campaign internationally, with the exception of the US and UK. Boehringer Ingelheim in the US is running a campaign specifically for US residents that aims to raise awareness of atrial fibrillation and stroke risk called AFib™ (www.facingafib.com).
Actress Jane Seymour, whose mother was diagnosed with AF and later suffered from a stroke, has pledged her support to 1 Mission 1 Million and is the global campaign ambassador.

“Atrial Fibrillation is a serious condition affecting millions of people worldwide. My mother was diagnosed with AF and later suffered from a stroke, so the condition is close to my heart. It is important for everyone to understand their risk and to recognise that a large percentage of AF strokes are preventable with good management. Through 1 Mission 1 Million the public can actively prevent AF-related strokes by doing something as simple as voting online.”

Actress, Jane Seymour

The initiative is sponsored by the pharmaceutical company, Boehringer Ingelheim.

How does the initiative work?

- As of 22 March 2011 the public is invited to vote for their favourite projects on www.heartofstroke.com.
- Each project proposes an approach to increase awareness of AF-related stroke within the community whether through research, screening programmes or the creation of patient groups and websites.
- All projects have been reviewed by an Expert Panel from around the world whose members are leaders in the field of AF.
- Voting will close on 22 June 2011 and the projects with the most votes will be awarded funding.
- The Expert Panel members will also select seven ‘Expert Picks’ – projects that are deemed to be deserving of special recognition.
There are a total of 32 awards available, ranging from €10,000 to €100,000, totalling €1 million. Submissions have been received from 36 countries.

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References