

The AF Turnaround campaign supports change to prevent AF-related stroke

AF Turnaround provides tools and information to help people with AF have conversations with their doctor about living with AF and therapies to prevent AF-related stroke



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about AF?
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About AF and its potential complications

AF is the most common arrhythmia (heart rhythm disorder) in the UK and can increase the risk of stroke. It occurs when the upper chambers of the heart beat irregularly. It means your heart is not pumping blood around your body as well as it should be and blood can pool which may cause a blood clot to form in your heart. There is a risk this blood clot could travel to the brain and block an artery causing a stroke.¹

Anticoagulation, to prevent blood clotting, can reduce the risk of stroke and your doctor should assess your risk factors and discuss if this is a possible therapy option.¹

Key Question Checklist:

1. Does my diagnosis of AF mean that I am at risk of AF-related stroke and how high is my risk?
2. Do I need medication to reduce my risk of an AF-related stroke, what are the options and the differences between them?
3. Have I been told that I should have an annual review to discuss my anticoagulation therapy?
4. Are there any regular tests that I need while taking anticoagulation therapy and how often are these required? (e.g. blood tests, kidney function tests)

The AF Turnaround Campaign has been initiated and funded by an Alliance between Bristol-Myers Squibb Pharmaceuticals Ltd and Pfizer Ltd (the BMS-Pfizer Alliance), working in partnership with the AF Association, Anticoagulation UK, and Arrhythmia Alliance. A Steering Committee of expert healthcare professionals have been involved in its development. As part of the funding for the campaign, the BMS-Pfizer Alliance has paid participants for their time and expenses related to the campaign

1. AFA. Why you need protection against AF-related stroke if you have atrial fibrillation. Available at: <http://www.heartrhythmalliance.org/files/afa/For%20Patients/150318%20Why%20you%20need%20protection%20from%20AF%20stroke%20-%20FINAL.pdf>. Last accessed: March 2018