



Justus-Warren Heart Disease & Stroke Prevention Task Force

“Our mission is to prevent premature deaths and disabilities due to heart disease and stroke in North Carolina.”

—NC Heart Disease and Stroke Prevention Task Force



**The Carolinas Center
for Medical Excellence**

Heart Disease and Stroke Prevention

2013 Media Campaigns

January 15, 2014

2013 Heart Campaign

2013 Heart Campaign

- New TV PSA: heart disease awareness
- Print materials
- Earned media: op-eds on cholesterol control, high blood pressure
- Outreach events



Learn & Live.

Heart disease is the **#1 killer** of women in the United States. While chest pain is the most common symptom of a heart attack in both men and women, more women have less clear-cut symptoms.

If you experience any of these symptoms, **DIAL 911:**

- Chest pain
- Back, neck, arm, or jaw pain
- Sweating
- Fatigue and dizziness

Start With Your Heart
North Carolina Heart Disease & Stroke Prevention Program
StartWithYourHeart.com

Go Red
American Heart Association

Go Red For Women
American Heart Association

Learn & Live. Signs of a heart attack are everywhere!

If you experience any of these symptoms, **DIAL 911:**

- Chest, jaw, back pain
- Fatigue and dizziness
- Nausea and vomiting
- Shortness of breath

Start With Your Heart www.StartWithYourHeart.com

Protect yourself & your loved ones. Learn the signs of a heart attack.

www.StartWithYourHeart.com

Be Heart Healthy

Some **HEART ATTACK** signs are more common in women than men.

- Chest, jaw, back pain
- Nausea and vomiting
- Fatigue and dizziness
- Shortness of breath

If you experience signs of a heart attack, **CALL 911.**

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2013 Heart Campaign

TV PSA

- High-risk target audience: African-American women ages 35+, incomes < \$40,000
- Media placement: statewide cable, network stations during February 2013
- Pre- and post-campaign surveys of target audience conducted

2013 Heart Campaign

TV PSA – Post-Survey Results

Preventive Measure	Change
• <u>A</u> spirin therapy	+9%
• <u>B</u> lood pressure control, exercise	+13%
• <u>C</u> holesterol control	+11%
• <u>S</u> moking cessation	+10%

2013 Heart Campaign

Post-Survey Results (cont'd)

Awareness	Change
• Sweating (as symptom)	+9%

Prevention Activities	Change
• None	-5%

2013 Heart Campaign

Print Materials

- ABCS consumer-focused flyers
- Blood pressure index cards
- ‘Go Red for Women’ promotional posters and stickers
- SWYH magnets

ABCS
of Cardiovascular Disease Prevention

A = Aspirin Therapy
Ask your doctor about taking aspirin once a day. Aspirin can help prevent heart attacks and stroke.

B = Blood Pressure Control
Have your blood pressure checked regularly, and ask your doctor what your blood pressure numbers mean for you.

C = Cholesterol Control
Get your cholesterol checked, and if your numbers are high, talk to your doctor about lowering your cholesterol.

S = Smoking
If you smoke, talk with your doctor about quitting.

S = Sodium
If you have high blood pressure, lowering the salt in the diet can help.

Stroke Happens.
Knowing the signs could save someone you love.

WALKING—Is your balance off?
TALKING—Is your speech slurred or face droopy?

FEELING—Is your headache severe?
SEEING—Do things look blurred?

Stroke Is an Emergency. CALL 911!

Your Blood Pressure Is Saying Something!

Below 120/80 is Normal

High blood pressure puts you at risk for stroke.

- Know your blood pressure number.
- Have your blood pressure checked.
- Follow your doctor's advice.
- Take your blood pressure pills.
- Use less salt.
- Eat fewer foods with cream, butter, or other fats.
- Do not smoke.
- Be more active.
- Lose extra weight.
- Drink less alcohol.

Name: _____

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Go Red for Women
American Heart Association
Learn and Live

GoRedForWomen.org

2013 Heart Campaign

Earned Media

- High Blood Pressure Op-Eds: statewide papers
- Cholesterol Op-Ed: statewide papers
- Press Release: American Heart Month
- Published Articles: Quality Partners Online (8,000+ readership)

2013 Stroke Campaign

Stroke Campaign

- New TV PSA: stroke awareness and seeking immediate medical help
 - Media planning, buying, and placement
 - Print ads: newspapers
 - Out of home advertising (billboards)
- Earned media: press release, email marketing, infographic, and web banners
 - Google Ads
 - Community outreach events

2013 Stroke Campaign

TV PSA

- High-risk target audience: North Carolinians age 40+ with incomes below \$40,000
- Focus groups tested three concepts that focused on signs, symptoms of stroke and importance of seeking immediate medical help
- “I’m Fine” ran throughout NC during May
- Telephone survey of target audience showed increases in awareness levels and behavior changes

2013 Stroke Campaign


TV PSA – Post-Survey Results

Preventive Measure	Change
• Following a healthy diet	+15%
• Taking prescribed medication	+5%
• Exercising	+3%
• Sodium reduction	+2%
• Maintaining good cholesterol	+2%
• Advertising recall	+18%

2013 Stroke Campaign

Print Ads

- Target audience: North Carolinians age 40+, incomes < \$40,000
- Target markets: Asheville, Charlotte, Raleigh, Greenville, Winston-Salem, Wilmington
- Ran in both larger area and local minority newspapers in May




**When a stroke strikes,
every second counts!**


Call 911 immediately
if you or a loved one
experience signs of a stroke:

- Severe headache
- Trouble walking, talking,
or seeing
- Numbness

StartWithYourHeart.com/stroke



StartWithYourHeart.com/stroke



2013 Stroke Campaign

Billboards

- Targeted eastern counties with highest record of stroke deaths: Beaufort, Bertie, Edgecombe, Lenoir, Martin, Pamlico, and Washington
- Ran for 12 weeks beginning in May
- Total weekly impressions: 235,973



2013 Stroke Campaign

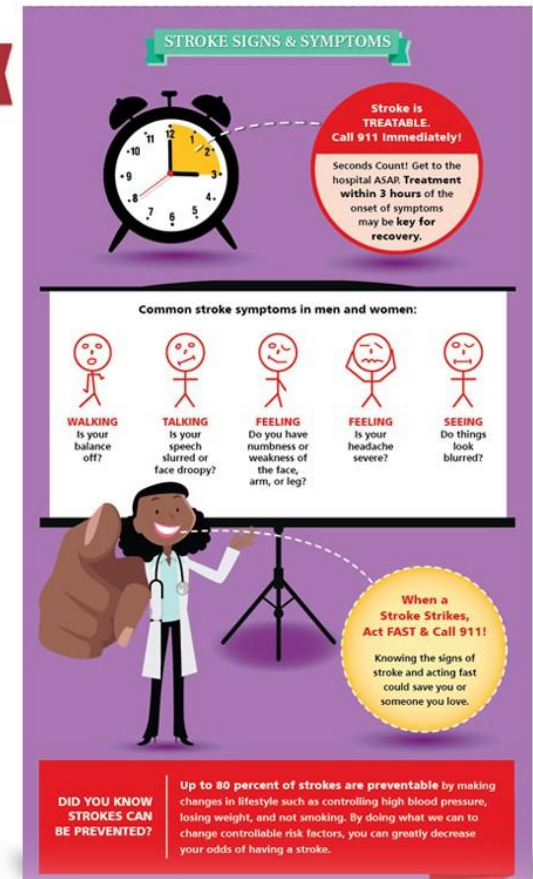
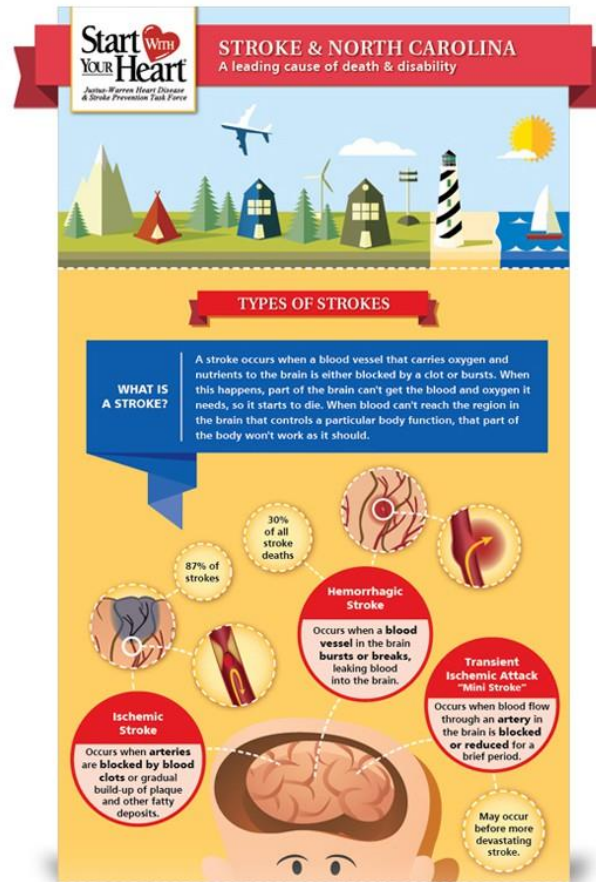
Radio PSAs

- Target audience: African Americans age 40+, incomes < \$40,000
- Ran on most popular stations listed to by target audience
- Media placement: Clear Channel – Asheville, Greenville, Greensboro/Winston-Salem, Raleigh/Durham, and Wilmington

2013 Stroke Campaign

Earned Media

- Press Release: American Stroke Month
- Stroke Infographic
- Web Banners
- Email Marketing: promoted banners and infographic



2013 Stroke Campaign

Web Banners & Google Ads

- Banners promoted via SWYH website, email list of 8,000+ subscribers, and on CCME's Social Media pages
- Banners brought 115 visitors to SWYH website in May
- Google Ads: 24 created and placed to run during May
- Ads were clicked on 3,085 times (avg. 100 clicks per day)
- Total visitors to SWYH website: 2,894 (91% new visitors)

2013 Stroke Campaign

Community Outreach

- Pitt County Senior Expo
 - Booth – distributed ABCS flyers, giveaways
 - Booth visitors surveyed – of the 200 visitors, nearly all recalled seeing the “I’m Fine” TV spot and could identify the signs and symptoms of stroke
- Hypertension Awareness Day
 - Story ran in CCME e-newsletter (8,000+ readership)

2013 Heart & Stroke Campaign Highlights

2013 Heart & Stroke Campaigns

- Significant increases in statewide awareness and preventive measures taken
- Compared to previous year, 15% increase in average time spent on SWYH website by visitors
- Heart TV PSA recognized with several awards, both for TV advertising and health care advertising
- NC Stroke Infographic selected as one of the “best of the best” by Infographic Journal, a national infographic company and blog

2013 Awards

Heart TV PSA:

- Platinum Hermes Award
- Gold Aster Award
- Gold MarCom Award
- Merit Healthcare Advertising Awards

Heart Campaign:

- Gold MarCom Award

NC Stroke Infographic:

- Silver Web Health Award
- Silver Wallie Award

Thank you!