

The Agency + American Heart Association

STEMI Public Awareness

Campaign Review

January 26, 2011

Mission Lifeline Objectives

- Educate public on how to recognize the symptoms of a heart attack and when to call 911
- Marketing Objective
 - to build awareness for, and educate on, symptom recognition and use of 911
- Geography
 - 11 Counties in Austin region, Texas

Education Committee Research Sources

- Center for Disease Control: Evidence based public awareness campaigns and recommendations for campaign development
- Texas Department of State Health Services Epidemiology Department: Heart Attack Facts (demographics, prevalence, hospital D/C data, risk factors, recognition of heart attack symptoms, who does/doesn't call 911 if heart attack suspected) for the 11 County Austin region
- The Agency + market research: patients/callers, gender, marital status, family situation, employment status, socio-economic factors, fast food consumers, population subsets, etc.
- National Association of Aging: Elder Caregiving Report (changing family dynamics and structure)

Target Audience Research Findings From 11 County Austin Region

- All age groups and demographic groups had difficulty identifying all the symptoms of heart attack and knowing when to call 911
- Subset of people who are least likely to recognize heart attack symptoms:
 - males 65+, African Americans, Hispanics
 - ages 18-29, Hispanics
- Subset of people who are least likely to call 911
 - males 18-29, African Americans
- Subset of people who are least likely to go to the hospital
 - females 45+, African Americans
- Least likely to do 'other'
 - males 18-29, Age 65+, White, Hispanics

Identified Target Audience

- All adults (18 +)
- Skew toward African Americans & Hispanics

Creative

- Key Facts

- Public does not recognize symptoms of a heart attack
- Are not aware of related risks
- And therefore do not immediately call 911

- Call to action

- If you or someone you care for is experiencing heart attack symptoms, act now (by activating the Emergency Medical System) by calling 911

Focus Group Conducted August 31, 2011

- Diverse age and Ethnicity
- Conclusions from focus group:
 - Concept must have music, beat, catchy jingle, humor and/or animation
 - Creative message must be simple, clear, to the point message
 - Carry a call-to-action
 - Creative must be adaptable and transferable to all media, including Broadcast, Outdoor, Print, Collateral, Digital/Web, Video, Audio

Creative Concept

- Appeals to our broad target audience
- Creates a cross community appeal
- Utilizes hip, modern, popular visual style
- Offers versatility
- Adaptable to all media
- Offers a huge opportunity and potential
- Offers a long term vision
- Contains campaign costs

Overall Execution

- Viral music video campaign
- Competition among local Texas artists
- 2 -3 minute song
- Symptoms → experience → care
- All part of a single song
- Applicable in a variety of media; digital, print, outdoor, radio, collateral
- Grow into a successful viral campaign
- Within a very affordable cost

Next - Campaign Creation Phase I

- Refine messaging – If you care, call/ Heart 911
- Create visual impact and mass awareness
- Produce music video(s) of the winning song(s)
- Produce :10, :15, :30, even :60 clips, ‘hip’ music hook
- Post dedicated website/s, YouTube Channel, FaceBook Page, etc. and build viral campaign
- Collaborate with producer(s) and record label(s), media, etc., further push video(s)
- Direct target audience to digital media via static media

Phase 1- Cost Estimate

- Best case= \$ 23K
- Worst case= \$27K

- Phase 2- Awareness and Education

- Phase 3- Advocate