

# MISSION: Lifeline™




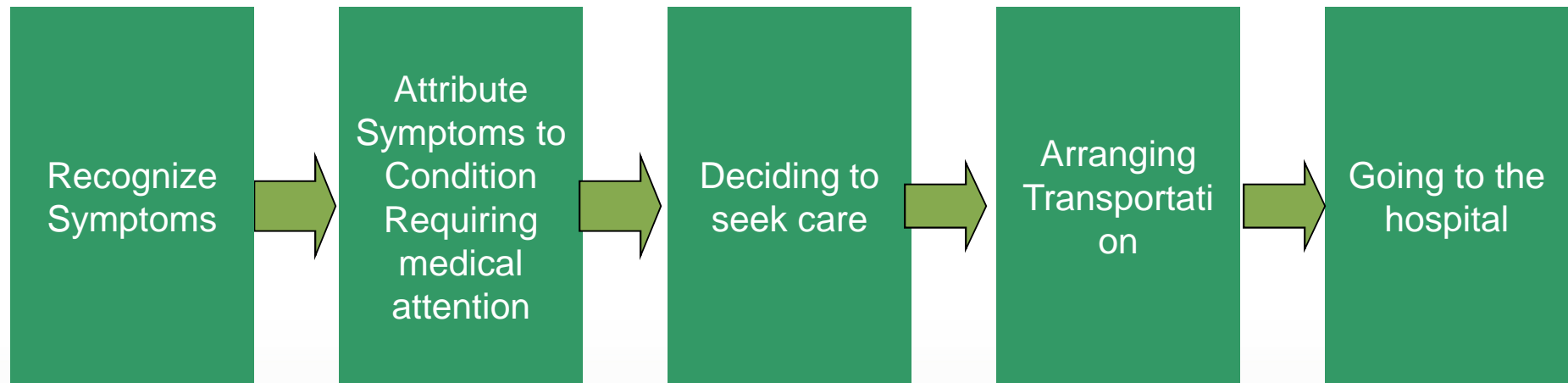
CAPITAL AREA TRAUMA  
REGIONAL ADVISORY COUNCIL

## Update on Public Awareness Campaign

Prepared by the Education Subgroup October 2010

## PUBLIC EDUCATION

 The longest phase of the delay in the chain of MI survival is related to the public's failure to respond quickly and appropriately.



Source: Riesenber, M.S. *Innovative Strategies for Planning and Evaluating Community- Wide Campaigns.*  
Conference call AHA –South Central Affiliate, Dec. 16<sup>th</sup>, 2009

## MISSION STATEMENT

- ➔ Facilitate educational outreach to improve recognition and response to cardiac events
- ➔ Recognize there are 2 distinct arenas that must be served: Professional and Public

## 2010 Campaign Strategic Planning Process Accomplishments

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- ➔ Conducted research review to determine effectiveness past public awareness campaigns
- ➔ Analyzed TSA O data and identified target audience

**Dr. Weihua Li, MD, MPH, MS, Epidemiologist:** analyzed data collected from the Texas Behavioral Risk Factor Surveillance (BRFSS) Survey from 2005, 2006, 2007, and 2008.

- ➔ Tested and now refining concepts, messages, and materials: Jayshree Vakil and volunteers creating a PSA based on Dr. Li data

## Overall STEMI Initiative marketing campaign

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- ➔ **Adults 18 + but skewed toward:**
  - 18- 20 year olds ( had the lowest rate of symptom recognition)
  - Females (who run the homes)
  - African American and Hispanics (less likely to call 911)

## However, media target for awareness campaign:

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### ➔ Two age groups

45 + : reaches higher risk population

18-24 : least likely to call 9-1-1

both skewed toward African Americans and Hispanics

Overall - Goal is to buy exposure that has wide spread

Most media buys will spread to 18 - 45 age group

## Public Service Announcement

- ➔ Focus group accomplished with 12 volunteers from most age groups and ethnic backgrounds we were wanting in attendance on Aug 31<sup>st</sup>
- ➔ Jayshree presented several ads using different types of media
  - 3 cartoons
  - Interviews with real life heart attack survivors
  - Heart attack symptoms portrayed by cartoon characters

## Focus Group Feedback

- ➔ Music and humor can be very effective if delivered properly
- ➔ Cartoon scenarios more relatable, have more life, more energy
- ➔ Dramatic “trumped up” messages did not prove to be very effective.
- ➔ The younger people did not respond to fear however they do relate the information to a loved one which is exactly what we want.

## Next Steps for 2010: PSA

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- ➔ Complete campaign strategy by December
- ➔ Refine messaging to fit creative, catchy campaign
- ➔ Explore funding avenues for production
- ➔ Begin in person visits to media sources to pitch campaign
- ➔ Target launch: Summer 2011

## Next Steps 2010: Public Presentations

- ➔ Prioritize TSA O counties that we need focus on first
- ➔ Collaborate with AHA Cultural Health Initiatives
- ➔ Core message being developed by Education Subgroup
- ➔ Continue to recruit champions and speakers

## 2011 Public Education Subgroup Goals

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- ➔ Complete and launch PSA on signs and symptoms of heart attack and importance of calling 9-1-1
- ➔ Recruit minimum of 3 regional volunteer champions who would be available for public educational opportunities
- ➔ Begin public presentations in group and health fair settings in months following PSA

# Next Education Subgroup Meeting

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**NOVEMBER 21, 2010**  
**9:30 to 11:30**



# QUESTIONS?