

American Heart Association® | American Stroke Association®

*Learn and Live*SM



American Heart Association | American Stroke Association

Learn and Live.

American Stroke Association

Health Promotion and Community Outreach

Julie Grabarkewitz

Agenda



American Heart Association | American Stroke Association

Learn and Live..

- **What is the Ad Council?**
- **American Stroke Association issue overview**
 - Problem
 - Solution
- **Campaign success and results**



Ad Council



American Heart Association | American Stroke Association

Learn and Live.

- **Founded in 1942 as the War Advertising Council to rally funds and moral support**
- **Mission: To identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society**

Ad Council

- Campaigns we all remember
 - Loose Lips Sink Ships

- Smokey the Bear



- Friend Don't Let Friends Drive Drunk



American Heart Association | American Stroke Association

Learn and Live..



Key Drivers of Donated Media



American Heart Association | American Stroke Association

Learn and Live.

- **Credibility and familiarity with the PSA sponsor organization**
- **Importance of issue**
- **Local relevance**
- **Quality and freshness of creative**
- **Timing**
- **Media outlet's social issue focus, programming target**
- **Ability to demonstrate results**
- **Available spot lengths, ad sizes, formats**

The Situation

Stroke Can Strike at Any Time



American Heart Association | American Stroke Association

Learn and Live.

- **Every 45 seconds someone suffers a new or recurrent stroke**
 - **700,000 new or recurrent strokes annually**
- **Stroke strikes people of all ages**
 - **28% are under 65**
 - **The majority are over 75**
- **4.6 million survivors live with varying disabilities**
- **A stroke victim dies every 3 minutes**
 - **157,804 in 2003**
- **The estimated cost of stroke in America is \$58 billion annually**
- **88% of strokes are blocks, 9% are bleeds**



American Heart Association | American Stroke Association

Learn and Live.

The Problem

People Are Afraid of Strokes

- **People are afraid of strokes and therefore don't take action as quickly as possible**
 - **Psychologically, Stroke is an extremely frightening disease for both victims and bystanders**
 - **People would rather die than suffer the effects of a stroke**



American Heart Association | American Stroke Association

Learn and Live.

The Problem

People Don't Understand the Speed With Which They Must Respond

- They have no perception that Stroke is an emergency as well as a disease
 - Stroke victims must get to the hospital to receive treatments that can greatly reduce disability caused from the most common type of stroke



American Heart Association | American Stroke Association

Learn and Live.

The Problem

People Don't Respond Because They Are Unable To

- **Because stroke affects the brain, victims often cannot call for emergency medical help themselves**
 - **People over 75 are most likely to suffer a stroke but least likely to recognize the warning signs**



American Heart Association | American Stroke Association

Learn and Live.

The Problem

People Don't Respond Because They Don't Recognize the Symptoms

- **People do not understand what is physically happening to them when they are having a stroke**
- **68% of Americans cannot name the most commonly known warning signs of Stroke**



American Heart Association | American Stroke Association

Learn and Live.

The Solution

Highlight the Benefits of Early Treatment

- **Reduce the devastation of stroke by educating the public regarding the tremendous benefits of early emergency treatment for stroke at the first sign of symptoms**



American Heart Association | American Stroke Association

Learn and Live.

The Solution

Reach Out to Those Who Need to Know

- **All adults, both bystanders and potential victims**



American Heart Association | American Stroke Association

Learn and Live.

The Solution *Tell Them What They Need to Know*

- **Until the stroke can be stopped, a stroke victim loses brain tissue minute by minute, and the damage is permanent**



American Heart Association | American Stroke Association

Learn and Live.

The Solution

Focus on Facts That Capture Their Attention

- Research has shown that consumers were completely captivated, shocked and motivated to action by the idea that their brain could be dying minute-by-minute during a stroke

Time Lost is Brain Lost



American Heart Association | American Stroke Association

Learn and Live.

The Solution ***Call to Action***

- **Call 911 immediately if you or anyone else experiences the warning signs of stroke**
- **If you don't know the warning signs, learn them by contacting the American Stroke Association at 1-888-4-STROKE or www.StrokeAssociation.org**



American Heart Association | American Stroke Association

Learn and Live.

Measurement of Success

- **Success of this campaign will be measured by:**
 - **Short-term:**
 - ◆ **Donated media support**
 - ◆ **Shifts in awareness of campaign message as measured by the tracking study**



American Heart Association | American Stroke Association

Learn and Live.

Measurement of Success

- **Success of this campaign will be measured by:**
 - **Long-term:**
 - ◆ **Reduction in disability and death caused by stroke and stroke risk by 25% before 2010**
 - ◆ **Increase the percentage of people who receive appropriate treatment for stroke in less than three hours from 3% to 20%.**

Stroke Campaign Results

Stroke Awareness Campaign

May 2003 through March 2006

<u>Medium</u>	<u>Donated Value</u>
<u>Total Media</u>	<u>\$131,659,400</u>
Broadcast TV	\$4,532,700
Cable TV	\$14,019,000
Radio	\$89,668,400
Print	\$1,069,800
Web Banners	\$4,357,300
Alternative Media/PR	\$3,950,200
OOH	\$14,062,000

Donated Media



American Heart Association | American Stroke Association

Learn and Live.

- In 2005, the campaign ranked #7 in donated media for Radio
 - The campaign received strong support from stations in the top 10 DMAs.
- In 1 Q 2006, the campaign ranked within the top 10 in donated media.
 - The campaign ranked # 6 in total donated media, receiving strong support from radio and newspaper and...
 - ...it ranked # 2 in total donated radio.

Donated Media



American Heart Association | American Stroke Association

Learn and Live.

- **Television highlights include:**
 - Strong support from stations in the top 10 DMAs
 - Support from major cable networks including CNN, CNBC, Fox News, USA Network
 - Primetime and Early Morning daypart placement above Ad Council average.
- **Radio highlights include:**
 - Excellent support from stations in top 10 MSAs



American Heart Association | American Stroke Association

Learn and Live.

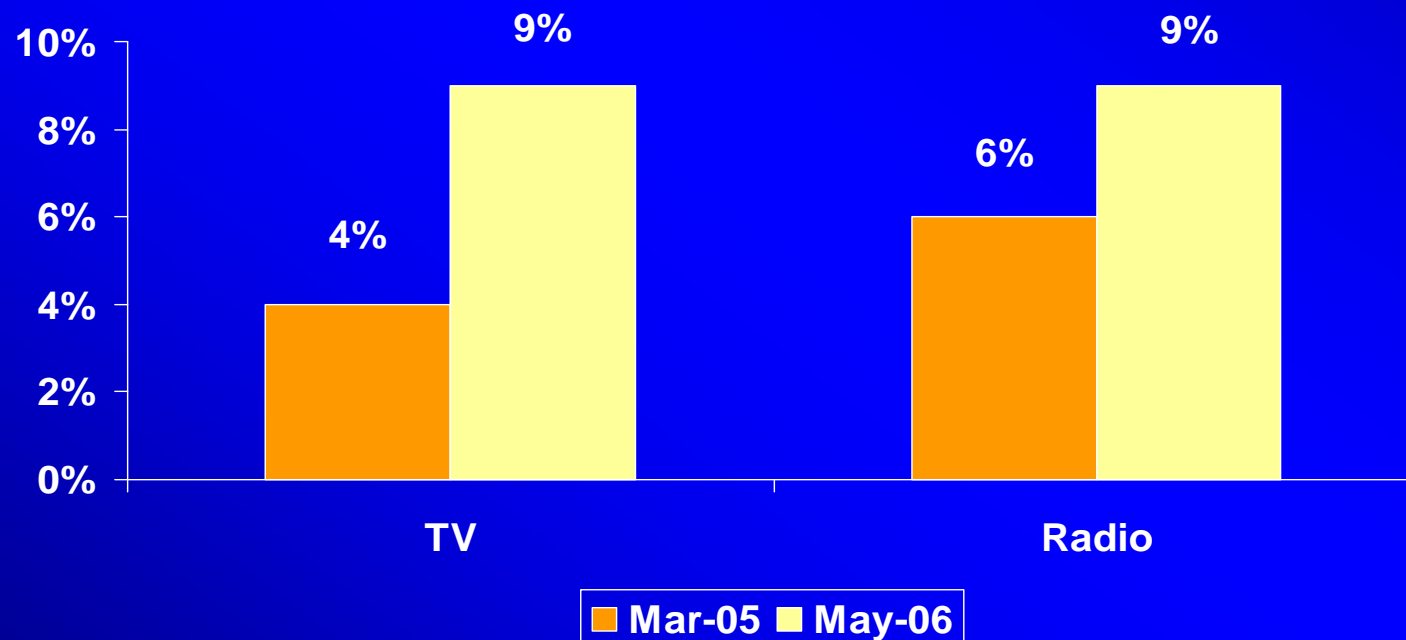
Post-wave Tracking Results

May 2006 PSA and Message Awareness

- Awareness among adults of messages about what to do if you or someone you know shows signs of a stroke increased by 5% points.
 - Significant increases in adults who heard messages about stroke from:
 - TV commercials
 - Radio commercials
 - The Internet

Aided Ad Awareness

- Nine percent of adults had seen the TV PSA and 9% had heard the radio PSA. This is significantly higher than the “ghost” awareness indicated in the benchmark analyses.
- In 2006, 15 percent of adults had seen the TV or radio PSA while only 11 percent of adults were aware of the PSA launched in 2003*.



Q: Below is a description of an Ad you might have seen on TV/heard on the radio. **Have you heard this ad?**

* Stroke Post-Wave Tracking Report, May 2004.

Post-wave Tracking Results May 2006

Knowledge of Signs/Symptoms

Adults who had seen or heard the Ad Council PSAs were significantly more likely to:

- **Be knowledgeable of specific signs or symptoms of a person having a stroke**
 - **Sudden numbness or weakness of face, arm or leg, especially on one side of the body (36% vs. 40%)**
 - **Sudden confusion/disorientation, trouble speaking or understanding (47% vs. 57%)**
- **Say they would call 911 immediately if they suspected they might be experiencing some symptoms of a stroke. (67% vs. 75%)**

Knowledge of Signs or Symptoms by PSA Awareness

- Adults in 2006 who had seen or heard the Ad Council PSAs were significantly more likely than adults who had not seen or heard the PSAs to be knowledgeable of specific signs or symptoms of a person having a stroke.

Sign or symptom	Not ad-aware %	Ad aware %
<u>Sudden confusion/disorientation, trouble speaking or understanding*</u>	47	57
<u>Sudden numbness or weakness of face, arm or leg, especially on one side of the body*</u>	36	40
Sudden trouble walking, dizziness, or loss of balance or coordination	22	27
<u>Sudden trouble seeing in one or both eyes</u>	4	7
Sudden, severe headache with no known cause*	14	22
Sudden dimness or loss of vision, particularly in one eye*	8	14
Loss of motor skills, muscle control or problem in the movement of face, arm, etc.	14	16
Partial paralysis of one side of the body	7	4
Chest pain	8	7
Pain in the body	6	9
Shortness of breath	6	6
Drooping of face	8	10
Tingling	5	5
Lose consciousness	3	1
Sweating	4	1
Memory loss	0	2
Don't know any signs or symptoms of a stroke*	24	11

* Differences are significant at the 95% confidence level

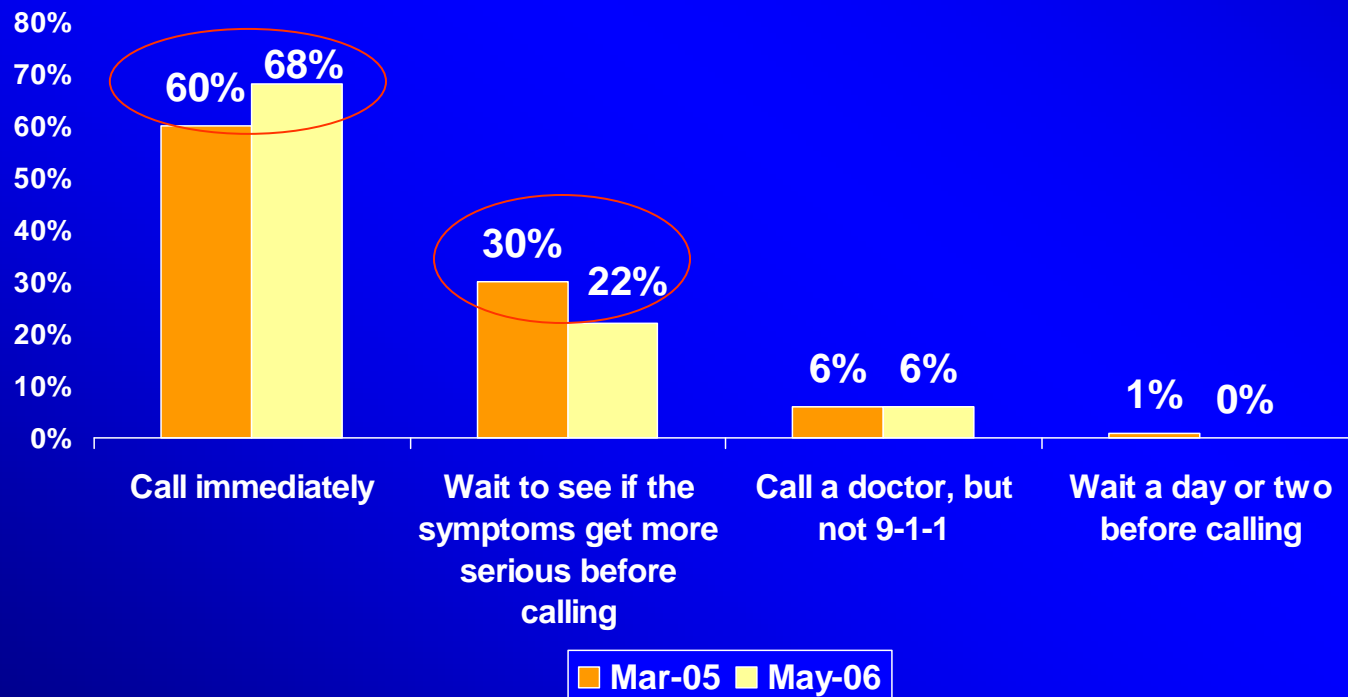
Behavior: Responding to Stroke



American Heart Association | American Stroke Association

Learn and Live.

- Since the launch of the campaign, the percentage of adults who would respond to symptoms of stroke by calling 9-1-1 immediately increased significantly (60% → 68%). At the same time, the percentage of adults who would wait to see if the symptoms get more serious decreased significantly (30% → 22%)



Q: *If you suspected you might be experiencing some symptoms of a stroke but were not sure, how likely do you think you would be to dial 9-1-1?*



American Heart Association | American Stroke Association

Learn and Live.

Post-wave Tracking Results May 2006 Conclusions

- The focused “Call 911” message is memorable
 - Significant increases in the percentage of adults who would respond to symptoms of stroke by calling 9-1-1 immediately.
 - Significant increases in the awareness of warning signs since the campaign launch.
 - Once audience has seen or heard messages they are more likely to be aware of how and when to respond when someone shows symptoms of a stroke



American Heart Association | American Stroke Association

Learn and Live..

How To Access ASA's PSAs

- www.americanheart.org/PSA
 - Radio available in broadcast ready downloadable formats
 - Print available in a variety of downloadable formats in a variety of sizes
- Local American Heart Association/American Stroke Association communications staff
- Contact
 - Julie Grabarkewitz (julie.grabarkewitz@heart.org)
 - Brad Miller (brad.miller@heart.org)
- www.adcouncil.org



American Heart Association | American Stroke Association

Learn and Live.

Thank you