

# Health Promotion & Community Outreach

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# Disclosure Presenter Information

Financial Disclosure

Grants/research support: none

Unlabeled/unapproved uses disclosure:  
none



# **Social Marketing & National Stroke Association**

## Identify 5 P's

Product

Price

Place

Promotion

Policy



# Make It Fun!



Barbie and Tanner  
Scoop the Poop behaviors

Barbie feeds Tanner little  
Brown biscuits then uses  
Her new magnetic scooper  
To clean up after her dog



# Ask Your Doctor Scorecard

## Stroke Risk Scorecard



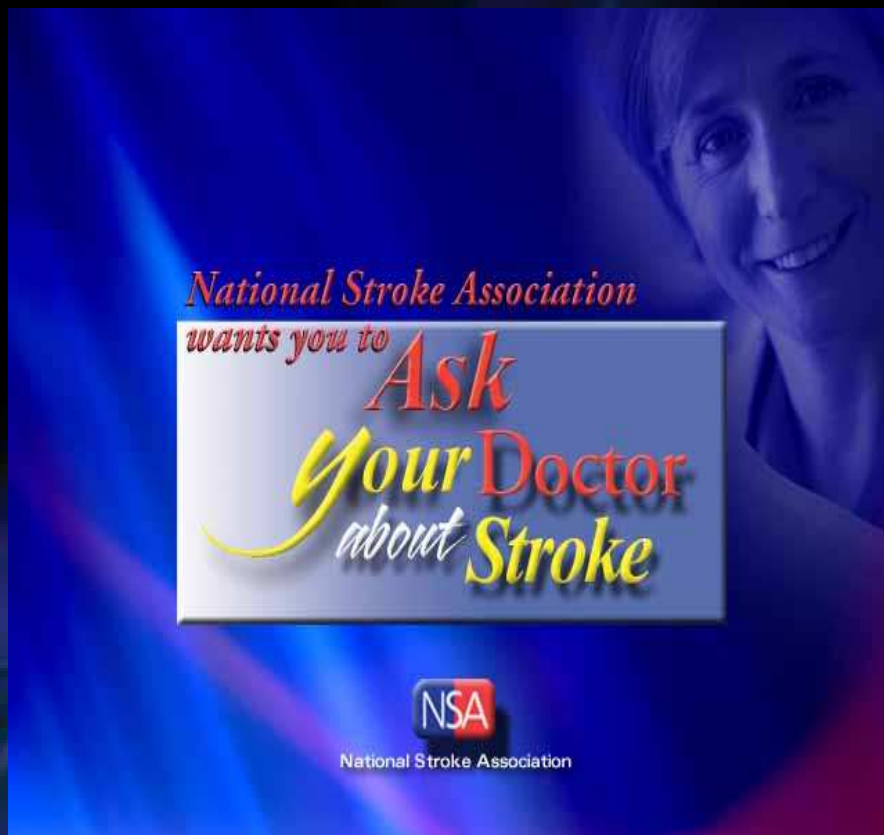
National Stroke Association

Risk Factor	High Risk	Caution	Low Risk
Blood Pressure	> 140/90 or I don't know	135/85	<120/80
Cholesterol	>240 or I don't know	200-239	<200
Diabetes	Yes	Border line	No
Smoking	I still smoke	I'm trying to quit	I am a non-smoker
Atrial Fibrillation	I have an irregular heartbeat	I don't know	My heartbeat is not irregular
Diet	I am overweight	I am slightly overweight	My weight is healthy
Exercise	I am a couch potato	I exercise sometimes	I exercise regularly
I have stroke in my family	Yes	Not sure	No
Total Score			

- Americans like to take surveys
- Easy to figure out stroke risk
- Helps you Ask Your Doctor about stroke



# Involve Prominent People



- Identify all your target audiences
- Primary Care Providers
- Public at large



# Tailor Your Program for Greatest Impact

- What works in Nashville may not work as well in Little Rock
- Ask Your Doctor involves input from:
  - Stroke Center Network Hospitals
  - Public Health Officials
  - Primary Care Providers
  - Stroke Survivors
  - Other Interested Parties

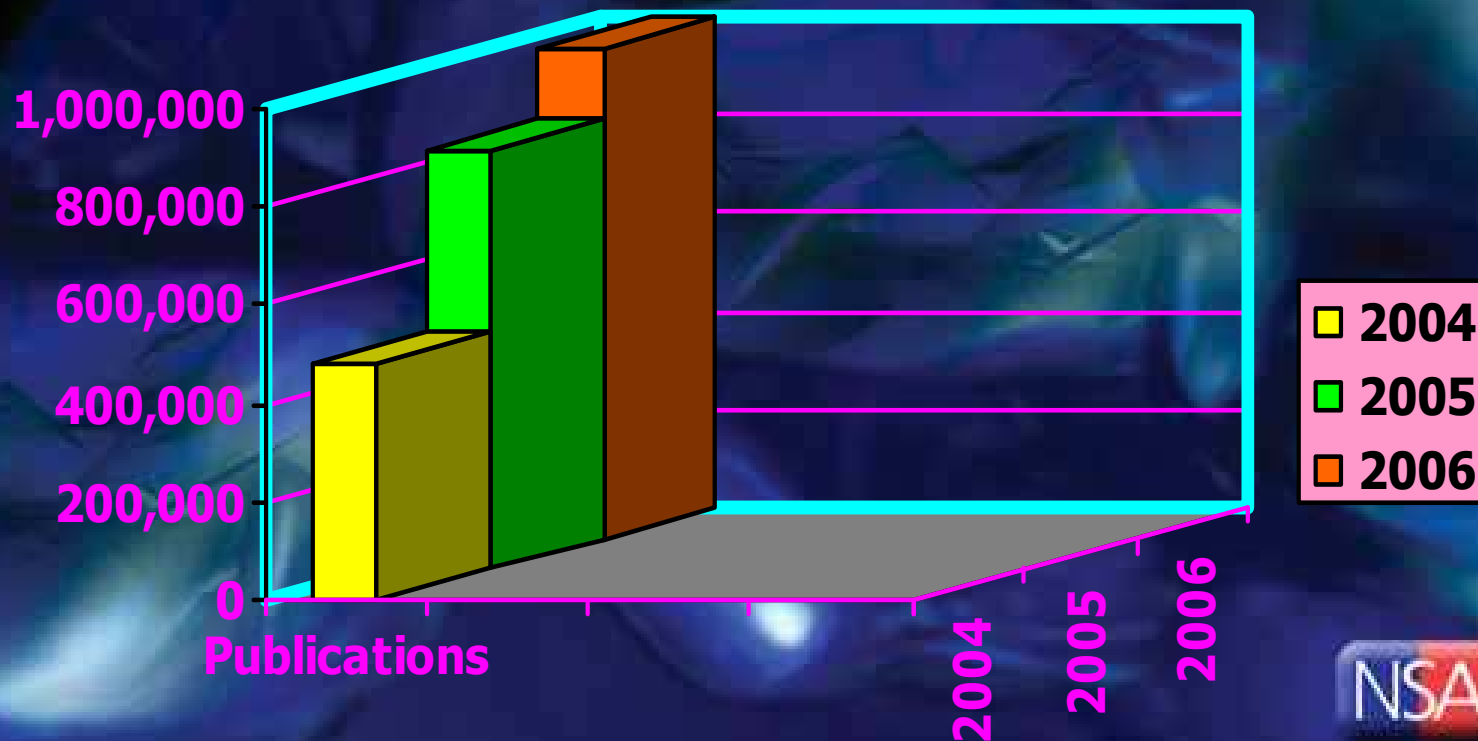


# Pilot Program

- Ask Your Doctor began in Stroke Belt
- Piloted for 4 years
- Revised for stickiness of national message



# Ask Your Doctor Pilot Publication Results



# It's the Consumer!

As Gerard Hastings put it so succinctly  
in his article: Ten Promises to Terry

“It is a philosophy that has  
revolutionized business by putting the  
consumer and the stake holder at the  
center of the business process....every  
effort is made to understand and  
satisfy our needs...”

Article published in SMQ/Vol.XII/No.2/Summer 2006

