

# Presenter Disclosure Information

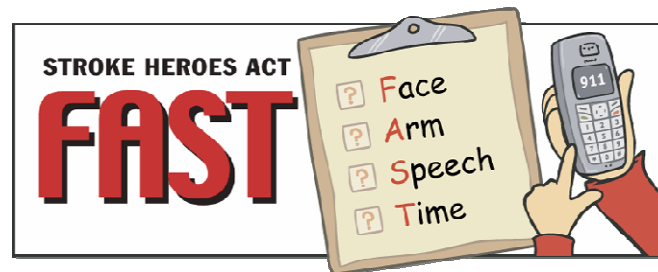
FINANCIAL DISCLOSURE

**Grants/Research support: None**

UNLABELED/UNAPPROVED USES DISCLOSURE: None

# Developing Effective Community Education

The Massachusetts Department of Public Health  
Stroke Symptoms Awareness Campaign



# Assignment

## **Objectives**

- Maximize the effectiveness of the Stroke Educators' efforts in teaching the signs and symptoms of Stroke, and heightening urgency around response to symptoms.
- Provide Stroke Educators with the tools to heighten general public awareness on the signs and symptoms of Stroke.
- Provide Primary Care Hospitals with effective educational materials.

# Assignment

## Target:

- Caucasian and African American (Non-Hispanic) Women, Age 65 and Over.
- Family, Friends and Caregivers of Caucasian and African American (Non-Hispanic) Women, Age 65 and Over.



# Strategic Development

## **Research:**

- Conducted secondary research to identify existing health communication strategies, educational materials, and barriers to behavior change.
- Conducted primary research among stroke educators to determine barriers faced in teaching the signs and symptoms of stroke and assess their needs for communications tools.

## Strategic Recommendation

Leverage a tested teaching system developed by the Cincinnati Pre-Hospital Stroke Scale Program.



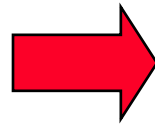
Use the “**FAST**” acronym to efficiently communicate the complex message:

**F**ace, **A**rm, **S**peech, **T**ime to call 911!



## Creative Recommendation

Develop a 3-minute animated song as the centerpiece of the program.



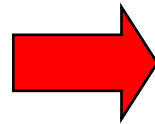
Build instructional and marketing tools to help educators maximize their efforts.

Educational kit consists of:

- Poster
- Brochure
- Email with link to the 3-minute video
- Press Release
- Discussion Guide
- PowerPoint Presentation
- Quiz (Lesson Assessment)

## Social Marketing Campaign

30-second animated  
song based on the  
3-minute animation



Launched a Social Marketing Campaign  
during American Stroke Month,  
consisting of:

- TV PSA
- Transit
- Newspaper ads

Carried elements of the animation through  
all of the communications to achieve  
synergy among all the components and  
maximize their impact.

## Campaign Extension

### **New Materials based on proven concept:**

- 3-minute animated song in Spanish (Creative Adaptation of English.)
- 30-second Spanish-language animated song
- Spanish-language radio song
- Spanish-language Stroke Booklet
- Spanish-language Poster
- 3-minute animated song in Portuguese (Creative Adaptation of Spanish.)
- Portuguese-language Stroke Booklet
- Portuguese-language Poster

## DPH-Agency relationship

### **DPH Role:**

- Content expertise
- Reviews and provides guidance
- Signs & Symptoms Advisory Group (ASA, EMTs, Hospitals, Stroke Experts)
- Approvals
- Evaluation

### **GEOVISION Role:**

- Strategic Development
- Secondary & Primary Research
- Creative Recommendations
- Creative Executions
- Concept testing
- Distribution