



**American  
Heart  
Association®**

**life** is why®

**Mission:  
Lifeline®**

**CELEBRATING 10 YEARS**

# Share Your Success

**Promotional Guidelines and Ideas for  
Mission: Lifeline® Award-Winning  
Hospitals and EMS Agencies**

Congratulations from the American Heart Association/American Stroke Association!

Because of your demonstrated success adhering to the latest treatment guidelines, your hospital or EMS agency has received a Mission: Lifeline® Quality Achievement Award.

It's important for your community to understand how your hospital's and agency's involvement in Mission: Lifeline programs benefits patients and supports your commitment to quality improvement. These guidelines will help you promote your achievement via advertising, marketing, public relations and internal communications materials.

These guidelines may be used only by hospitals and EMS agencies that have received a Mission: Lifeline Quality Achievement Award. If your hospital is interested in applying for recognition, visit [Heart.org/MissionLifeline](http://Heart.org/MissionLifeline).

## Eligibility

Upon verification of a Mission: Lifeline award, your local Mission: Lifeline contact will forward the links for the news release template, publicity guidelines and other promotional materials. Use the guidelines to help you promote your recognition via advertising, marketing, public relations and/or internal communications materials.

These guidelines apply only to hospitals and agencies that have **received** Mission: Lifeline program performance recognition. To learn more about how to qualify for recognition, hospitals should visit [heart.org/missionlifeline](http://heart.org/missionlifeline) and for agencies, visit [heart.org/emsrecognition](http://heart.org/emsrecognition).

## Development and Approval of Promotional Materials

If your hospital develops promotional materials that make any other claim or statement about Mission: Lifeline beyond the sample materials provided in your promotional kit and the verbiage provided in this document, the product must be approved by the American Heart Association/American Stroke Association.

In this case, an institution's materials will be reviewed for approval on an individual basis. A minimum of 10 business days is required for review. To request approval, work with your [local Mission: Lifeline representative](#) or send materials to [qirecognition@heart.org](mailto:qirecognition@heart.org).

## Explaining the Mission: Lifeline Program

The following descriptions of Mission: Lifeline® may be used in marketing materials developed by your hospital:

- Mission: Lifeline® puts the unparalleled expertise of the American Heart Association to work helping communities and hospitals save lives by closing the gaps that separate STEMI patients from timely access to appropriate treatments.
- Our participation in Mission: Lifeline® demonstrates our commitment to quality care.
- We are proud to be a part of the American Heart Association's efforts to save lives.

## Levels of Recognition: Explaining Your Achievements

The American Heart Association's Mission: Lifeline program recognizes referring hospitals, receiving hospitals, and EMS agencies for their success in using Mission: Lifeline to improve quality of care for STEMI patients.

The following descriptions may be used to describe your award in marketing materials developed by your hospital and approved by the American Heart Association:

Hospital Awards:

### Bronze Recognition

**Referring hospitals** earn Bronze recognition for achieving 85% or higher composite adherence to all Mission: Lifeline STEMI Referring Center quality achievement indicators

for consecutive 90-day intervals and 75% or higher compliance on all Mission: Lifeline STEMI Referring Center quality measures to improve the quality of care for STEMI patients.

**Receiving hospitals** earn Bronze recognition for achieving 85% or higher composite adherence to all Mission: Lifeline STEMI Receiving Center quality achievement indicators for consecutive 90-day intervals and 75% or higher compliance on all Mission: Lifeline STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

#### Silver Recognition

**Referring hospitals** earn Silver recognition for achieving 85% or higher composite adherence to all Mission: Lifeline STEMI Referring Center quality achievement indicators for consecutive 12-month intervals and 75% or higher compliance on all Mission: Lifeline STEMI Referring Center quality measures to improve the quality of care for STEMI patients.

**Receiving hospitals** earn Silver recognition for achieving 85% or higher composite adherence to all Mission: Lifeline STEMI Receiving Center quality achievement indicators for consecutive 12-month intervals and 75% or higher compliance on all Mission: Lifeline STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

#### Gold Recognition

**Referring hospitals** earn Gold recognition for achieving 85% or higher composite adherence to all Mission: Lifeline STEMI Referral Center quality achievement indicators for consecutive 24-month intervals and 75% or higher compliance on all Mission: Lifeline STEMI Referring Center quality measures to improve the quality of care for STEMI patients.

**Receiving hospitals** earn Gold recognition for achieving 85% or higher composite adherence to all Mission: Lifeline STEMI Receiving Center quality achievement indicators for consecutive 24-month intervals and 75% or higher compliance on all Mission: Lifeline STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

### EMS Awards:

#### EMS Bronze Recognition

Agencies earn Bronze recognition for achieving 75% or higher adherence for 90 days on all Mission: Lifeline EMS quality measures to improve the quality of care for STEMI patients.

#### EMS Silver Recognition

Agencies earn Silver recognition for achieving 75% or higher adherence for 12 months on all Mission: Lifeline EMS quality measures to improve the quality of care for STEMI patients.

### EMS Silver Recognition

Agencies earn Gold recognition for achieving 75% or higher adherence for 24 months on all Mission: Lifeline EMS quality measures to improve the quality of care for STEMI patients.

## **Branding: Logo and Tagline Use**

Participants in the Mission: Lifeline program may not use the AHA heart and torch logo on any materials, including digital materials. The American Heart Association name and/or logo may not be used by any organization without prior approval by the AHA. The AHA name may be used in text only if previously approved by the AHA. Please forward any requests for text approval usage that falls outside recommended language as outlined above to your regional Mission: Lifeline director.

The Mission: Lifeline name and/or logo may not be used by any organization in any capacity without prior approval by the AHA. Performance-award-winning hospitals and agencies should use the recognition icons instead of the logo, and all Mission: Lifeline name mentions must be consistent with recommended language as outlined above.

The Mission: Lifeline name and/or logo cannot be used in any materials where an institution implies that it is better than another or in materials that may imply an AHA/ASA endorsement or recommendation of the institution and/or its services. Statements similar to the following examples are not acceptable: “Smallville Regional Hospital: The Best Cardiac Care in Smallville,” “#1 in Smallville,” or “Smallville Regional Hospital: Recommended by the American Heart Association.”

The Mission: Lifeline program and/or the AHA cannot be mentioned in any billing statements, invoices, price lists or other documents related to fees for hospital or EMS-related services.

## **Branding: Recognition Icons**

Recognition icons have been developed to help award recipients publicize their achievements. These icons are available for use on their websites, internal, and external marketing items.

An award recipient may only use the icons that are applicable to their actual achievement. Icon use is subject to verification.

Icons include a notation of the year the award was given. Hospitals and agencies can use them for up to 12 months to promote their achievement. Each year, the icons will be revised to reflect the current year.

The Mission: Lifeline logo and the Mission: Lifeline recognition icon designs are trademarks of the American Heart Association, Inc. Any use or reproduction of these marks without the express, prior written consent of the AHA is strictly prohibited.

Please follow these branding guidelines whenever the recognition icon is used:

- 1. Use the icon in its entirety.**

2. **Elements of the icon may not be used independent of each other. The elements include:**
  - a. Recognition text
  - b. Recognition icon
  - c. Mission: Lifeline logo
  - d. American Heart Association signature
  
3. **Use the appropriate color logo.**
  - a. AHA preference is to always use the CMYK (four-color-process) version. Add a white box to frame icon for use on colored surfaces, if necessary.
  - b. Second preference is to use the two-color duotone icon. Third preference is the one-color (black) icon.
  - c. If the surface of the product prohibits the use of the four-color-process version (such as fabric, embroidery or other non-paper surfaces), you may use the two-color duotone or one-color icon applicable to the final product size.
  - d. When using the icon, the vertical height of the AHA/ASA signature must be 3/8” or taller. This is measured from the top of the capital “A” in American to the point at the bottom of the heart and torch symbol. There are no exceptions.
  - e. Other than scale alteration, the icon cannot be tampered with or altered in any way.
  
4. **Allow for areas of non-interference:** The area of non-interference around the Mission: Lifeline recognition icon should equal one-quarter inch. This will ensure the icon is clearly visible in all presentations. This area is to be applied to all versions of the icon.
  
5. **Secure approval on all copy exceptions:** Hospitals and agencies may produce marketing materials that use the icon. If the material makes any other claim or statement about the Mission: Lifeline program, beyond the sample verbiage provided in this document, the product must be approved prior to production. In this case, an institution’s materials will be reviewed for potential approval on an individual basis. A minimum of 10 business days is required for review. To request approval, work with your local Mission: Lifeline representative or send materials to [qirecognition@heart.org](mailto:qirecognition@heart.org)

## Sample Messages

Your hospital may use the following descriptions to describe your participation in Mission: Lifeline:

- What really gets us excited is seeing the lives we’re impacting.
- Our greatest reward is caring for our patients. That’s why we’re committed to closing the gaps that separate patients from timely access to appropriate treatments.
- <hospital/agency name> has been recognized by the American Heart Association’s <Mission: Lifeline®/Mission: Lifeline® EMS> program. Please join us in congratulating our team for their commitment to excellent care.
- The care our patients receive at <hospital/agency name> is our number one priority. That’s why we’re proud to be among the hospitals/agencies recognized by the American Heart Association’s Mission: Lifeline program for our excellence in improving quality of patient care.

- We've recently been recognized by the American Heart Association's Mission: Lifeline program for our commitment to quality patient care. Join us in congratulating our physicians and nurses (or emergency medical providers) for working to close the gaps that separate patients from timely access to appropriate treatments.
- The care our patients receive is our number one priority. That's why we're proud to be among the hospitals or agencies recognized for performance in the Mission: Lifeline program of the American Heart Association.

## Language to Avoid

To ensure that all recognized hospitals use approved messaging for their marketing and promotion efforts, please avoid using any of the following language to describe awards:

- Refrain from using terms implying superiority such as best, better, and only.
- For multi-module performance-award recipients, avoid any type of language referring to the combined recognitions as an implied award. For example, the use of colloquialisms such as "Double Crown" or "Double Diamond" is not permitted. Acceptable verbiage for multiple-discipline winners would be "double achievement" or "dual award-winner."
- "First" in city/county/state/region for an award is acceptable as long as it can be validated by AHA.
- 'Only hospital to achieve an award' is not appropriate to use.
- Referring to 100 percent of hospitals in a specific area is okay (i.e. NOT North Texas or Southeast Florida) but is okay for a city, state, or affiliate that is clearly defined.
- "Region" has to be clearly specified, such as "county," "city" or "state."

### Examples:

- **Okay, if verified by field staff:** John Doe Hospital is the proud recipient of the 2015 American Heart Association's Mission: Lifeline Gold Quality Achievement Award. It is one of only three hospitals in New York City to have earned the designation.
- **Okay, if verified by field staff:** John Doe Hospital the first hospital in New York State to receive a dual award, was awarded...
- **Not Okay:** John Doe Hospital is the only hospital in the Central Piedmont region to be awarded this Gold award.

While we discourage use of statistical data, we understand that in some instances a hospital may request to use such information. If you choose to reference any statistical information (i.e. "one of ten in state"), your copy will need to be validated by the National Center and will require a ten day review timeline. Please forward all materials to your local Mission: Lifeline representative who will route it for approval. Any statements that use statistical data should only be marketed for 12 months.

## Internal Promotional Ideas

Whether or not your team's representatives are able to take part in our national recognition ceremonies, we encourage you to celebrate your success within your hospital.

- When you are notified about your Mission: Lifeline award, share the news with your hospital's leadership, including the CEO.
- Notify other team members about your award by announcing your hospital's recognition at scheduled staff gatherings, such as department meetings.
- Schedule an award presentation ceremony at your hospital. To host a successful event:
  - Invite key team members, local dignitaries, board members and the media.
  - Ask your hospital's Mission: Lifeline champion to provide a description of the program, its goals and the hospital's experiences.
  - Have a photographer document the certificate presentation.
  - Create a celebratory atmosphere by sharing giveaway items and heart-healthy refreshments.
- Include an article about your award in your hospital's internal newsletter.

## External Promotional Ideas

Your hospital's Mission: Lifeline quality achievement award is tangible evidence of your care team's hard work and commitment to saving lives. We encourage you to share your success with your community.

The American Heart Association provides template advertisements that your hospital can use to promote your achievement. You can access the template advertisements using the link provided by your local Mission: Lifeline contact. Additionally, your hospital can use the appropriate recognition icons to promote your achievement.

Here are some ideas to promote your award to your patients and visitors:

- Use the images and content provided in your recognition kit to share the word about your award on social media.
- Place signage promoting your achievement, including posters and table tents, in patient waiting rooms, cafeterias, elevators and restrooms.
- Hang a banner promoting your achievement in your main entrance.
- Place a small ad promoting your achievement on the daily patient menu.
- Include an advertisement promoting your achievement on internal closed-circuit TV programming.
- Include a Mission: Lifeline recognition icon widget on your hospital website.

Use the following ideas to promote your award in your community:

- Use the images and content provided in your recognition kit to share the word about your award on social media.
- Place a radio ad promoting your achievement.
- Place an ad promoting your achievement in local newspapers and magazines using American Heart Association approved materials.
- Include a Mission: Lifeline recognition icon widget on your hospital website.
- Place an ad promoting your achievement on a local billboard.
- Place a wrapper or sticker ad in your local newspaper.
- Promote your achievement on your hospital's "on-hold" answering machine.



- Place an article about your achievement in your external newsletter.
- Promote your achievement in a preview slide at the local movie theater.

### Radio Ads

The care our patients receive at <hospital/agency name> is our number one priority. That's why we're proud to be among the hospitals/agencies recognized by the American Heart Association's Mission: Lifeline program for our excellence in improving quality of patient care.

### On-Hold Scripts

Use the following messages to promote your achievement in your on-hold messaging:

- We've recently been recognized by the American Heart Association's Mission: Lifeline program for our commitment to quality patient care. Join us in congratulating our physicians and nurses (or emergency medical providers) for working to close the gaps that separate patients from timely access to appropriate treatments.
- The care our patients receive is our number one priority. That's why we're proud to be among the hospitals or agencies recognized for performance in the Mission: Lifeline program of the American Heart Association.

### Social Media Messaging

#### **Twitter**

We're proud to achieve recognition by @American\_Heart with a <M:L award received>! #MissionLifeline

Patient care is our No. 1 priority. **[Hospital Name]** has received a <M:L award received>. #MissionLifeline

#### **Facebook**

We are proud to achieve recognition by the American Heart Association for following the latest research-based standards for acute coronary syndrome with a <M:L award received>. Find out more at <http://bit.ly/TU8daL>

**[Hospital Name/Agency Name]** has earned a <M:L award received> which demonstrates adherence to clinical guidelines to support better outcomes for acute coronary syndrome patients. Learn more at <http://bit.ly/TU8daL>

### Press Releases

Template press releases are provided for your use by your local Mission: Lifeline contact. As long as the template is used exactly as provided with all blanks filled in appropriately, no further review is required.

Award recipients are encouraged to distribute the press release to local news media outlets within a 50-mile radius, including local affiliate and independent television/cable stations; local radio stations; local monthly, weekly and daily newspapers; and local magazines. Recipients may also post the press release to their Web sites.

Quality achievement award-winners may not distribute information about the Mission: Lifeline program or the AHA to national or regional media outlets including network television, cable or radio stations; syndicated television, cable or radio programs; regional or national magazines; regional or national newspapers; local offices of national media outlets including newswires or news services; or Internet/online media outlets.

If additional information is added to the template news release, the AHA's Mission: Lifeline national marketing team must approve the release prior to the hospital releasing it to local media. Please forward all materials to your regional Mission: Lifeline director who will route it for approval.

## Media Inquiries

All media inquiries about the Mission: Lifeline program or the American Heart Association resulting from media outlets outside of a hospital's local market (as described above) must be forwarded to local AHA communications staff.

## Web-linking policy

Quality achievement award-winning hospitals and agencies are encouraged to use the appropriate recognition icon on their Web site. The icon should, in all cases, be a link to the Mission: Lifeline Web site: [heart.org/missionlifeline](http://heart.org/missionlifeline).

Some guidelines about linking to this (and all AHA) Web sites:

1. The Association does NOT endorse companies, products or services, and strictly prohibits any suggestion of endorsement, recommendation or superiority of one company, product or service over another company, product or service.
2. The Association does not allow framing of its website(s). When setting up a link to the AHA's website(s), the Association's site should open in a new Web browser window rather than displaying the pages in a frame of the linking site's Web template.
3. Links to the Association's websites should be text-only and you may not use the Association's stylized logo as a link, as our logo cannot be shown on your site.

The AHA linking policy in its entirety can be found on the home page of [www.heart.org](http://www.heart.org).

If you have questions regarding marketing, advertising, public relations or promotions of the Mission: Lifeline program, please contact your local Mission: Lifeline representative.

## Recognition from the American Heart Association

Mission: Lifeline offers numerous recognition opportunities for performance-award-winning hospitals and agencies. You may want to time your promotional efforts around some of the following events:

### Annual Hospital Promotional Opportunities

- Receipt of the Mission: Lifeline recognition certificate for all award levels
- Recognition event at Scientific Sessions in November for eligible award levels
- Recognition in the *U.S. News & World Report* "Best Hospitals" for eligible award

levels

- Other events and ads as determined by the American Heart Association

Annual Agency Promotional Opportunities

- Receipt of the Mission: Lifeline EMS recognition certificate for eligible award levels
- Recognition in JEMS in July for eligible award levels
- Recognition on the Mission: Lifeline Community Network website
- Other events and ads as determined by the American Heart Association