The National Forum

• 11:20 am
• John Clymer, CEO
• Debbie Martinez
Counter Cholesterol is made possible through support from Sanofi and Regeneron
The National Forum

• **About the National Forum for Heart Disease and Stroke Prevention**
  - Independent non-profit, 501(c)(3), voluntary health organization
  - Over 80 member institutions, organizations, governmental agencies, and companies
  - Leads collaborative action and builds a collective voice for the prevention of heart disease and stroke
  - Based in Washington, DC
Project Overview

1. Develop enduring evidence-based messaging and communications tools that raise awareness among a high impact target audience to address their and their families’ LDL risk

2. Establish and disseminate a cholesterol awareness toolkit for use by national and local NF members and partners

3. Support recognition of partners’ commitment to raising high-risk patient awareness of cholesterol risk

**Primary audience:** Mothers aged 35-54 years of age (beginning with those at highest risk for high LDL-C)

**Secondary audience:** Their families (i.e. spouses, partners, parents)

**National Forum’s “mother” definition:** Any woman who has a child, biological, step or other, as their own
- 80% make health care decisions
- 50% more likely to be caregivers
- 1 in 3 households are mother-only
Focus Group

- Our strategy to get women thinking about what would happen to their loved ones if they weren’t around works very well to compel women to learn their and their family’s risks.

- Facts and statistics are essential to engaging and educating our target audience

- The concepts compel women to learn more and to share their new knowledge with others (spouses, family, and friends).
About Travis County Females, Ages 35-54, Population: ~163,000

Females who had cholesterol checked in past 5 years: 87.8%

Female prevalence of high cholesterol: 38.7%
Community Partners

- YMCA
- City of Austin
- El Buen Samaritano
- Foundation Communities
- College of Pharmacy
- Central Health
Communication Tools

1. Website
2. Infographic
3. Champion video clips
4. Traditional media
5. Social media
6. Template campaign announcements
Cardiovascular disease kills almost half a million women annually.

Be there for the people you love the most. Talk to your healthcare provider today!

Caring for yourself = Caring for your family. We can help.

Need a healthcare provider but you’re uninsured?

SEARCH FOR LOCAL CLINICS & RESOURCES
• Clearly links risk between cardiovascular disease and cholesterol

• Promotes latest research on cholesterol risk (5x versus 2x)

• Race/ethnicity neutral
Traditional media relations outreach focused on local Austin media, utilizing the Counter Cholesterol campaign data points to support messaging and champions and partners as key spokespersons.

**LAUNCH**

**July 9, 2016**
KXAN-TV (FOX)
Counter Cholesterol campaign kicks off in Austin
(website UVM: 205,751)
Reach - 11,164 households*
(video segment: 4 minutes)
*a according to the July 2016 TV ratings

**July 9, 2016**
KXAN-TV (MSNBC)
Counter Cholesterol Campaign launches in Austin
(website UVM: 724,774)

**Aug. 25, 2016**
KAKW Univision 62/KFTD Univision 31
Reach: Univision reaches up to 96% of U.S. Hispanic television households.
KAKW Univision Austin finished 2015 as the #1 early newscast in the Austin market, regardless of language, and as the 2nd most watched late newscast among adults 18-49.
Juan Roso on Despierta Austin (this segment is not available online).
Screen grabs were pulled from broadcast monitoring service TV Eye.

**POST LAUNCH**

**Sept. 6, 2016**
Health Professional Radio (website UVM: 516)
Counter Cholesterol Campaign Encourages Women’s Proactive Management of their Heart Health

**Oct. 4, 2016**
We Are Austin – KEYE (CBS)
(website UVM: 250,890)
Reach - 5,219 households*
Fit and Fab: Counter Cholesterol
*a according to the September 2016 TV ratings.
Social Media

Facebook

Counter Cholesterol

Home
About
Events
Photos
Likes
Posts
Create a Page

Cholesterol Testing Recommended For All, Stanford Cardiologist Urges |... When he was in his early 20s, Don Draper had the foresight to have his cholesterol tested. The numbers came back were astronomical, with his...

Like
Message
Save
More

Counter Cholesterol

Yesterday at 10:35am

This American College of Cardiology's risk estimator calculates your 10-year risk for cardiovascular disease. Knowing your risk can save your life. Check it out here: http://bit.ly/1UEFyYE

Like
Comment
Share

Twitter

Counter Cholesterol (@CounterChol)

October 21

Learn your cholesterol basics: bit.ly/298QzNh #CounterChol

Counter Cholesterol (@CounterChol)

October 21

#CounterChol levels impact your risk for heart disease. Calculate your risk now: bit.ly/1UEFyYE

Counter Cholesterol (@CounterChol)

October 21

Know the facts that can help you #CounterChol: bit.ly/298RmcW

DID YOU KNOW?

Cardiovascular disease is the No. 1 cause of death among women, taking more lives than all forms of cancer combined.
Social Media: Graphics

DID YOU KNOW?
Cardiovascular disease kills almost half a million women annually.

DID YOU KNOW?
People with high cholesterol are at least five times more likely to have cardiovascular disease, the No. 1 cause of death among women.

¿SABÍA USTED QUE?
Enfermedades cardiovasculares son la causa No. 1 de muerte entre mujeres, tomando más vidas que todas las formas de cánceres combinadas.

SABÍA USTED QUE
Enfermedades cardiovasculares son el No. 1 matador de mujeres - causando 100 de cada 400 muertes al año.
Additional Partner Opportunities

- Template email, newsletter, web announcements
  - Target audience, i.e., mothers
  - Partners
- Partner collateral distribution
- Community events
- Examples:
  - Launch event and announcement to target audience
  - Partnership opportunities for local organizations
  - Campaign update, e.g., CHW program to begin
Campaign Coverage

Traditional

Social &
Traditional Coverage

13 stories including major networks
50K estimated coverage views

FOX

CBS

79 social media shares
96% of U.S. Hispanic television households

UNIVISION
Facebook Coverage

LIKES
- July: 9
- Aug.: 25
- Sept.: 404
- Oct.: 638
- Nov.: 916
- Dec.: 1112

REACH
- July: 151
- Aug.: 742
- Sept.: 71545
- Oct.: 50116
- Nov.: 120231
- Dec.: 99764

ENGAGEMENTS
- July: 149
- Aug.: 152
- Sept.: 3404
- Oct.: 3130
- Nov.: 3200
- Dec.: 2938
Next Steps
For more information contact Debbie Martinez:
Debbie.Martinez@NationalForum.org