Raising Public Awareness for Stroke & STEMI in Rural Communities

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My Hometown
The Impact

The Rule of Seven:
Someone has to hear or see a message 7 times in order to act on that information.

Utilizing multiple messaging tactics for the utilization of 911 and the signs of stroke & STEMI influences behavior and saves lives.
Why is awareness important?

In an average life, every person will conservatively have a significant relationship or impact on 200 people.

Saving one life = an impact to 200 people in one generation.

Saving one life = an impact of 8 million people in three generations.
The Statistics

Only 26% of rural North Dakota residents utilized 9-1-1 for heart attack symptoms. The national average is 67%.

Three out of four patients are not receiving the fastest medical treatment available and putting themselves and others at risk.
Tips for Success

Mindset

Is your audience already in the frame of mind to receive a message or learn?

If they are in the right mindset, they are more likely to remember and act on a message.
Tips for Success

Competition & Environment

What else is competing for their attention?
Is it more fun/entertaining?

A serious message does better in an environment already geared towards learning and not while trying to compete with entertainment.
Tips for Success

Does the message fit?

What are you saying and to who? Find the right message for the right audience in the right situation.

Engage the support of local “celebrities” to share their story. Find a variety of age ranges and fit them to your audience for the best impact.
Church
Radio

Recommend having local newscasters discuss during morning, mid-day and closing markets. Number one time to reach the farming community.
Newspapers

Renville County Register

Highland steps up as 911 Heart Police Chief

Is a high school senior and still wanted to be a cop, it was obvious he had his sights set on pursuing a career in law enforcement.

Thursday, July 17, 2012

Danube Fun Days, B3

Established Renville County Since 1872

A continuation of the Olivia Times-Journal and the Renville County Star Farmer News.
Local Diner

Kathy's Place

The Place to Meet
Local Manufacturers
Community Center & Library

Including anywhere else local civic groups hold meetings.
Other Options

• Schools
• Community Social Events
• Social Media
• TV – local access
• Billboards
• Parades
• Baseball games
Questions & Other Ideas from You!

Thank you
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