

ABOUT THE MILLION HEARTS® COMMUNICATION CAMPAIGN

The Million Hearts ® Communication Campaign is a national, prevention-focused communication campaign to help
more people understand their personal risk for heart disease and stroke, believe in their power to change it and take
steps that lower their risks.

• The campaign is led by CDC
Foundation with support from
the "Alliance for the Million
Hearts® Campaign" — a publicprivate coalition that convenes
campaign funders, Amgen and
Bayer, and community partners,
including the FH Foundation and
the National Association of
Chronic Disease Directors, to
support campaign development
and implementation.

 The Alliance will produce two complementary campaigns, including (1) one Upstream

Campaign that promotes primary prevention among African American adults ages 35-54 and (2) a Downstream Campaign that promotes primary and secondary prevention among older Americans ages 55 – 64.

With a focus on consumers and patients, the campaign will help fuel the clinician- and public health communityfocused Million Hearts® Initiative towards its goal of preventing at least one million heart attacks, strokes and
cardiovascular events.

COMPLEMENTARY CAMPAIGNS UPSTREAM CAMPAIGN FOCUS: Primary prevention focus to help prevent heart attacks and strokes by empowering people to act now to lower their risk factors. **TARGET:** Priority populations where risk factors are trending in the wrong direction. TARGET: Older adults (55-64) (African Americans 35-54) who have a risk factor for heart attack or stroke. **FOCUS:** Promote life-saving primary and secondary prevention behaviors among adults who are closest to potentially experiencing a heart attack or stroke now. DOWNSTREAM CAMPAIGN

CASE FOR THE MILLION HEARTS® COMMUNICATION CAMPAIGN

- While rates of cardiovascular disease deaths were steadily declining, CDC data shows we are losing momentum.
 - From 1970 until 2010 the rates of death related to cardiovascular disease in the U.S. steadily declined.
 - But, for the past ten years, we have been losing momentum as many of those declines have slowed, particularly among African Americans and adults between ages 25–65.ⁱⁱ
- COVID-19 has likely made matters worse and the potential long-term effects of COVID-19 on cardiovascular disease are unknown at this time.
 - Deaths from heart disease and stroke have increased during the pandemic.
- While these trends are disturbing, data shows this is a battle that we can win.
 - o Million Hearts® is one of the six CDC-identified Winnable Battles. Winnable Battles are public health priorities that CDC and partners can making significant progress in a shorter timeframe. iv
 - Researchers estimated 20 years ago that as much as 80 percent of coronary heart disease and 70 percent of strokes can be avoided with healthy lifestyle behaviors.
- The solutions for preventing cardiovascular disease seem simple—including understanding your family history, managing high blood pressure and high cholesterol, staying physically active, maintaining a healthy diet and quitting smoking—but they are not always easy.
- This Alliance will leverage the collective impact of organizations and thought leaders across multiple sectors to develop an innovative prevention campaign that is co-created with consumer audiences for consumer audiences.



FOUR-YEAR CAMPAIGN AT-A-GLANCE

2020 2021 2022

Strategy & Planning

Campaign planning began in mid-2020, including:

- <u>Situation Analysis Activities</u> such as a campaigns audit, literature review, and secondary research analysis
- Campaign Strategy Activities

 analyzing and segmenting campaign audiences,
 identifying the campaign theory framework and planning for formative research.

Development & Launch

- Audience Research –
 3 phases of focus group research with African

 Americans ages 35-54
- Secondary Campaign
 Development –
 Campaign message and creative development for a
 SPRING campaign launch to older adults ages 55-64.
- Primary Campaign

 Development –

 Campaign message and creative development and clearance approval for a FALL campaign launch to African Americans ages 35-54.

Implementation & Evaluation

Campaigns In-Market

- Primary Campaign –
 Scaling up integrated marketing campaign implementation including paid media buys, PR/earned media outreach, grassroots community events and shared media activation with partners.
- Secondary Campaign –
 Scaling up integrated
 marketing campaign
 implementation including
 paid media buys, PR/earned
 media outreach and shared
 media activation with
 partners.

Technical Assistance Planning & Evaluation

2023

- Primary & Secondary
 Campaign Implementation –
 Scaling down primary and
 - secondary campaign implementation
- Technical Assistance
 Planning –
 Finalizing plans, materials
 and infrastructure for
 technical assistance to
 community partners and
 health departments.
- Campaign Evaluation –
 Concluding campaign evaluation activities, including comparing final outcomes to the precampaign baseline survey.

Ritchey, M. D., Wall, H. K., George, M. G., & Wright, J. S. (2020). US trends in premature heart disease mortality over the past 50 years: Where do we go from here? *Trends in Cardiovascular Medicine*, 30(6), 364-374. https://doi.org/10.1016/j.tcm.2019.09.005

ii Ritchey, M. D., Wall, H. K., George, M. G., & Wright, J. S. (2020). US trends in premature heart disease mortality over the past 50 years: Where do we go from here? *Trends in Cardiovascular Medicine*, *30*(6), 364-374. https://doi.org/10.1016/j.tcm.2019.09.005

iii JAMA. 2020;324(15):1562-1564. doi:10.1001/jama.2020.19545 https://jamanetwork.com/journals/jama/fullarticle/2771761

iv https://www.cdc.gov/winnablebattles/index.html

^v Meir J. Stampfer, M.D., Frank B. Hu, M.D., JoAnn E. Manson, M.D., Eric B. Rimm, Sc.D., et al. (2000) Primary Prevention of Coronary Heart Disease in Women through Diet and Lifestyle, New England Journal of Medicine; 343:16-22 https://www.nejm.org/doi/full/10.1056/nejm200007063430103