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 public-private 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 community-focused Million Hearts® Initiative towards its goal of preventing at least one million heart attacks, strokes and cardiovascular events.

CASE FOR THE MILLION HEARTS® COMMUNICATION CAMPAIGN

• While rates of cardiovascular disease deaths were steadily declining, CDC data shows we are losing momentum.
  o From 1970 until 2010 the rates of death related to cardiovascular disease in the U.S. steadily declined. i
  o 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.
  o Deaths from heart disease and stroke have increased during the pandemic. iii

• 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
  o 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. v

• 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

Strategy & Planning

Campaign planning began in mid-2020, including:

- **Situation Analysis Activities** – 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.

2021

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.

2022

Implementation & Evaluation

- **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.

2023

Technical Assistance Planning & Evaluation

- **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 pre-campaign baseline survey.

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