

Campaign Communications Plan



**American
Heart
Association®**

By

Amber M. Freeland

JOUR 4210

February 1, 2012

Situation Analysis:

The American Heart Association was officially founded in 1924 as a national organization dedicated to sharing research findings and promoting further study of cardiovascular diseases. The six founding cardiologists were concerned about the lack of information regarding heart disease and sought to overcome that ignorance. It wasn't until 1948 though, that the AHA made its first public debut during a network radio contest where they raised \$1.75 million. Since then, the AHA has grown rapidly in size, financial resources, involvement with medical and non-medical volunteers, and in both international and national influence.

In 2004, the American Heart Association faced a challenge. Cardiovascular disease had developed a reputation as an “older man’s disease.” Even the most extreme heart attack, caused by the collapse of the left anterior descending artery, earned the nickname of the “widow maker.” Yet despite these male-centric descriptions, nearly 500,000 American women died each year from cardiovascular disease. To that end, the Go Red for Women campaign was created to dispel the myths and raise awareness of heart disease as the number one killer of women. This passionate, emotional, social initiative is designed to empower women to take charge of their heart health. Some facts that few women seem to know include:

- Heart disease is the No. 1 killer of women.
- One in three women over the age of 20 dies of heart disease every year.
- Heart disease kills more women than the next four causes of death combined, including ALL forms of cancer.
- Nearly 90% of women have one or more risk factors for developing heart disease.
- Eighty percent of cardiac events in women are preventable.
- Only 50% of women are aware of the signs and symptoms of a heart attack.
- Women who Go Red are more likely to make healthy choices including:
 - Losing weight
 - Increasing exercise
 - Changing diets
 - Checking cholesterol levels
 - Talking with their doctors about heart health plans

Go Red for Women not only encourages awareness of the issue of women and heart disease, it also encourages action to save more lives. This movement harnesses the energy, passion and power women have to band together and collectively wipe out heart disease.

Thus far, Go Red for Women has several campaigns in effect.

1. The first is a viral video starring and directed by Elizabeth Banks.
2. The second is the Tell 5 Friends campaign in which women are encouraged to send out a message from the AHA to other women about the dangers of heart disease and how it affects women.
3. Thirdly, the AHA chooses several survivors to be their brand ambassadors with the hope that by sharing their stories, other women will be inspired to make life saving changes.
4. Fourth is their donation campaign. This consists of Celebrate Red Day and the Go Red Luncheon. Celebrate Red Day encourages women to get their families and co-workers involved by making a donation, wearing red and submitting a photo of their group for a Wear Red Day photo contest. The Go Red Luncheon raises money through ticket prices and features special keynote speakers and breakout sessions to education and empower women.
5. Fifth, the AHA encourages women to get involved by taking legislative action, supporting other women who have survived heart disease, and by pushing the Wear Red campaign in their jobs, cities and communities.
6. Finally, the AHA promotes its own Go Red BetterU campaign, a 12-week online nutrition and fitness program that can help makeover your heart. This program offers daily health expert tips, step-by-step guidance, heart-healthy recipes and an online journal.

The AHA also has several major corporate sponsors backing the Go Red for Women campaign. The two major campaign sponsors are Macy's department stores and Merck pharmaceuticals. Other companies, such as Campbell's Soup, Seiko, Yankee Candle, Quaker, Rite Aid and Mimi's Café also make donations through national Go Red promotions.

Problems / Opportunities

Despite being one of the oldest and most well-reputed health charities in America, the AHA seems to be lacking in brand recognition and trust. According to the Non-Profit Brand Institute, the AHA does not even rank in the top 10 in trust among American health charities. Instead, the Susan G. Komen for the Cure and the American Cancer Society rank as the top two with four of the top 10 being hospitals. In addition, Charity Navigator only gives the AHA three out of 4 stars for accountability and transparency which seems mostly due to the fact that the AHA did not publish their board members and chose an opt-out donor privacy policy.

In addition, in every category on almost every charity evaluation website I could locate, the AHA was typically not ranked in the top 25 in any category whereas the Susan G. Komen for the Cure was consistently in the top 10. If comparing these two charities, which both target women's health issues specifically, then it would appear that the AHA is lagging behind for the following reasons:

- The AHA is extremely conservative in their advertising campaigns whereas SGK is not afraid to be more controversial and risqué when they feel there is a benefit.
- The AHA is particularly protective over their brand, only allowing a few sponsors to actively promote their goals and raise funds on a national level. While this may help protect their reputation, it also means that the AHA brand is not as visible. The SGK has many, many more partnerships and is highly visible in almost every market. Women are much more likely to encounter products and promotions supporting SGK several times per day and very few products with the AHA name.
- The AHA website entirely too big and overwhelming to navigate and is quite confusing. There are many separate websites that only vaguely connect with each other and even several different websites just for the Go Red for Women campaign. A more streamlined design would benefit all AHA programs.
- The AHA does not make appropriate use of the social media tools available. While they have FB pages, it is not clear that these pages are actually helping them to raise awareness. The Twitter account is not being used to its full capacity and does little to engage the public.
- The AHA is slow to adapt new social media platforms and use them to their full potential. Platforms such as Pinterest are an ideal tool for the AHA, yet are being completely ignored.

Organizational Goal

In 2010, the American Heart Association set a strategic goal of reducing death and disability from cardiovascular disease and strokes by 20% while improving the cardiovascular health of all Americans by 20% by the year 2020.

The Go Red for Women campaign supports this goal while focusing primarily on women.

The Dallas Division of the AHA has a goal of 400 million media impressions for all campaigns combined in 2012. That means that roughly 25% of that, or 100 million impressions, comes from the Go Red for Women campaign.

Mission Statement:

Founded in 1924, the American Heart Association is a national voluntary health agency whose mission is to build healthier lives, free of cardiovascular diseases and stroke. That single purpose drives all we do. The need for our work is beyond question.

Target Audience:

Target women are ages 35-54, ethnically diverse, married, mothers, employed (75%), college-educated and middle-upper class.

Key Message(s):

- Heart disease is the **No. 1 killer of American women**, killing 1 in 3 women over the age of 20.
- Heart disease kills more women than the **next four causes of death combined**, including ALL forms of cancer.
- Nearly **90% of women have one or more risk factors** for developing heart disease.
- **Eighty percent** of cardiac events in women **are preventable** (exercise, diet, smoking, etc.).
- **Women who Go Red** are more likely to exercise, eat healthy, stop smoking (or not start), check their cholesterol, and talk to their doctor about their heart health.

Objectives:

Objective 1: Generate awareness among 1 million Dallas-area women that heart disease is the No. 1 killer of women in America.

Strategy 1: Involve local media in the National Wear Red Day campaign.

Tactic 1: Convince local media personalities to wear red in support of National Wear Red Day.

Tactic 2: Send out press releases and fact sheets to local media about National Wear Red Day.

Tactic 3: Pitch story idea to local media for coverage of local women who are participating in National Wear Red Day.

Strategy 2: Promote the Go Red for Women Luncheon in Denton and Dallas.

Tactic 1: Create media alerts and press releases to send to local media outlets.

Tactic 2: Pitch story to local media with special angle on the keynote speakers.

Tactic 3: Create flyers to send to local women's organizations and the medical community promoting the Go Red for Women Luncheons.

Tactic 4: Utilize Go Red Facebook page to connect people back to the Go Red for Women website; encourage women to sign up for Go Red Luncheons, watch "Just A Little Heart Attack" video, Shop Red and sign up for e-newsletter

Tactic 5: Generate buzz about the luncheons using the @AHA_Dallas Twitter handle; encourage retweets about #GoRed and other #hearthealth information; create and moderate tweetchats promoting #GoRed campaign.

Strategy 3: Increase social media presence of Go Red campaign and AHA.

Tactic 1: Create Pinterest page with boards dedicated to Heart Facts, Go Red for Women, Activists and Ambassadors, Digital Media, Inspiring Quotes and People and Shop Red products; connect to Facebook page to gain initial followers and repins.

Tactic 2: Generate buzz about the luncheons using the @AHA_Dallas Twitter handle; encourage retweets about #GoRed and other #hearthealth information; create and moderate tweetchats promoting #GoRed campaign.

Strategy 4: Encourage doctors and nurses to share more heart health information with patients.

Tactic 1: Create medical toolkits with information about the ways to prevent heart disease in women; send toolkits to physicians and hospitals.

Tactic 2: Create flyers and posters for distribution among patients and to educate the medical community.

Tactic 3: Send out an email blast to medical community encouraging them to sign up for the Go Red for Women E-Newsletter and to wear their free Red Dress Pin.

Objective 2: Generate 100 million media impressions in the Dallas market for the Go Red for Women campaign by the end of 2012.

Strategy 1: Reach out to local media regarding the Go Red for Women campaign.

Tactic 1: Invite members of local media to a Go Red for Women informational breakfast where they can learn about the program first hand, meet survivors, get sound bites/quotes from AHA Dallas representatives.

Tactic 2: Create and send press releases and fact sheets about upcoming Go Red for Women events.

Tactic 3: Send link to the Elizabeth Banks “Just a Little Heart Attack” video to help them understand the importance of reaching local women about heart disease.

Strategy 2: Utilize local media to push advertisements, PSAs and promote upcoming events.

Tactic 1: Release advertisements for radio, TV, online and print media.

Tactic 2: Release PSAs for local broadcast media.

Tactic 3: Send press releases and social media releases to all local media for each Go Red for Women event.

Strategy 3: Inform community members of upcoming AHA and Go Red for Women events.

Tactic 1: Identify and update all available community calendars in the Dallas market.

Tactic 2: Utilize Facebook page to promote upcoming events.

Tactic 3: Generate buzz about upcoming events through the @AHA_Dallas Twitter page.

Tactic 4: Use email distribution list to email blast events to local community members.

Evaluation:

- The AHA already has well established metrics in place regarding available media impressions for each broadcast and print source in the Metroplex.
- Press releases, social media releases, email pitches, etc. can be evaluated by how many stories were covered in the local media. Further media impressions can be gauged based on the media source and current metrics.
- Facebook impressions can be gauged by the number of shares and through the Insights data.
- Twitter impressions can be evaluated through Sprout Social and other online Twitter analytics.
- Email blasts can be evaluated by using online analytics to see how many people clicked a link from an email to go to the Go Red for Women or AHA pages.
- Posters and flyers distributed through the medical community can be evaluated by how many people request additional information, participate in events and even by surveying doctors about improvements in patients' health.
- National campaigns, such as the Wear Red Day can be evaluated through total dollars raised, pictures submitted by local participants, and registered participants.
- Pinterest impressions can be analyzed by the number of followers, repins, likes and comments.