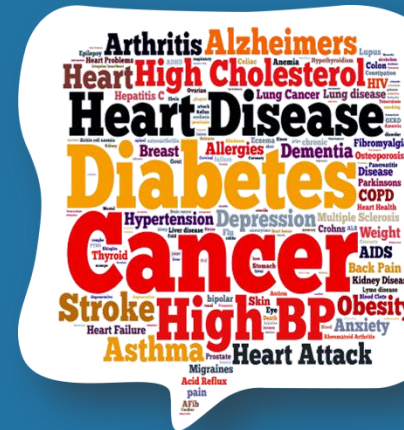


Baseline study of public awareness about Sudden Cardiac Arrest

SCA is NOT on consumers' radar



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*Authors: Mary M. Newman, Sudden Cardiac Arrest Foundation, Pittsburgh, PA;
Jennifer Chap, StrataVerve, Orlando, FL; Kelly N. Sawyer, Oakland University
William Beaumont School of Medicine, Royal Oak, MI; Youssou Ba, Karen Ba,
StrataVerve, Minneapolis, MN; Rick Chap, StrataVerve, Orlando, FL*



Disclosures and information

- No disclosures for: M.M. Newman, J. Chap, Y. Ba, K. Ba, R. Chap.
- K.N. Sawyer: Consultant/Advisory Board; Modest; Volunteer for AHA Emergency Cardiac Care Science Sub-committee, Volunteer for AHA Resuscitation Science Symposium Program Committee.
- There are no unlabeled/unapproved uses of drugs or products.
- For a more complete presentation of this research study, scan the QR code.

Or, go to: <http://www.sca-aware.org/public-awareness-research>

Mary Newman mary.newman@sca-aware.org

Jennifer Chap jchap@strataverve.com



- The **Sudden Cardiac Arrest Foundation** is a national nonprofit organization, whose mission is "To raise awareness about sudden cardiac arrest and support programs that give 'ordinary' people the power to save a life." The Foundation gratefully acknowledges StrataVerve for conducting this research on a pro-bono basis, and acknowledges its partners for their contributions including: Survey Sampling International for their generous discount on the national online sample; Strategic Artifex for their preferred rates for qualitative recruiting and interview facilities; and Dan Beckmann for his non-profit rate to video 1-on-1 interviews and his volunteer work to edit these clips.
- **StrataVerve** is a strategic consumer marketing & research boutique. Since 1999, its practice focus includes strategy planning, consumer insights, product development, brand strategy & communications across travel, entertainment, consumer products and cause-related pro bono work. StrataVerve is committed to help move the needle on SCA, CPR and AED awareness and understanding with the goal to significantly increase SCA save rates. This cause is personal to StrataVerve founders; Rick Chap is an SCA survivor and Jen Chap was Rick's lay rescuer, performing TCPR in 2012. Learn more about StrataVerve at www.strataverve.com.

Introduction

- Survival from sudden cardiac arrest (SCA) depends largely on bystander intervention with CPR and automated external defibrillators (AEDs).
- A baseline study of consumer Awareness & Understanding can generate deeper insights into public perceptions and knowledge gaps. No other studies have examined awareness of SCA relative to other health conditions. Investigating where SCA fits on the consumer hierarchy of healthcare concerns using an unaided awareness approach may generate deeper insights into public perceptions and knowledge gaps.

Hypothesis: Gaps in awareness and understanding of SCA, CPR and AEDs contribute to consumer apathy.

Methodology

Study fielded November, 2015. Three key phases:

1. Background analysis of existing research to provide framework
2. Quantitative online study among national representative sample of 999 US respondents. Additional benchmark of 202 respondents from King County (KC), WA for high-performing market comparison. Quantitative samples from Survey Sampling International (SSI).
3. Qualitative 1-on-1 20-minute interviews conducted in Orlando, FL at data collection facility in tourist corridor. Included 10 respondents ages 19 – 63, representing 6 states. (FL, KY, NJ, MI, AL and GA)

Information objectives:

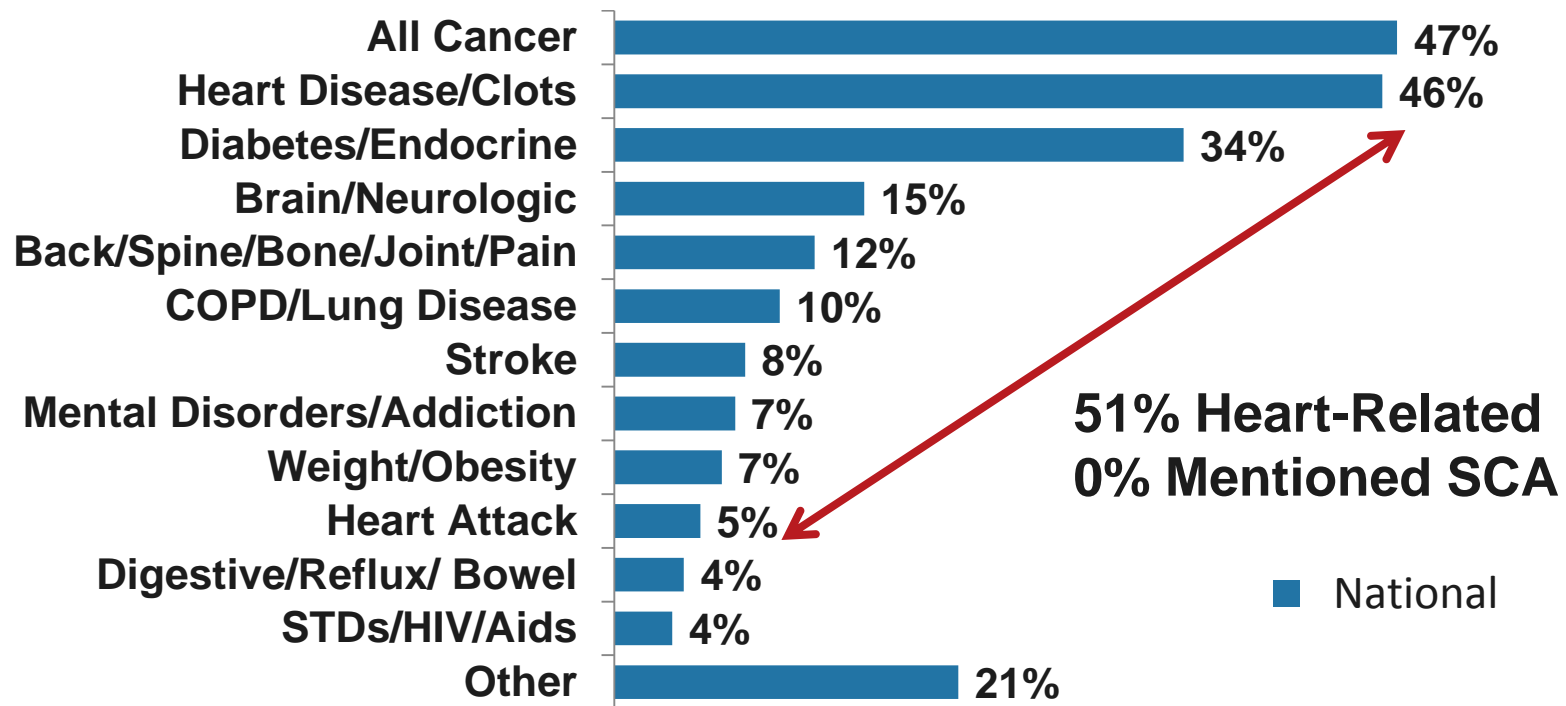
- Determine where SCA fits in consumers' minds relative to other health conditions—consumer radar.
- Understand knowledge gaps/barriers to improve community action.
- Determine key motivations to learn CPR and how to use an AED.
- Explore areas of activation/opportunity for consumer engagement.

Note: Questionnaire uses nomenclature: sudden cardiac arrest (SCA).

Findings:

SCA Unaided Awareness (coded responses)

- Sudden Cardiac Arrest is not on consumers' radar. No respondents mentioned SCA, and only 5% mentioned heart attack.
- Top health concerns are cancer, heart disease and diabetes.



Q1: Considering your own health or the health of your loved ones, please list three health conditions/diseases are your most concerned about.

Base: National n=999

Findings:

Awareness & Dealt With Condition

- Familiarity with SCA ranks 10th out of 13 health conditions, with only 1 in 5 indicating they “know a lot” about SCA. Heart Attack and Stroke are top tier.

	Know A Lot	Know Some	Unfamiliar	Dealt With
Depression	46%	50%	4%	46%
Diabetes	43%	54%	3%	40%
Heart Attack	36%	60%	4%	20%
Stroke	32%	63%	5%	19%
Breast Cancer	31%	64%	5%	17%
Alzheimer's	30%	65%	6%	16%
HIV/AIDS	27%	68%	5%	3%
Lung Cancer	26%	68%	6%	10%
Colon Cancer	20%	71%	9%	9%
SCA	20%	66%	14%	6%
Leukemia	17%	74%	10%	4%
Parkinson's	15%	73%	12%	6%
ALS	9%	69%	22%	2%

Base: National n=999

Q3: Consider health conditions below. Which of these conditions have you, yourself, a loved one and/or close friend relative dealt with in the past 5 years? (Select all that apply.)



Sudden Cardiac
Arrest Foundation



Findings: Familiarity of SCA/CPR campaign is dead last among 11 tested

Top Tier
50%+



ALS 52%



Breast Cncr 50%

Mid Tier
19% - 32%



Hrt Attack 32%



HIV/AIDS 25%



Alzheimer's 24%



Parkinson's 24%



Men's Hlth 20%



Depression 19%

Bottom
≤12%



Stroke 12%



Diabetes 9%



SCA/CPR 7%

Q7: Consider the images below. Which of the following Public Health Awareness Campaigns are you most familiar with?
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6

Base: National n=999



SCA Definition Stimulus

Sudden Cardiac Arrest (SCA) is a medical condition that occurs when the heart suddenly and unexpectedly stops beating. As a result, blood is no longer pumped throughout the body. The victim suddenly loses consciousness, is non-responsive and appears lifeless. Some victims also experience abnormal gasping and seizure-like activity.

Sudden Cardiac Arrest is usually caused by an abnormality in the heart's electrical system. Death occurs within minutes if the victim does not receive immediate treatment. To survive, the Sudden Cardiac Arrest victim requires immediate CPR (Cardiopulmonary Resuscitation) and treatment with an AED (Automatic External Defibrillator).

Sudden Cardiac Arrest is different from a heart attack. While the heart attack victim is awake and the heart is beating, the Sudden Cardiac Arrest victim is not awake and the heart is not beating.

Findings:

Importance Pre/Post SCA Definition

- When exposed to a definition of SCA, interest in knowing CPR increases from 61% to 80%.
- Interest in knowing how to use an AED almost doubles once SCA was better understood

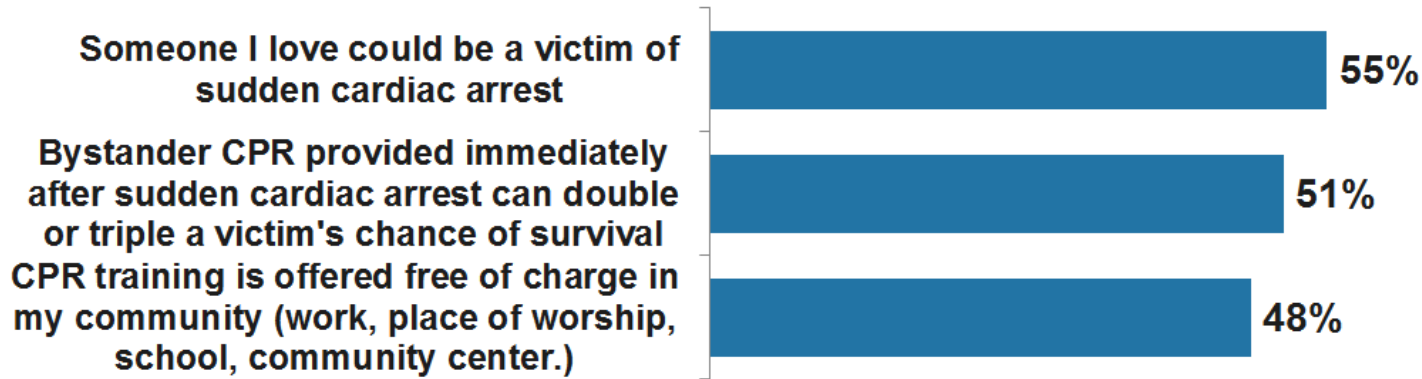
	Top Box (5)	
Importance	Pre SCA Definition	Post SCA Definition
	(Extremely Imp)	(Extremely Imp)
CPR	61%	80%
AED	33%	54%

Q6, 13; For each training course below, please indicate how important it is for you to know how to perform each course skill.

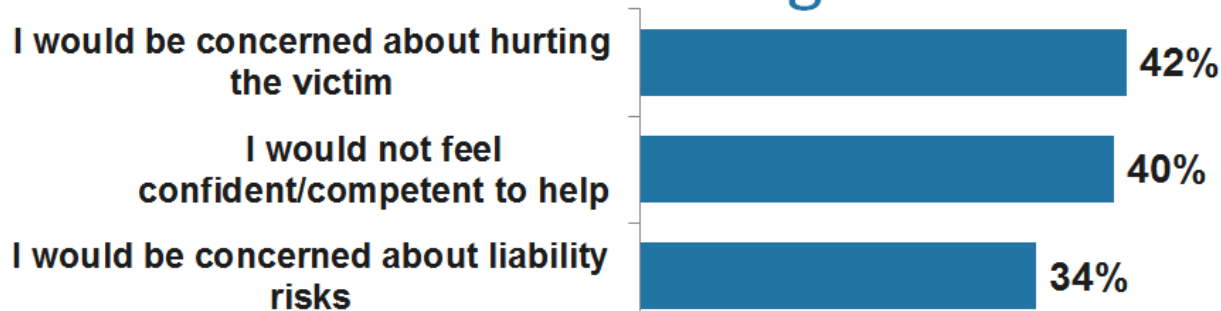
Base: National n=999

Findings: Top Motivations & Barriers to CPR

Motivation to learn CPR



Barriers to using CPR



Q10: How much does each statement below motivate you to learn CPR and how to use an AED?

Q12: What factors below would prevent you from intervening to help a victim of sudden cardiac arrest?

Base: National n=999

Conclusions & Implications

1. SCA is not on consumers' radar. But, when consumers have a clear definition/understanding of SCA, their motivation to learn CPR and how to use an AED increases.
Implication: Creating a uniform definition of sudden cardiac arrest (SCA) in consumer-friendly language and consistently using it across heart organizations, the medical community and media is urgent and mandatory.
2. The blurring of heart attack and SCA may be contributing to unintentional consumer apathy with deadly consequences.
Implication: An integrated strategic marketing communications and outreach plan at a national level is of highest importance to improve awareness, understanding and treatment of SCA. This cause must think bigger to grab consumer share of mind.
3. The SCA awareness and understanding gap extends even to those who have received CPR training as to when to use it and why it's needed.
Implication: Important that clear definitions be included with instructor training materials so as not to perpetuate knowledge gaps.
4. Motivational drivers:
 - Realization SCA can happen anywhere, any time, to anyone... even a loved one (55%).
 - Immediate CPR can double or triple chance for survival (52%)
 - Availability of free training in my community (49%) and convenient options that enable practice.*Implication: Leverage these learnings in communications. Findings support consumers' desire for knowledge to be prepared.*
5. Connecting SCA, CPR and AEDs in the minds of consumers is essential for understanding, which drives motivation to learn CPR and to take immediate action.
Implication: There appears to be a broken link in communications. What is obvious to clinicians may not be clear to the average consumer.