



A Baseline Study of Public Awareness: To Move the Save Rate from Out-of-Hospital Cardiac Arrest, We Must Move Communities to Action

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No relevant financial relationships exist.













Heartfelt Thanks to...













just do something ... anything!







Who are we?





StrataVerve.com

- Jennifer Chap
- Youssou Ba
- Karen Ba
- Rick Chap
- Our Partners





Turning research into action





StrataVerve.com

- Strategic research boutique for 15+ years
- Strategy, consumer insights, product development, brand
- Across categories and causes







Why am I here?

When SCA struck my husband Rick in my home on 2/27/12, I had no idea what SCA was...





The crucial 1st link Rick's Purrfect chain of survival... Buddy alerted me.





"How could I <u>not</u> know about SCA?!!"



Why am I here?

As a researcher, I was in a unique position to determine...

- Are there others like me?
- How do we inform & inspire?

Research Goal



- Design national research study to determine <u>baseline public awareness</u> and understanding of Sudden Cardiac Arrest, CPR and AED use
- Study to be designed for duplication across communities and repeated every
 2 years to measure progress





Information Objectives



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









 Informed by past body of research but used a much different approach...

Applied consumer product research thinking





Method



PHASE 1:

- Review of existing research as foundation
- Blended qualitative & quantitative method

Online Quant:

- SSI rep sample matching Census
- 1,000 national sample
- 200 benchmark sample
 King County WA

<u>1-on-1 Quals:</u>

- 15-20 minute interviews conducted in Orlando at Strategic Artifex
- 10 respondents age
 19 63 and split M/F
- FL, KY, NJ, MI, AL, GA





Key Conclusion



- Consumer Motivation to learn CPR is driven by...
 - Clear & true understanding of SCA, its urgency and its treatment with CPR
 - Realizing "SCA can happen to anyone or someone I love"
 - Strategic implication...

It's a communications clog... but we can stent this







Sudden Cardiac

Summary Findings

SCA not on consumer radar Sudden Cardiac



conditions/diseases are your most concerned about.





SCA Unaided Awareness



All Cancer 47% Heart Disease/Clots 46% **Diabetes/Endocrine** 34% **Brain/Neurologic** 15% Back/Spine/Bone/Joint/Pain 12% **COPD/Lung Disease** 10% Stroke 8% **51% Heart-Related** Mental Disorders/Addiction 7% 0% Mentioned SCA Weight/Obesity 7% Heart Attack **5%**∠ **Digestive/Reflux/ Bowel** 4% National STDs/HIV/Aids 4% Other 21% Q1: Considering your own health or the health of your loved ones, please list three

health conditions/diseases are your most concerned about.





What they think they know... Arrest Foundation



(View video separately)





Familiarity



				1
	Know A Lot	Know Some	Unfamiliar	
Depression	46%	50%	4%	
Diabetes	43%	54%	3%	Top Tier
Heart Attack	36%	60%	4%	
Stroke	32%	63%	5%	
Breast Cancer	31%	64%	5%	
Alzheimer's	30%	65%	6%	Mid Tier
HIV/AIDS	27%	68%	5%	
Lung Cancer	26%	68%	6%	
Colon Cancer	20%	71%	9%	
SCA	20%	66%	14%	
Leukemia	17%	74%	10%	Low
Parkinson's	15%	73%	12%	
ALS	9%	69%	22%	

Q2: Consider health conditions below. How much do you know about each health condition?





Dealt With Condition



	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%

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





Personal Experience



• Familiarity of SCA among those who have dealt with heart attack still relatively low.

	Know A Lot		
Condition	Total Sample	Dealt with Heart Attack	Dealt with SCA
Heart Attack	36%	59%	68%
SCA	20%	32%	61%

Q2: Consider health conditions below. How much do you know about each health condition?

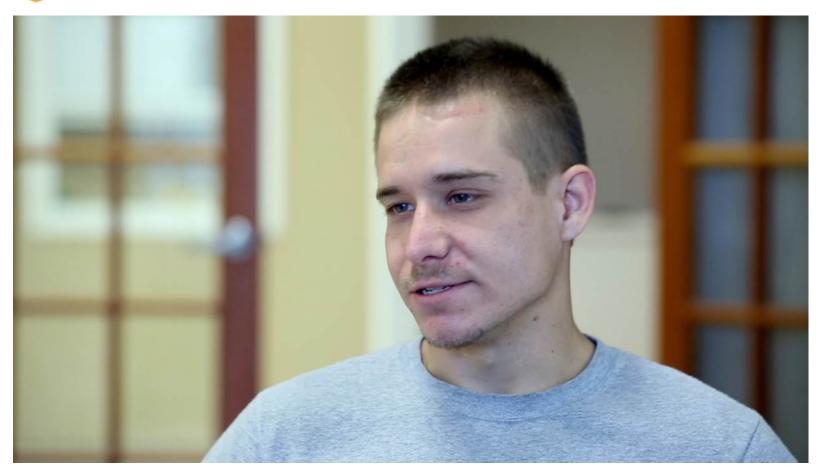
Q3: Consider health conditions below. Which of these conditions have you, yourself, a loved one and/or a

close friend/relative dealt with in the past 5 years? (Select all that apply.)





CPR perceptions & myths... "Sudden Cardiac Arrest Foundation



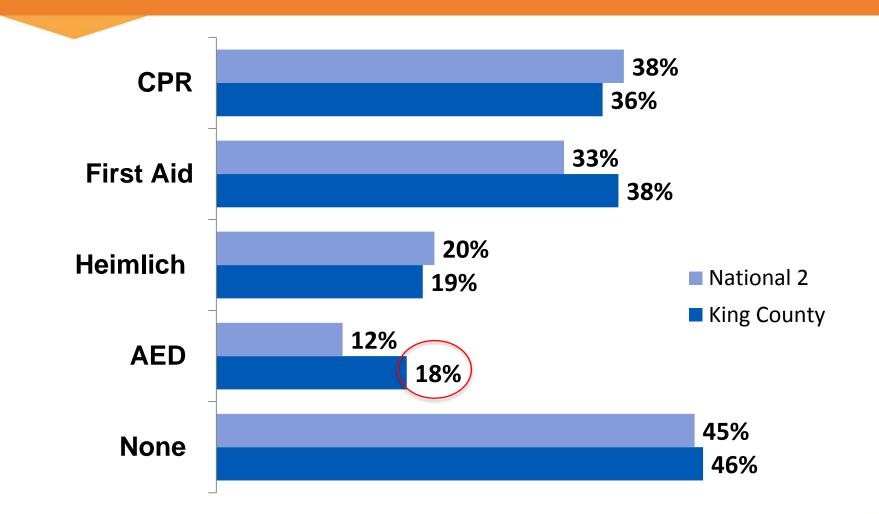
(View video separately)





Courses Past 10 Yrs





Q5 Which training courses have you taken in the past 10 years? (Check all that apply)





Base: National n=999, King County n=202

Course Importance



- AED course significantly lower importance
- AED/CPR higher among Females and adults <44

Importance	Top Box (5)	Top 2 Box (4-5)	Bottom 2 Box (1-2)
	(Extremely Imp)	(Important)	(Not Imp)
CPR	61%	80%	6%
First Aid	58%	84%	4%
Heimlich	55%	77%	7%
AED	33%	54%	18%

Q6; 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,

Familiarity of key campaigns Arrest Foundation

Top Tier 50%+





Breast Cncr 50%

Coca:Cola



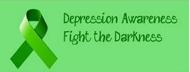
Mid Tier 19% - 32%



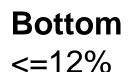
Alzheimer's 24%

Our challenges don't define us. Our actions do.





Parkinson's 24% Men's HIth 20%







Depression 19%

Q7; Consider the images below. Which of the following Public Health Awareness Campaigns

are you most familiar with?

Base: National n=999,





Word/Images of SCA



28% **Death/Killer** 22% 17% Grab chest/Pain/Numb 16% **Other Heart Related 12%** 911/EMS/Help/Hospital/Am. 16% 11% Panic/Scary/Fear/Helpless. 10% 9% 10% Critical/Danger/Act.. 8% **CPR/Rescue breaths** 13% 7% Collapse/Unconscious/Un. 11% 6% 6% **Unexpected/No warning** National 4% 3% Stroke King Cnty 4% **AED/Defibrillator** 7% Q8:When you think of Sudden Cardiac Arrest, what words, phrases or images CITIZEN CPR come to mind? (Please list up to 3)

Base: National n=999; King County 202

Understanding of SCA



Top Box Agree Completely	National	King Cnty
	n=999	n=202
Effective CPR requires continuous chest compressions	33%	34%
To survive sudden cardiac arrest, victims usually need immediate CPR and treatment with a defibrillator	31%	29%
People who suffer heart attacks are at risk for sudden cardiac arrest	30%	29%
To survive a heart attack, victims usually need immediate CPR and treatment with a defibrillator	25%	24%
People at risk for sudden cardiac arrest can be identified in advance through early detection heart screenings	23%	20%
Automated external defibrillators (AEDs) can hurt people by shocking them inappropriately	21%	22%

9. How much do you agree or disagree with each statement





Base: National n=999; King County 202

Understanding of SCA



Top Box Agree Completely	National	King Cnty
	n=999	n=202
Automated external defibrillators (AEDs) are medical devices that only trained medical personnel are allowed to use	18%	10%
Sudden cardiac arrest is the same as a heart attack	15%	14%
The majority of sudden cardiac arrests occur in the home	14%	15%
Effective CPR does not require rescue breathing	13%	15%
Sudden cardiac arrest is unlikely to happen to someone I care about	9%	9%
The majority of victims of sudden cardiac arrest survive	9%	8%
Heart attack is unlikely to happen to someone I care about	8%	6%
Sudden cardiac arrest affects only adults	8%	3%
Sudden cardiac arrest is rare in the United States	7%	4%





Respondents exposed to definition of SCA*



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.

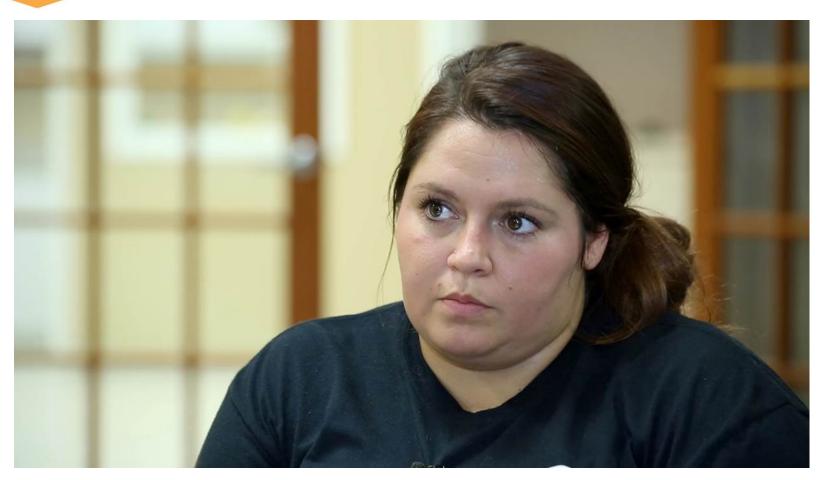




*Sudden Cardiac Arrest Foundation definition.

mpact of clear definition... Sudden Cardiac





(View video separately)





Importance Pre/Post SCA Definition

 Importance of AED skills almost doubled once SCA was better understood

	Top Box (5)		
Importance	Pre SCAPost SDefinitionDefinit		
	(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.





Motivation to learn CPR



Someone I love could be a victim of sudden cardiac arrest

Bystander CPR provided immediately after sudden cardiac arrest can double or triple a victim's chance of survival

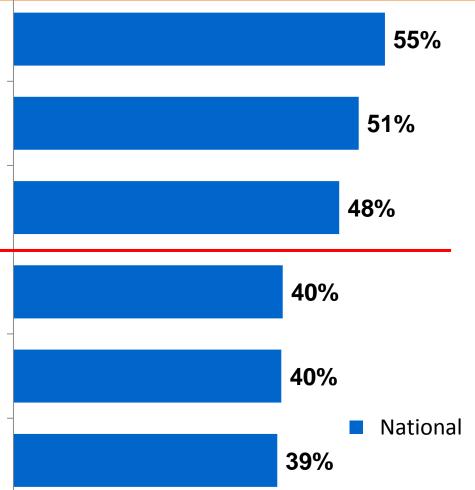
CPR training is offered free of charge in my community (work, place of worship, school, community center.)

A prepackaged CPR training kit that includes a short video and hands-on educational materials

Hearing stories from those who have survived sudden cardiac arrest

The availability of a 10-minute online video that provides CPR/AED instruction

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



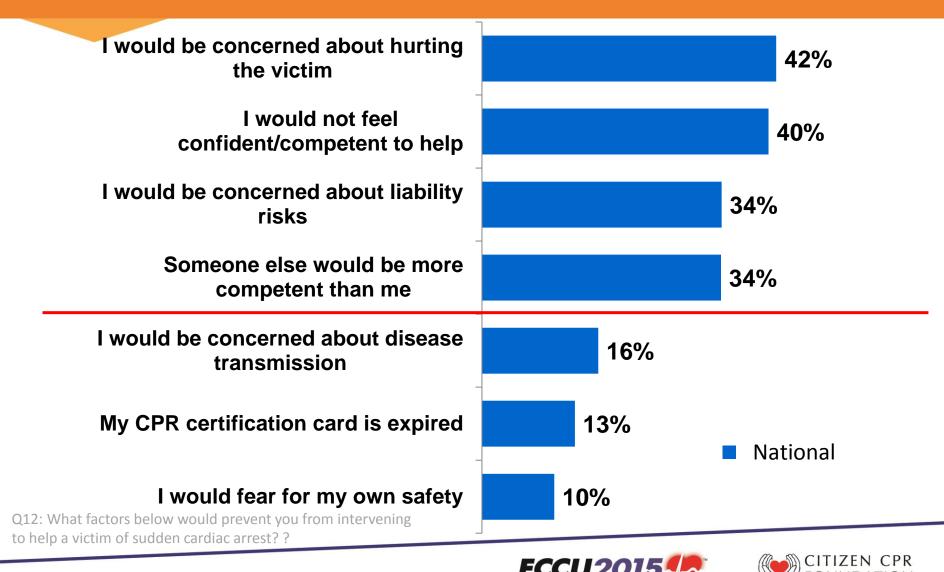




Barriers to learning CPR



loing citizens and communities save live



Base: National n=999

Post Definition: What would you tell a friend about SCA?

(Top Coded Responses)	National
	n=999
Learn CPR/AED/Take class/Be prepared/Learn how to help	28%
Immediate action intervention/Minutes matter to save a life	15%
Be aware/informed/Learn symptoms	11%
Can happen to anyone/any age/any time	10%
Start CPR/Find AED/Chest compressions only/can save a life	10%
Take care/Health/Eat right/Dr/Screen/Exercise/No smoking	10%

14: What is most important message you would tell a friend about sudden cardiac arrest?





Base: National n=999

Motivation Post Definition... "Sudden Cardiac Arrest Foundation



(View video separately)







1. SCA is <u>not</u> on consumers' radar. But, when consumers have a clear definition of what SCA is, their motivation to learn CPR and especially how to use an AED goes up.

Implication:

Creating a uniform definition of SCA in consumer-friendly language and using it consistently across organizations, the medical community and media is <u>urgent & mandatory</u>.







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 our movement—We must think bigger to grab consumer share of mind and save lives.







 The SCA awareness and understanding gap extends even to those who <u>have received</u> CPR training as to when to use it and why.

Implication:

Important that clear definitions be included with instructor training materials so as not to perpetuate knowledge gaps.







4. Motivational drivers:

- Realization that SCA can happen to anyone, anywhere at anytime... including 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 still provide practice.

Implication:

Leverage these learnings in communication & activation.







5. Connecting the dots between SCA and CPR and AEDs is essential for consumer awareness and understanding. Currently there appears to be a broken link in this communications chain.

Implication:

What may be obvious to those in the medical field may not be so clear to the average consumer.









Sometimes it's the little things that can make the biggest difference...

















PHASE 2 in Q1 2016:

- Survivor study to dig deeper
- Quant study overlay in Pittsburgh & Orlando to use within communities to establish baseline
- Packaged findings and kit for other communities

FUTURE VISION:

 Ongoing waves to measure progress against baseline





Survivor Pilot Study



- E-mail survey conducted among survivors and family members in Sudden Cardiac Arrest Foundation online community
- Manuscript submitted for publication

Kelly Sawyer, MD, Mary Newman, MS





Common Experiences of Survivors



- Memory loss
- Anxiety
- Depression
- Guilt
- Re-establishing a routine
- Getting back to school/work
- Trouble sleeping
- Trouble visiting place where SCA occurred
- Fear of ICD shock
- Fear that ICD will not shock
- Fear associated with not having ICD





Common Experiences of Family and Friends



- Lack of information at discharge
- Importance of recognizing memory loss
- Concern for the patient experiencing another cardiac arrest
- Need for recognition that life post SCA survival affects the whole family





Recommendation Made to IOM Committee



- The medical community needs to help survivors and their loved ones deal with the psycho-social aftermath of survival from SCA.
- Most survivors receive little or no mental health information or counseling during their hospital stay or upon discharge.
- Support groups and resources for survivors and caregivers are needed.
- Needs of survivors and loved ones should be taken into account by IOM.

Invited presentation to IOM Committee Mary Newman, MS, June 2015





Follow-Up Survey



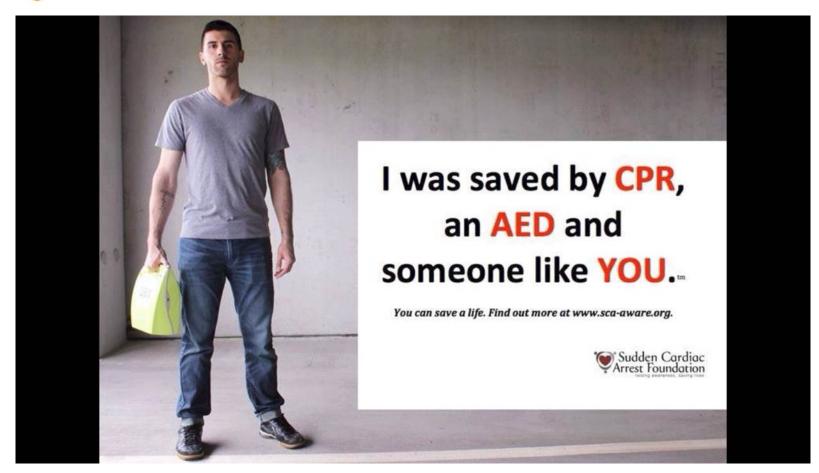
- Will be fine-tuned based on public awareness survey results and will be repeated with online community
- To participate, register at sca-aware.org.





Survivor Selfie Video





(View video separately)









