

# SUDDEN CARDIAC ARREST MESSAGING STUDY...

## Improving the public's understanding of SCA motivates bystanders to give CPR & apply an AED—actions that will save more lives

### 1 INTRODUCTION

- Survival from out-of-hospital cardiac arrest (OHCA) depends largely on immediate bystander intervention.
- Our 2015 baseline study of awareness and understanding of SCA, CPR and AEDs indicated SCA is not on the public's radar. Moreover, considerable confusion exists around SCA, CPR and AEDs, creating unintentional apathy with deadly consequences.
- Hypothesis for 2017 study: Low public awareness and understanding of SCA contributes to low survival rates. A lay-friendly definition of SCA could improve perceived importance of CPR/AED skills and likelihood to give CPR/apply an AED in an emergency. Identifying marketing messages that are strongest in motivating action could drive communications strategy.**

### 2 METHODS

- Online quantitative study conducted among representative national sample of adults (n=2,232), using sample from Survey Sampling International.
- Respondents answered framing questions, then were split into two matched panels:
  - Panel A (n=1,128) exposed to lay-friendly definition of SCA, drafted, peer-reviewed and simplified to 8th grade level. Questions pre- and post-exposure to definition measured shift in "importance to learn" skills and "likelihood" to give CPR/apply an AED. Resulting "lift factor" applied to 2017 CARES data to estimate potential life-saving impact of understanding.
  - Panel B (n=1,104) exposed to 11 discrete messages developed in partnership with National Cardiac Arrest Collaborative. Messages evaluated on relative strength in grabbing attention and motivating bystander action.
- Following quantitative, in-person 20-minute qualitative interviews (n=20 from 10 states) teased out softer insights.

Note: BCPR = Bystander CPR

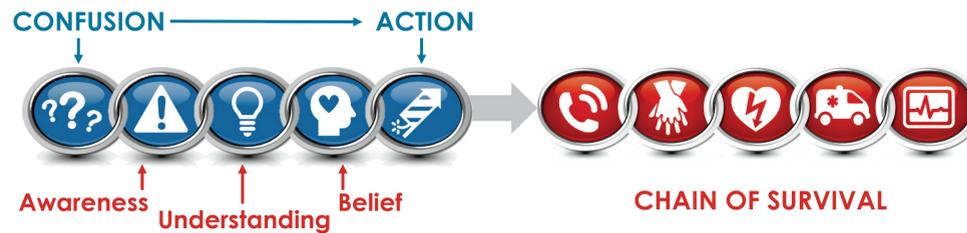
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Sudden Cardiac Arrest Foundation is a national nonprofit organization, whose mission is "To raise awareness about sudden cardiac arrest and support programs that give 'ordinary' people the power to save a life." The Foundation gratefully acknowledges: StrataVerve for conducting this research pro-bono; Survey Sampling International for their generous discount on the online research sample; Strategic Artifex for their preferred rates for qualitative recruiting and interview facilities; and Dan Beckmann for his nonprofit rate to video 1-on-1 interviews and edit clips. Learn more about SCA Foundation at [sca-aware.org](http://sca-aware.org).

StrataVerve is a global consumer marketing & research practice since 1999. Focus includes strategic planning, consumer insights, product development, brand strategy & communications across travel, entertainment, consumer products and cause-related categories. StrataVerve is committed to apply its marketing and research expertise to help increase SCA save rates. This cause is personal to StrataVerve founders. Rick Chap is an SCA survivor and Jen Chap was Rick's TCPR lay rescuer in 2012. Learn more about StrataVerve at [strataverve.com](http://strataverve.com).

### 3 KEY FINDINGS



#### Definition of SCA – 8<sup>th</sup> grade

**Sudden Cardiac Arrest (SCA)** is a life-threatening emergency that occurs when the heart suddenly stops beating. It strikes people of all ages who may seem to be healthy, even children and teens.

When SCA happens, the person collapses and doesn't respond or breathe normally. They may gasp or shake as if having a seizure.

SCA leads to death in minutes if the person does not get help right away. Survival depends on people nearby calling 911, starting CPR<sup>1</sup>, and using an AED<sup>2</sup> (if available) as soon as possible.

1. CPR (cardiopulmonary resuscitation) is a life-saving technique used to keep the heart and lungs working until medical help arrives.  
2. An AED (automated external defibrillator) is a device that analyzes the heart and if it detects a problem, delivers a shock to restart the heart's normal rhythm.

**Question asked pre-/post-definition:** If you see someone who needs help in an emergency situation, please indicate how likely you personally would be to perform the following actions. (5pt scale.)

#### Two messages rise to the top

- Lead top box and top 2 box "motivation to give CPR/use AED"
- #1 is clear leader in attention-getting

#### 1 RATIONAL IMPACT:

**You can double or triple a person's chance of survival from sudden cardiac arrest by immediately giving CPR**

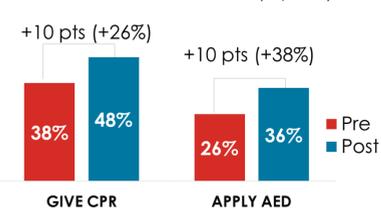
#### 2 EMOTIONAL CONNECTION:

**You may save the life of someone you love by giving CPR, as most sudden cardiac arrests happen at home**

Q: How much does this statement motivate you personally to give CPR or use an AED in a Sudden Cardiac Arrest emergency? 5pt scale from 5=Extremely Motivating to 1=Not at all motivating.  
(Top box = 5; Top 2 box = 5 & 4)  
Q2: Which three statements are most likely to catch your attention in an ad or public service message? Please rank the top 3 statements you are MOST likely to notice from 1 to 3, with 1 as the top statement that would stand out most to you. -N=1,128

#### Understanding drives action

"VERY LIKELY TO ACT" (Top Box)



5pt scale, n=1,128

#### Public understanding of SCA motivates bystander action

**BCPR can save +13.7% more lives**

\*Applied research study lift factor of 1.26 to 2017 CARES BCPR data. Calculated incremental saves to hospital discharge that total +13.7%. Conservative lift factor applies top box score only. (Excludes 911 dispatch witnessed & nursing home/healthcare facilities.)

### 4 CONCLUSIONS

- Lay-friendly definition of SCA increased public understanding and action. Top box likelihood "to give CPR" increased +26% and "to apply AED" increased +38%. If adopted across the cause, a universal definition could increase perceived importance of learning CPR/AED skills and increase bystander intervention, ultimately saving more lives.
- "Sudden" in name drives sense of urgency and conveys SCA's potential to strike seemingly healthy/younger populations.
- Top messaging areas resonate on both rational and emotional levels. The impact CPR has on tripling survival and that SCA could happen to a loved one at home are strongest motivators.
- Support messages showing strength:
  - "Don't wait for help to arrive... every second counts" drives urgency.
  - "Dispatcher can coach" builds confidence and reassures.
  - "You cannot hurt a victim, you can only help" dispels myths.
- As the public's understanding grows, support for more accessible AEDs and demand for lower-cost home AED models could increase.

#### Intended Outcomes

- Move public from confusion to bystander action.
- Adopt lay-friendly universal definition of SCA and key messages across organizations.
- Collaborate and speak in one voice to raise awareness, understanding and belief, which will help save more lives from SCA.

#### Qualitative Highlights

Scan QR code below to watch video clips highlighting qualitative interviews that help bring quantitative findings to life.



Confusion about SCA... Perceptions and myths... Understanding drives action... Impact of top messages...

#### More Information:

For a more complete presentation of this research study, scan the QR code on the right. Or, go to [www.sca-aware.org/2017-study](http://www.sca-aware.org/2017-study)

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