

# Baseline study of public awareness about Sudden Cardiac Arrest

## ...SCA is NOT on consumers' radar

### 1 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.**

### 2 METHODS

Study fielded November, 2015. Three key phases:

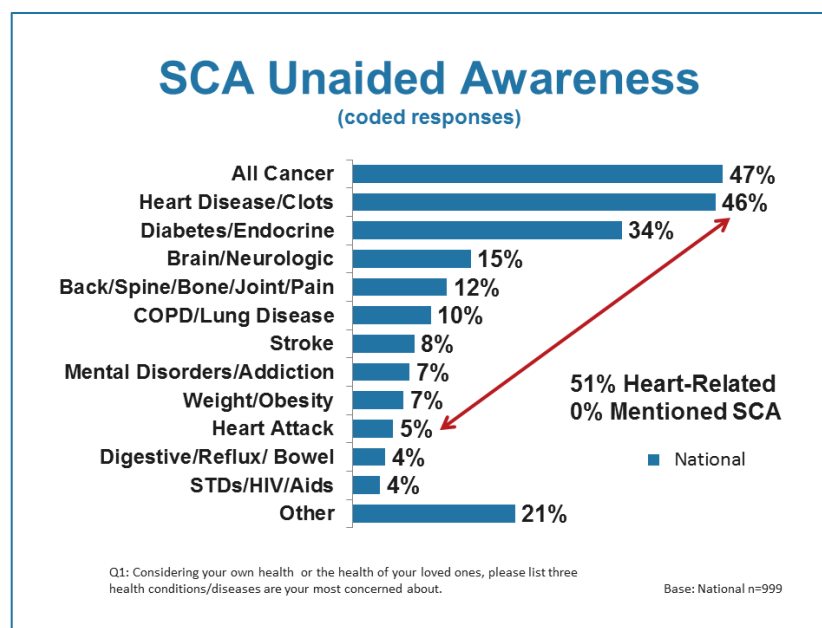
- Background analysis of existing research to provide framework
- Quantitative online study among national representative sample of 999 US respondents. Additional benchmark of 202 respondents from King County (KC), WA for high-performing market comparison. Quantitative samples from Survey Sampling International (SSI).
- 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:

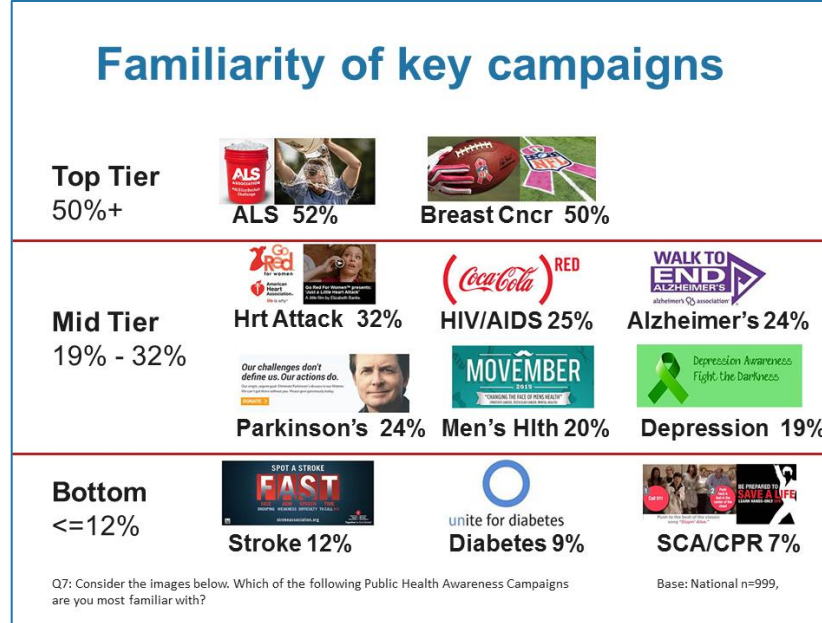
- Determine where SCA fits in consumers' minds relative to other health conditions—consumer radar.
- Understand knowledge gaps/barriers to improve community action.
- Determine key motivations to learn CPR and how to use an AED.
- Explore areas of activation/opportunity for consumer engagement.

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

### 3 KEY FINDINGS



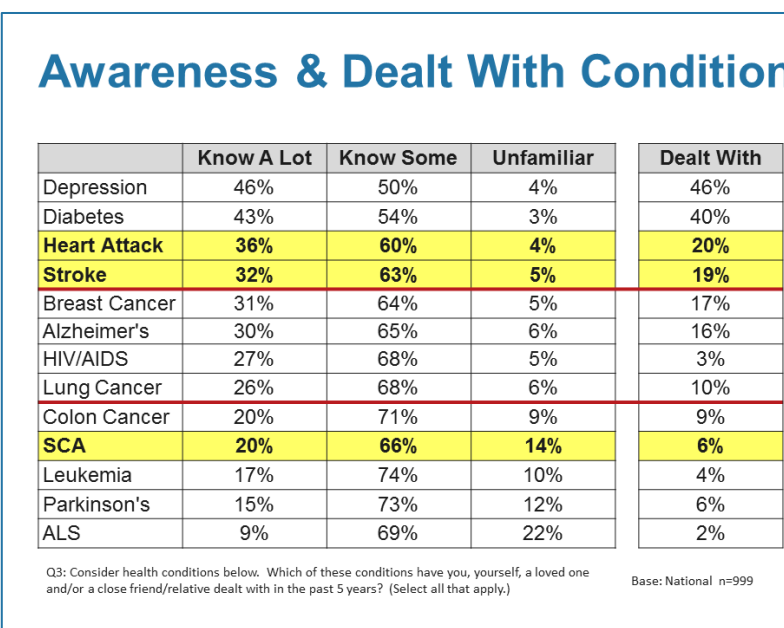
No respondents mentioned SCA; only 5% mentioned heart attack. Top health concerns are cancer (47%), heart disease (46%) and diabetes (34%).



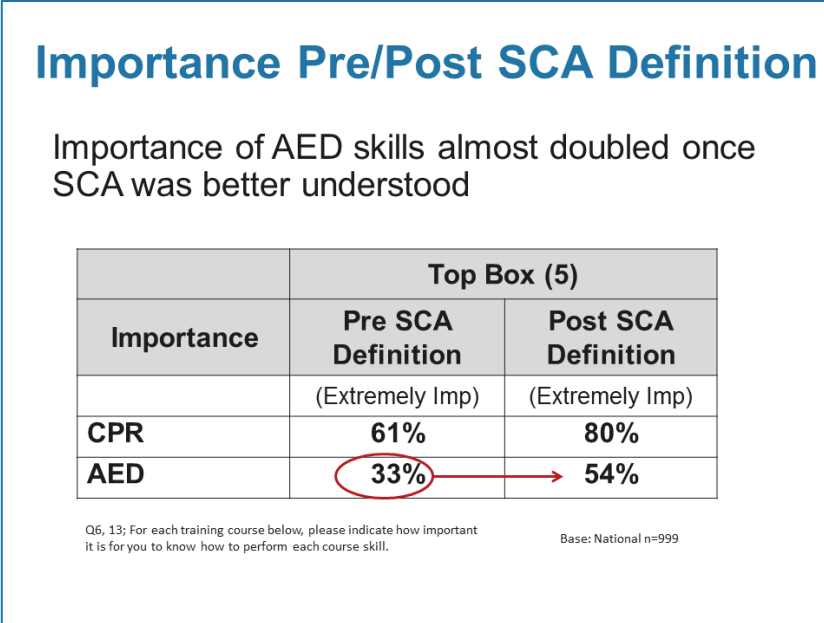
ALS and breast cancer lead with 50% aided awareness. AHA's "Just a Little Heart Attack" is moderate at 32% and the Hands-Only CPR campaign is dead last at only 7% among concepts tested.

#### Qualitative Highlights

Scan this QR code to watch a playlist of 4 short video clips highlighting qualitative insights that help bring the quantitative findings to life.



Familiarity with SCA ranks 10th out of 13 health conditions shown to respondents. Heart attack and stroke are in top tier.



When exposed to a definition of SCA, interest in learning CPR increases from 61% to 80% and interest in learning how to use an AED increases from 33% to 54%.

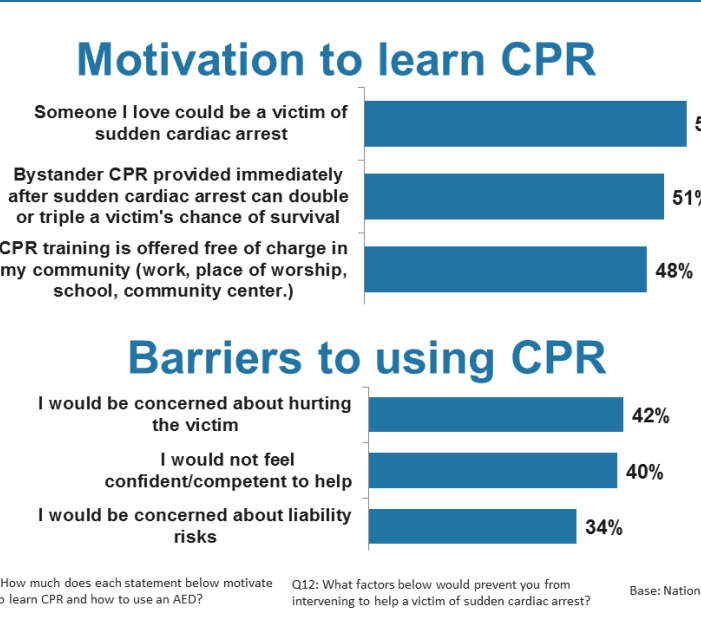


#### Personal Experience

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

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

Only 32% of those who have dealt with heart attack in the family feel they "know a lot" about SCA.



Among 11 statements tested, top motivators include realizing "SCA can happen to anyone or someone I love." Barriers include fear of hurting victim, lack of confidence and liability concerns.

### 4 CONCLUSIONS



#### Conclusions

- 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.



- The blurring of heart attack and SCA may be contributing to unintentional consumer apathy with deadly consequences.

- 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.

- 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.

#### Implications

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.

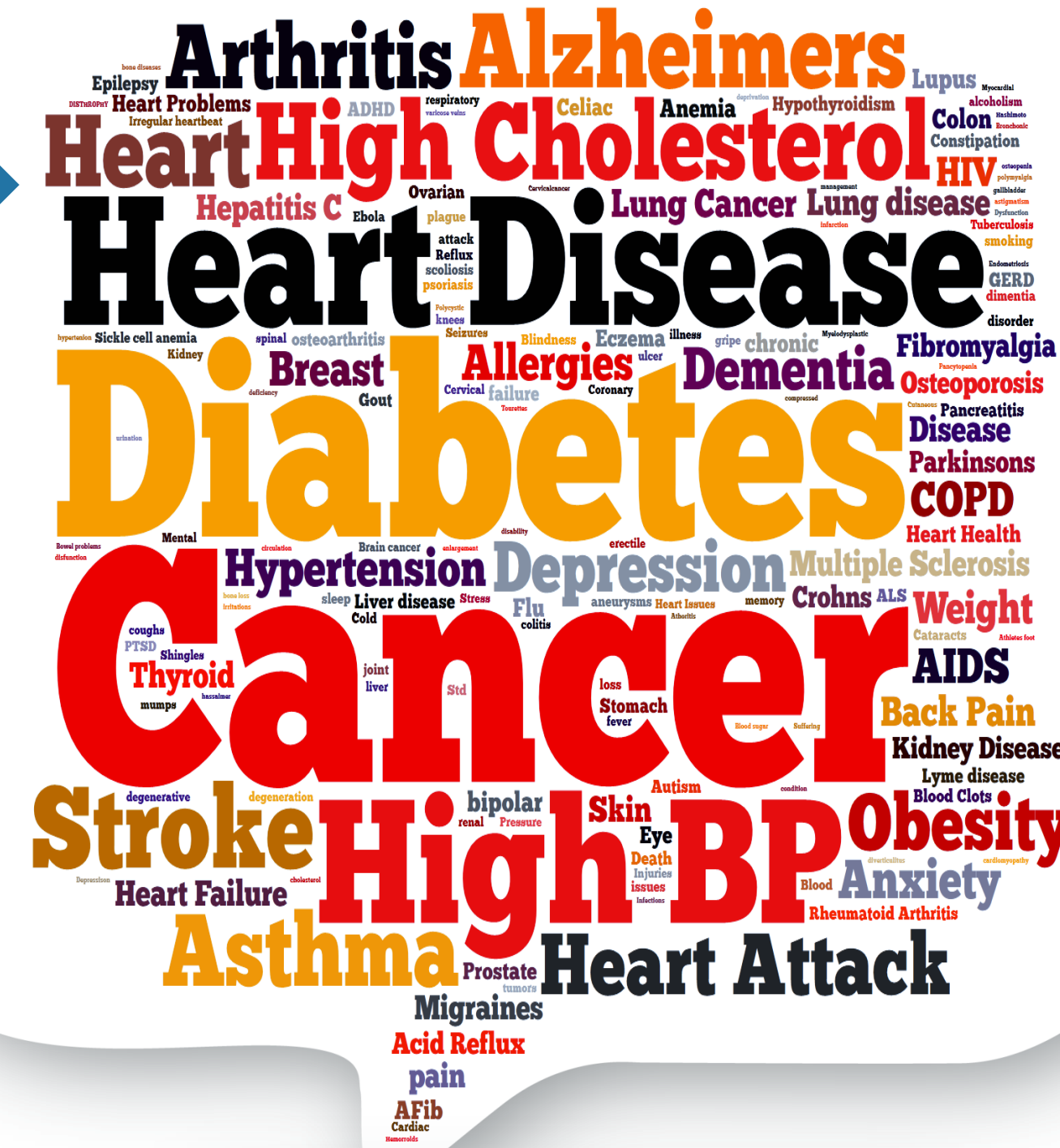
An integrated strategic marketing communications and outreach plan at a national level is of highest importance to improve awareness, understanding and treatment of SCA. This cause must think bigger to grab consumer share of mind to save lives.

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

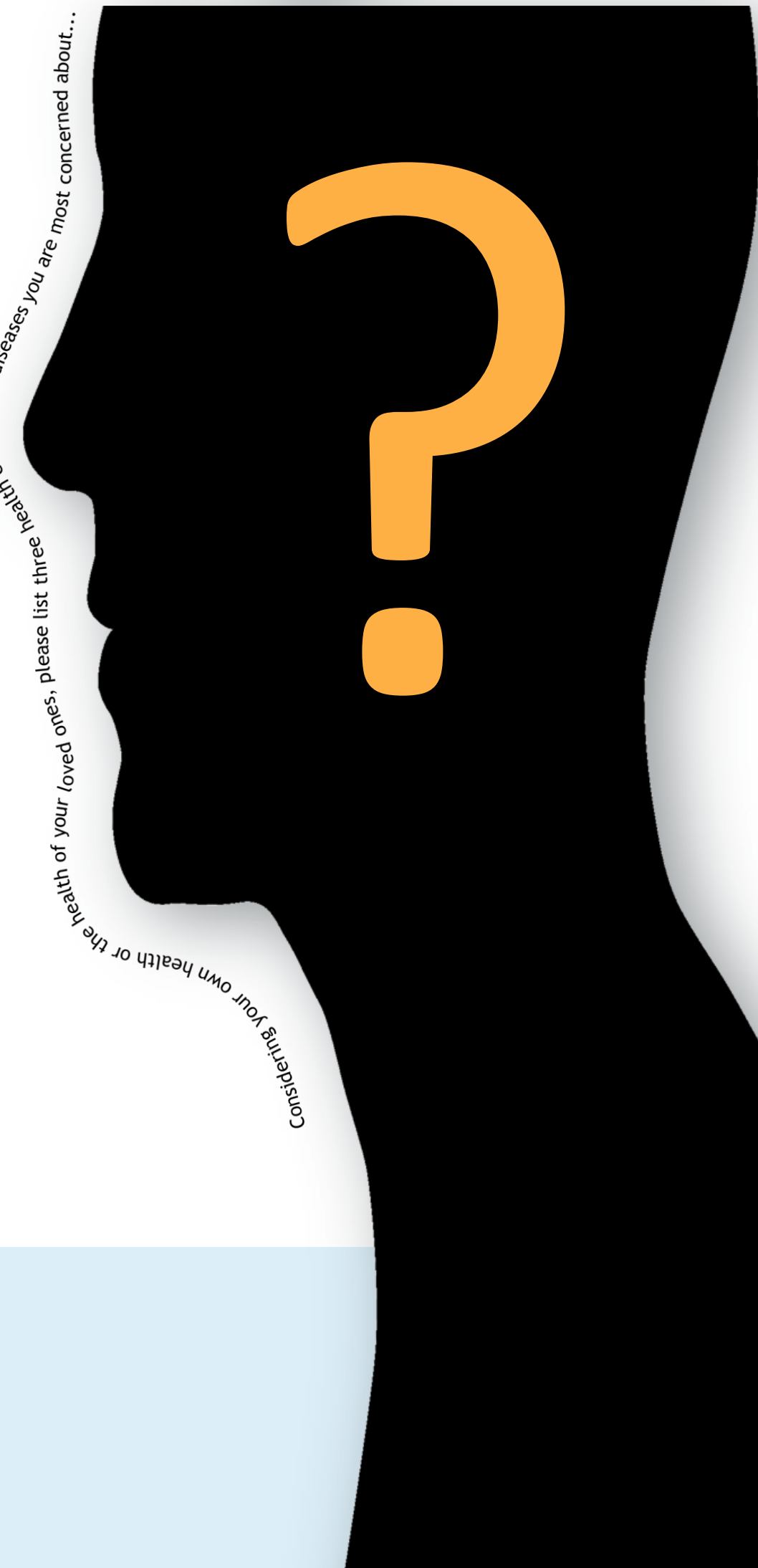
Leverage these learnings in communications. Findings support consumers' desire for knowledge to be prepared.



There appears to be a broken link in communications. What is obvious to clinicians may not be clear to the average consumer.



Word cloud reflects open-ended data.



#### More Information:

For a more complete presentation of this research study, scan the QR code on the right. Or, go to <http://www.sca-aware.org/public-awareness-research>

Mary Newman [mary.newman@sca-aware.org](mailto:mary.newman@sca-aware.org)  
Jennifer Chap [jchap@strataverve.com](mailto:jchap@strataverve.com)



Sudden Cardiac Arrest Foundation  
raising awareness, saving lives

StrataVerve