

Using Social Marketing to Reach Women with *The Heart Truth*

heart DISEASE IS THE #1 KILLER OF WOMEN

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The Facts about Heart Disease and Women

- Heart disease is the **#1 killer** of women in America.
- One in four** women dies of heart disease.
- About **one-third** of women still underestimate their own personal risk of heart disease – they fail to make a connection between risk factors, such as high blood pressure and high cholesterol, and their personal risk.
- Having just **one risk factor doubles** the risk of developing heart disease; risk skyrockets with each added risk factor.
- Fully **80%** of midlife women have one or more of the risk factors for heart disease.

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The Heart Truth Campaign in Brief

- Launched:** September 2002 by NHLBI/NIH
- Objective:** Increase awareness of heart disease as women's #1 killer; motivate women to take action to reduce their risk
- Audience:** Women ages 40 – 60
- Overall approach:** Social marketing campaign incorporating a strong branding strategy
- Implementation strategy:** Partnership development, media, community action; focus on women of color
- Based on strong foundation of target audience research:** Leverage women's interest in their outward appearance to focus on what's inside (heart); strong wake up call about personal risk; hard-hitting approach - a deliberate departure from campaign executions that existed at the time

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Brand Power: The Red Dress

Creation of a women and heart disease brand – the **Red Dress** – as the national symbol for women and heart disease awareness

"Heart Disease Doesn't Care What You Wear – It's the #1 Killer of Women"

Strong appeal to wide diversity of women; materials use images of "real" women

Central driving force of the campaign - fashion industry partnership; unique platform for other partnerships, high profile events, media

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Bringing the Brand to Life

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Red Dress Collection – NY Fashion Week

2007

2008

2009

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National Wear Red Day

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Corporate Partnerships

- 40+ partnerships valued at \$65 million
- Underwriting of major program activities
- In-kind—advertising, in-store promotions, events
- 9.4 billion product placements since 2003

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Media Partnerships

- *Glamour*
- *Woman's Day/ELLE*
- *TimeInc. Women's Group*
- *Newsweek*
- *Lifetime*
- *Essence*

- Editorial coverage
- Public service advertising
- Events and promotions

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News, Entertainment, Social Media Strategies

- Aggressive media relations for major events - print, broadcast, online; focus on style, fashion, women's, entertainment media
- Promotion of campaign products, messages, events through social media channels and online marketing techniques
 - Blogger outreach, e-mail marketing, PSA and paid banner ads, Facebook, You Tube, Flickr, Wikipedia, Twitter, widgets, outreach to online mainstream news sites
- Steady increase in media impressions each year - about 3 billion since 2002; high-circulation news, lifestyle, women's media
- 70% of reporting communicated at least 1 key campaign message

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Community Action

- **National nonprofit partners**, many with local affiliate structure
- **Single City Program** - communities commission Red Dress exhibit as focal point for local health fairs, etc.
- **The Heart Truth Road Show** - corporate sponsorship of traveling exhibit in shopping malls; 25 events since 2004; 16,000+ people screened for heart disease risk factors
- **Community Champions** - train the trainer sessions for local health educators
- **Women of Color Programs** - national groups with local roots; NHLBI funded projects; FNHI mini-grants
- **350+ Heart Truth-sponsored local initiatives**

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Making a Impact

Awareness of #1 killer - In 2000, 34% of women aware that heart disease is their #1 killer; in 2009, increased to 68%.

Awareness of Red Dress Symbol - In 2009, 69% of women recognized the Red Dress as the symbol of women and heart disease awareness, up from 25% in 2005.

Heart Disease Deaths - decreased in American women each year from 1999 to 2006 (latest data); longest consecutive decline so far.

- In 2003, 1 in 3 women died of heart disease. In 2006, 1 in 4 deaths in women due to heart disease.
- Major impact of improved prevention and treatment, but combined education efforts of many groups - with *The Heart Truth* as a catalyst - have surely played a role.

For more information:
Social Marketing Quarterly, Vol. XIV, No. 3, Fall 2008 - special section on *The Heart Truth* campaign
www.hearttruth.gov



Future Directions

- Sustain/build awareness via national programs and signature events
- Focus on behavior change
- Expand community action
- Continue outreach to women of color
- Nurture and expand partnerships
- Expand digital influence; adapt messages for new media
- Strengthen and promote Red Dress brand

