

Speaker's Notes for *The Heart Truth* Campaign Showcase Presentation

Slide 1—Campaign Showcase Title Slide

- *The Heart Truth* is a national awareness campaign for women about heart disease. It's sponsored by the National Heart, Lung, and Blood Institute, which is part of the National Institutes of Health of the U.S. Department of Health and Human Services.
- *The Heart Truth* campaign, launched in September 2002, aims to increase awareness about heart disease as the #1 killer of American women and to motivate women to take heart health seriously, talk with their doctors about it, and take steps to reduce their risks.
- *The Heart Truth* is conducted in partnership with the American Heart Association, the Office on Women's Health (DHHS), WomenHeart: the National Coalition for Women with Heart Disease, and other organizations committed to the health and well-being of women.

Slide 2—INSERT LOGO

- (Insert your organization's logo here)
_____ is part of the nationwide campaign because we are committed to helping women protect their heart health.

Slide 3—Target Audience

- The primary target audience for the campaign is women, ages 40 to 60, specifically those who have at least one risk factor for heart disease and are not taking action to lower their risk. This is a critical audience to reach because it is during mid-life that a woman's risk of heart disease begins to increase.
- In part, this is because a woman's body stops producing estrogen. Also, mid-life is a time when women tend to develop factors that increase their risk for heart disease, such as high blood pressure, high blood cholesterol, physical inactivity, and diabetes.

Slide 4—Secondary Audiences

- While women ages 40-60 are at increased risk, it is important to remember that heart disease is "ageless." Whatever a woman's age, she needs to take action to protect her heart health.
- Heart disease develops over time and can start as early as the teenage years. Lifestyle-related factors that increase heart disease risk (such as physical inactivity, overweight, and smoking) are increasingly common among girls, teenagers, and young adults.
- Among women aged 65 and older, about 14 million have high blood pressure. Most women over age 65 have obvious heart disease or "silent" atherosclerosis ("hardening of the arteries"). Lowering cholesterol is especially important to keep heart disease and atherosclerosis from worsening. It is never too late for women to take action to lower their heart disease risk.
- Finally, *The Heart Truth* campaign is also reaching out to physicians and other health professionals with messages about women's heart health. Their support is key to helping their patients assess the risk of heart disease and take action to lower it.

Slide 5—Campaign Objectives

- The campaign objectives are to:
 - Increase awareness that heart disease is the #1 killer of women.
 - Increase awareness that having risk factors can lead to heart disease.
 - Encourage women to talk to their doctor about risk factors and take action to control these risk factors.

Slide 6—Campaign Objectives, continued

- Engage health care providers as partners to reinforce campaign messages.
- Involve partners in ongoing efforts that underscore the importance of risk factor detection and education.
- Encourage organizations and individuals to take action to spread *The Heart Truth* in their community.

Slide 7—Core Messages

- The core consumer messages in the campaign materials were crafted to support the campaign objectives.
- These messages are designed to underscore the urgent problem: Heart disease is the #1 killer of American women. It can significantly decrease one's quality of life, and can lead to heart attack, disability, and death.
- The messaging issues a clear call to action: Find out your risk and take action to lower it.
- The core messages and creative concepts for public service advertising were tested in focus groups with women in four U.S. cities.

Slide 8—Focus Group Research

- The focus group research conducted by NHLBI validated that the campaign strategy was right on target and echoed the results found by national surveys. The focus groups showed that women were:
 - Generally aware of the risk factors (except for diabetes) and what should be done to lower one's risk,
 - Surprised to learn that heart disease is the leading killer of women,
 - Shocked to learn that heart disease kills significantly more women than breast cancer,
 - Engaged by concepts portraying someone like themselves, and
 - Receptive to the analogy between taking care of your outer self *and* inner self.
- One of the most interesting findings is the “disconnect” factor. Although all of the women in the focus groups had one or more risk factors for heart disease and most knew what the risk factors are, many did not connect their own risk profile to a personal risk of developing heart disease. Most women felt they were at low or moderate risk of developing heart disease. As a result, most did not take their risk seriously.
- As they looked at the message and advertising concepts, the women strongly endorsed the need for the campaign and its messages.

Slide 9—Strategic Framework

- The strategic framework for *The Heart Truth* contains three parts: the first is a national public service and media relations campaign to build broad awareness of the issue among women across the country.

- Second, central to the campaign's framework, is a partnership model. This model features national partnerships with non-profit organizations, government agencies, and corporations to extend the campaign's reach.
- The third component is materials to equip community leaders to reach women with direct intervention.

Slide 10—Creative Approach

- Based on findings from research with women, the creative approach of the campaign encompasses three features:
 - Leveraging women's interest in their outward appearance (hair, make-up, clothing, etc) to focus on what's inside, particularly their heart.
 - Personalized campaign messages delivered through real women and their stories to put a face on heart disease.
 - A hard-hitting, edgy approach to deliver an urgent wake-up call to women.

Slide 11—Red Dress Project

- *The Heart Truth* has adopted a Red Dress as the national symbol for women and heart disease awareness (much like the pink ribbon for breast cancer or red ribbon for AIDS).
- The Red Dress has proved, through focus group testing, to be a positive image to convey heart disease messages targeted to women. Concept testing showed excellent results in its ability to get women's attention, convey the seriousness of heart disease, and show that heart disease is not just a man's issue.

Slide 12—Red Dress Project Debut

- The Red Dress Project debuted at Mercedes-Benz Fashion Week in February 2003, and introduced the Red Dress symbol which serves as a visual red alert to get the message heard loud and clear: "Heart Disease Doesn't Care What You Wear. It's the #1 Killer of Women."
- The Red Dress Project debut included the following components:
- Nineteen leading fashion designers, including Vera Wang, Calvin Klein, Ralph Lauren, and Nicole Miller who joined NHLBI to kick-off the Red Dress Project in high fashion by donating a red dress from their collection.
- Renowned fashion photographer, David LaChapelle, who photographed supermodel Angela Lindvall in a red dress designed by Donna Karan for Fashion Week activities.
- Angela Cummings, a leading jewelry and accessory designer, who created a signature Red Dress Pin (pictured here), which features a diamond heart embedded on the dress. A tack pin replica of this pin was created and is available to the public from the NHLBI Web site and in select Wal-Mart stores.
- Since its debut, the Red Dress Project has been incorporated fully into the materials, messages, and activities of *The Heart Truth* campaign including:

Slide 13 – Red Dress Project Activities

- On Valentine's Day 2003, First Lady Laura Bush, wearing the Red Dress Pin, made appearances on the three major network morning television shows to talk about heart disease in women. Since then, she has taken on the initiative of heart health, especially in women, as part of her public appearance agenda.
- The image of the Red Dress has been expanded beyond designer dresses and Fashion Week.

- Eleven women with heart disease or risk factors have been photographed in red dresses. These women are different ages, sizes, and ethnic/racial backgrounds. They are featured throughout *The Heart Truth* materials and the image of them in red dresses—“Real Women Wear Red”—has helped to integrate the Red Dress Project into *The Heart Truth*.
- NHLBI created an Online Toolkit that is available on the campaign Web pages to provide individuals and organizations with dozens of activity ideas and materials to help them plan their own Red Dress events to spread the word in their communities about heart disease in women.
- NHLBI has also made the collection of dresses available to communities through a nationwide tour. Any city has the opportunity to fund an event featuring 4 or 8 of the Red Dresses to raise awareness that heart disease is the #1 killer of American women.

Slide 14 and 15—Print Public Service Advertising

- A key element of *The Heart Truth* campaign and its Red Dress Project is print public service advertising (PSA), designed to reach women through the magazines and other print media they frequently read.
- The print ads use a creative approach that emphasizes the contrast between outward appearance and inward reality.
- NHLBI has produced a total of five print ads, four of which are also available in Spanish.
- You can see that these ads incorporate the Red Dress theme, including the collection of 19 designer dresses, as well as the photography of real women who have been affected by heart disease wearing red.

Slide 16—Television Public Service Advertising

- An important part of the strategic approach is edgy, hard-hitting advertising involving real women, and a focus on the inner and outer self.
- This approach is carried out in award-winning TV spots.
- The first television PSA, the most hard-hitting element of the campaign, is called “If You Could.”
 - It gives the strong wake-up about heart disease that so many campaign advisors and focus group participants urged.
 - Again, as with the other ads, it stresses the contrast between outward appearance and inward reality.
- The second is a spot called “Jackie.”
 - Jackie’s story underscores the truth and consequences of heart disease in a dramatic way. The truth is that Jackie had a heart attack at a young age—48. And the consequence—she’ll always be at high risk for another and her heart will never be the same.

Slide 17—Radio Public Service Advertising

- Five radio PSAs reinforce the messages of the television and print ads, giving a voice to heart disease.
- “Jackie’s Story” is the radio companion to the “Jackie” TV PSA.
- “Joan’s Story” and “Ann’s Story” feature two real women with heart disease.
- “Did You Know?” emphasizes the important message that heart disease is the #1 killer of women.
- “If You Could” is the radio companion to the TV PSA.

Slide 18—Campaign Materials

- NHLBI has produced an array of additional campaign materials.
- **(Brochure)** People who call *The Heart Truth* Campaign information line, 1-800-575-WELL will be sent a free copy of the campaign brochure, *The Heart Truth for Women*. It is available in English and Spanish.
- The brochure urges women to find out their risk and take action to protect their heart. It gives them six critical questions to ask their doctors. And to put a face on heart disease, the stories of three women are featured.
- **(Speaker's Kit)** A key strategy of the campaign is reaching women in the communities and settings where they live and work. The campaign's major tool for this is *The Heart Truth for Women: A Speaker's Kit*. It's a complete and easy-to-use "talk in a box." With it, any woman can make a compelling presentation at her place of worship, at a club meeting, at work, or just about anywhere. It includes a speaker's script, overheads, handouts, and responses to likely questions. And it has an award-winning video that features women telling their own stories about how heart disease changed their lives.

(If you are showing the 10-minute video, it can be played now.)

- **(Handbook)** Another key element of the campaign is *The Healthy Heart Handbook for Women*. This is an updated edition of a perennially popular and best-selling NHLBI publication. It's a comprehensive, 100-page handbook that brings together the latest information and practical tips. When women ask how they should take care of their hearts, *The Healthy Heart Handbook for Women* gives them the answers.
- **(Fact Sheets)** For those who want just the basics, NHLBI has a series of three fact sheets based on the handbook. They provide women with important information on heart health including heart-healthy eating and recipes, an action plan for lowering heart disease risk, and key information for women with heart disease. These fact sheets are useful for health fairs, meetings, work sites, and in many other settings.
- NHLBI has also produced two additional fact sheets, *The Heart Truth for African American Women* and *The Heart Truth for Latinas* (available in both English and Spanish).

Slide 19—The Heart Truth Web Pages

- No campaign is complete without a dynamic Web site. *The Heart Truth* Web page is located at www.nhlbi.nih.gov/health/hearttruth.
- *The Heart Truth* Web pages feature all campaign materials, information about lowering heart disease risk, personal stories of real women with heart disease, information about the campaign partners, and more.
- Two exciting features of *The Heart Truth* Web pages are *The Heart Truth* Online Toolkit and Activity Registry.

Slide 20—Online Toolkit and Activity Registry

- *The Heart Truth* Online Toolkit is designed to help individuals and organizations spread the word about women and heart disease in their local community. It is easy to use in a wide variety of settings—whether a healthcare facility, non-profit organization, or community group.
- The toolkit contains background information on *The Heart Truth* campaign and its Red Dress Project, dozens of ideas for Red Dress activities, and all of the promotional materials needed to plan and advertise a successful event.
- Anyone who wants to make a difference in women's lives can use this toolkit to help spread *The Heart Truth*.

- NHLBI also created an online Activity Registry to allow organizations to post their national and local activities on the Web. This allows organizations to share their descriptions of successes and learn about what other groups across the nation are doing to help spread *The Heart Truth*.

Slide 21—*The Heart Truth* Partners

- So, what is the take-away message from all this?
- It's that women will never learn *The Heart Truth* without your involvement.
- How to get involved? Here's a list of the top five things you can do.

Slide 22—#5: Get Personal

- Number 5—Get Personal.
- Women need a strong and urgent wake-up call to take heart disease seriously and personally. Get personal about heart disease. Spread *The Heart Truth* message to your mothers, sisters, daughters, and friends—and take the message to heart in your own life.

Slide 23—#4: Get to Work at Work

- Number 4—Get to Work at Work.
- In your professional capacity, become a partner in the campaign. Use the materials to get the message out to your members, co-workers, clients, and others. How? Here are just a few ideas, and you'll find materials on the campaign Web pages to help you implement them:
 - Use the Speaker's Kit to make presentations at work and ask co-workers to do the same in their community.
 - Ask your organization to add a link from your Web site to *The Heart Truth* site.
 - Send an e-mail about the campaign to your online network.
 - Get your employee newsletter to print a story.
 - Organize a "Wear Red to Work" Day and encourage coworkers to wear a red dress, sweater, shirt, tie, or shoes.
 - Wear a Red Dress pin and encourage your coworkers to do the same.
 - Distribute the campaign materials. You can even reprint them and add your group's name and logo. Contact NHLBI to order a CD-ROM with the printing files for this purpose.

Slide 24—Order *The Heart Truth* Materials

- You can order campaign materials by calling the NHLBI Health Information Center at 301-592-8573 or online by visiting *The Heart Truth* Web pages.

Slide 25—#3: Communicate in Your Community

- Number 3—Communicate in Your Community
- Women work hard in their communities in many ways. Use your connections to share the message about heart disease—in your civic association, with your sorority, in your place of worship.
- Use the Speaker's Kit as a handy tool to help you. You can also use *The Heart Truth* Online Toolkit to plan a community event centered around the red dress concept to spread the word about the national symbol for women and heart disease awareness.
- Be sure to distribute campaign materials at your event.

Slide 26—#2: Be an Advocate

- Number 2—Be an Advocate for *The Heart Truth*. Urge others to get involved.
- Ask your state or community health department to launch *The Heart Truth* campaign and declare a Women's Heart Day.
- And share what you are doing with NHLBI so the Institute can spread the word too. Log on to *The Heart Truth* Web page and register your successful activity in our Activity Registry.

Slide 27—#1: Remember *The Heart Truth*

- And Number 1—Remember *The Heart Truth*—heart disease is the #1 killer of women.
- But it doesn't have to be. And—with your help—it won't be.