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Addressing the major
behavioural challenges
of our time

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The 2nd World
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11-12 April 2011 Citywest Hotel, Dublin, Ireland

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The Heart Truth[®]
A Campaign for Women about Heart Disease

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The Issue

- Heart disease is the #1 killer of women.
- One in four American women dies of heart disease*
- Almost half of women still don't know heart disease is their #1 killer

Enter *The Heart Truth*

- The National Heart, Lung, and Blood Institute (NHLBI) convened 70 women's health experts in 2001 to address women and heart disease
- Result: The NHLBI sponsors *The Heart Truth*, a national awareness campaign for women about heart disease and leads a growing, national movement
- Created and launched in Washington, D.C., in September 2002

* Of the women who died in 2007 (the most current year for which data are available), 1 in 4 died from heart disease.

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Objectives

- Raise awareness that **heart disease is the #1 killer** of women
- Increase awareness of the **risk factors** leading to heart disease
- Urge women to **talk to their doctor** about their personal risk for heart disease, and **take action** to lower that risk



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Audiences

- Primary:
 - Women, ages 40-60, primarily those who:
 - Have at least one risk factor
 - Are not taking action
- Secondary:
 - Women, ages 18-39
 - Health care professionals



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Campaign Planning and Development

- Rooted in social marketing process described in Making Health Communication Programs Work (NCI 2002).
- Science-based education materials
- Planning drew on relevant behavior change theories and models for influencing attitudes and behavior, such as the Transtheoretical Model of stages of individual behavior change, among others. Development activities included:
 - **Literature Review:** review of more than 200 research articles on cardiovascular disease in women and related health and behavior research and related survey data.
 - **Audience segmentation and analysis:** based on recommendations from the 2001 Strategy Development Workshop and a decision-making tool to evaluate merits of different audience segments.
 - **Environmental Scan:** analysis of news media coverage as well as complementary and competing women's heart health programs and campaigns.
 - **Focus Groups:** included exploratory discussions and concept testing among women aged 40-60 representing diverse races, ethnicities, education, and income levels.



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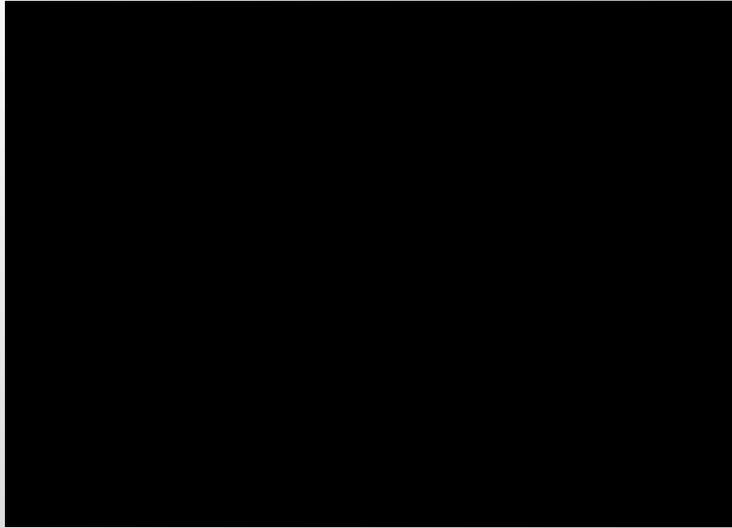
Brand Power: The Red Dress®

- Creation of a women and heart disease brand—The **Red Dress®**—the national symbol for women and heart disease awareness
- *"Heart Disease Doesn't Care What You Wear—It's the #1 Killer of Women®"*
- Formative research proved strong appeal to wide diversity of women in addressing myth that heart disease is a man's issue
- A central tenet of the campaign brand, including materials with images of "real" women, fashion industry partnership, media coverage, community events, individual engagement



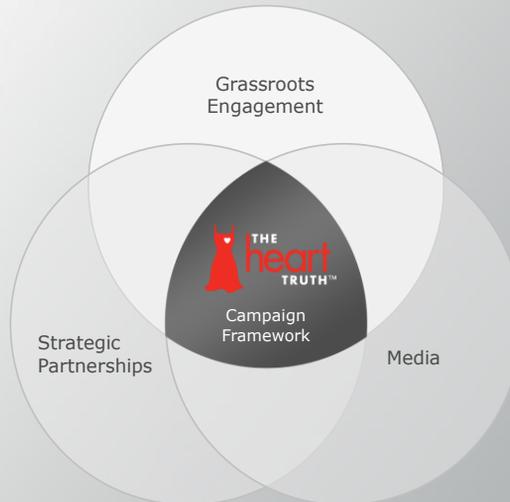
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The Heart Truth Campaign



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The Heart Truth Strategy



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Grassroots Community Programming

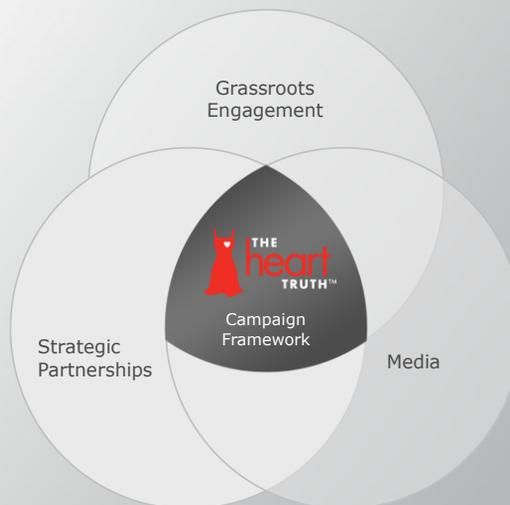
- **The Heart Truth® Road Show**, with free heart health screenings and educational materials
- **Women of Color Program**, to increase outreach to African American and Latino women
- **The Heart Truth® Champions**, a train-the-trainer program for community health workers collaboration with and funded by the **HHS Office on Women's Health (OWH)**
- **Community grants** in support of *The Heart Truth®* local programming in collaboration with the FNIH, funded by the NHLBI and corporate cause marketing programs
- **Single City Program**, enabling community hosts to feature campaign materials at local events
- Collaboration with **OWH** on health professional outreach and education



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The Heart Truth Strategy



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Community/Non-profit Partners

Lend **credibility**, local reach and **relevance**.



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The Heart Truth Strategy
Strategic Partnerships



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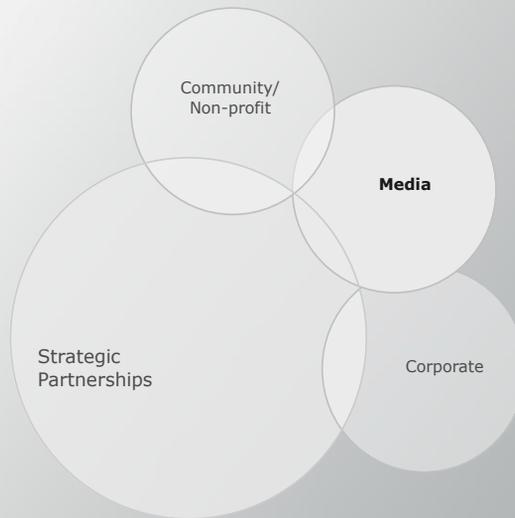
Community/Non-profit Partners



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The Heart Truth Strategy
Strategic Partnerships



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Provide **national reach,**
influence and
reinforcement of local efforts.

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Media Partners



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Lifetime

GLAMOUR

Woman's Day
live well every day

catalina
for the mind, body, and soul of today's Latinas



ELLE

ESSENCE



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Woman's Day

National Wear Red Day



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Woman's Day

•Woman's Day Editor



WD Editor-in-Chief
Jane Chesnutt gives
First Lady Laura Bush
an award in 2007.

The Woman's Day **red dress awards**

THIS YEAR MARKS THE FIFTH ANNIVERSARY OF OUR Red Dress Awards, created to recognize those who have made significant contributions to the fight against heart disease in women. These amazing women were fêted in New York City at a gala reception on January 31, where they received the Swarovski-designed awards.

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The Heart Truth Strategy



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Corporate Partners

Provide tremendous
marketing muscle
to break through the clutter
and enhance **visibility**.

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Diet Coke

- Retail Program

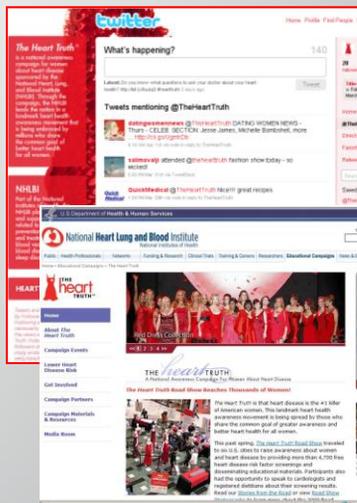


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Social Media Integration

- Heart Truth Facebook pages for campaign 'fans' and for community Champions to share best practices
- Content amplified across Flickr, YouTube, Web-based PSA banners
- Twitter platform launched on National Wear Red Day 2010 to support local events
- Outreach to women's health, lifestyle and fashion/entertainment-focused blogs
- Shareable widgets, badges etc. to support taking action on personal heart health



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the heart truth®	
AT-A-GLANCE	
HEART TRUTH ACTIVITIES RESULTS 2003-2011	
Signature Events	<ul style="list-style-type: none"> • Eight Red Dress Collection fashion shows • 28 Heart Truth Road Shows • Four First Ladies Red Dress Collections • More than 100 formed
Community Partnerships	<ul style="list-style-type: none"> • 350+ campaign-related local initiatives • Estimated combined total of people reached via local events – 273,000
Community Action	<ul style="list-style-type: none"> • 340 Heart Truth Champions trained in 26 States • 17,200 individuals screened by The Heart Truth Road Show in 28 cities • \$798,120 in grant funding awarded to 19 organizations
Media Relations	<ul style="list-style-type: none"> • More than 5 billion impressions across high-circulation lifestyle, entertainment, fashion, and women's media • 69% of coverage included at least one of campaign's key messages according to 2008 audit
Corporate Partnerships	<ul style="list-style-type: none"> • 50 relationships formed • Estimated \$150 million+ value of in-kind promotional activities • Campaign messages promoted on more than 16 billion product packages • Campaign messages promoted on more than 16 billion product packages • Newspaper ad inserts with combined circulation of 509 million • Newspaper ad inserts with combined circulation of 509 million
Materials Distributed	<ul style="list-style-type: none"> • 2 million+ via NIH/NIHDI; partners have distributed many more • 28,000 packets of health information materials distributed at Heart Truth Road Shows
Awards	<ul style="list-style-type: none"> • 43 awards/citations as of March 2010, including: <ul style="list-style-type: none"> – 2010: The Holmes Report named The Heart Truth as one of the five most successful campaigns of the decade
Publications	<ul style="list-style-type: none"> • 2008 SMG special edition; CWU Case Studies; Journal of Women's Health; SMG community programming article and two public health textbook chapters in progress

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Lessons Learned

- Strive for flexibility, creativity and cooperation
- Walk a mile in your partner's shoes
- Establish clear parameters
- Be prepared to invest
- Look for synergies between partners
- Resist the urge to sacrifice strategy for the "cool factor"
- Take risks

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Impact and Outcomes

- Women's **awareness of heart disease** as their #1 health threat in 2009 is 69%, up from 34% in 2000.
- Awareness of the **red dress as the issue's symbol** in 2009 is 68%, up from 25% in 2005.
- From 1999 to 2006, NHLBI reports **heart disease deaths in women decreased**; longest consecutive decline so far
- In 2003, 1 in 3 women died of heart disease. In 2006, that changed to 1 in 4 deaths.
 - 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.



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Takeaway Points from WSMC

- Created a movement:
 - Multi-faceted, engaging
 - Inspired adoption and integration
- Applied both art and science:
 - Science-based information delivered in response to target audience, partner and stakeholder feedback
- Enabled women to be heroes in their own story:
 - Women at risk or living with heart disease shared their story
 - Community grassroots adopted the cause, lead the movement



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Thank You!

For more information: (Sarah Temple/Sarah.Temple@ogilvypr.com)

Social Marketing exCHANGE blog: www.smexchange.ogilvypr.com

www.ogilvyPR.com

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