Power To End Stroke Awareness Campaign
2009
Presenter

Rani Whitfield, MD
Board Certified Family Physician
(Nothing to disclose)
National Sponsor

The Bristol-Myers Squibb/ Sanofi Pharmaceuticals Partnership
Situation Analysis

Statistics show that blacks have a higher prevalence of certain stroke risk factors than members of other ethnic groups.

- To reach this high risk audience the American Stroke Association (ASA) launched the Power To End Stroke awareness campaign in 2005.

- Campaign Goal: to raise African Americans’ awareness of the serious impact of high blood pressure, diabetes and stroke on members of the African American community.
Turning a Blind Eye

Research Shows A High Realization, But No Personalization of Stroke Risk

- **53%** have high blood pressure diagnosed in their family
- **41%** have diabetes in their family
- High percentage of respondents believe they are at little to no risk for:

<table>
<thead>
<tr>
<th>Hypertension</th>
<th>Diabetes</th>
<th>Stroke</th>
</tr>
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<tbody>
<tr>
<td>66%</td>
<td>72%</td>
<td>73%</td>
</tr>
</tbody>
</table>

- **70%** feel knowledgeable about stroke, however, 75% gave an incorrect definition of stroke
- **88%** did believe that stroke would have a high impact on the quality of their life

Stroke in African Americans
Supporting Statistics

African Americans are at greater risk for CVD than any other ethnic group

• CVD, including stroke, is the leading cause of death for African Americans

• Blacks have almost twice the risk of first-ever strokes as whites

• 40% of blacks have high blood pressure compared to 30% of whites

• Non-Hispanic black women have a higher prevalence of HBP, obesity, physical inactivity and diabetes compared to white women

Goals

Through Power To End Stroke, the American Stroke Association is helping to raise African Americans’ stroke awareness from 43% to 52%

By 2011, the American Stroke Association will achieve:

- **7 billion** media impressions (approximately 1.5 billion per year over the next 3 years), total to date is 2.7 billion
- **15,000** ambassador spokespersons – influential people talking about the campaign, total to date is 11,690
- **500,000** registrants for the campaign, total to date is 324,101

(data of current achievements is through FY 2007-08)
Program Registrants
Signed a pledge committing to reduce stroke risk and receives tools and information to help them succeed
Ambassador Penetration
People of influence speaking publicly and about stroke to African American audiences
PTES Objectives

Engage

• Engage **500,000** African Americans to register for the campaign to receive tools and information to help them to reduce their stroke risks.

Strengthen

• Strengthen the movement by sustaining engagement of **70%** of active Ambassadors talking about stroke and conducting events/activities to raise stroke awareness in African-American communities

Maximize

• Maximize media exposure by achieving at least **1.5 billion** national and local media impressions per year about stroke in African Americans and the Power To End Stroke campaign.
• Maximize marketing opportunities by distributing at least **5 million** materials to heighten stroke awareness among African Americans
PTES Strategies

Media

- Engage national and local media outlets who have the highest reach to African Americans aged 30-64
- Develop key messages and year-round national and local media pitch angles
- Identify media interview opportunities and speaking engagements for Ambassador
- Enlist medical professional volunteers as third party experts for media interviews

Corporate Relations

- Leverage national sponsors and cause supporters to activate campaign activities through their sponsorships
- Provide campaign updates to help Corporate Relations staff to identify and recruit national sponsors and cause supporters

Key Leaders and Alliances

- Identify and recruit influential leaders to become campaign Ambassadors
- Leverage existing relationships and develop new ones with partners, corporations, faith-based and social organizations, policymakers and media that focus on diverse and ethnic audiences to help drive campaign messages
Target Audience

African American men and women ages 30-64 are the primary audience for Power To End Stroke

Secondary Audience

- African American role models with affluence and/or influence
- Faith-based organizations
- Healthcare professionals
- Policymakers
- Social organizations
- Stroke survivors and their caregivers
- AHA/ASA strategic alliances
Key Campaign Elements
Power Ambassadors

- Speak out against stroke in African-American communities
- They are torchbearers whose words ignite passion and change the destinies of countless African Americans
- They are:
  - American Heart Assoc./American Stroke Assoc. volunteers
  - Business leaders
  - Legislators
  - Healthcare professionals
  - Leaders of a faith-based organizations
  - Celebrities/Entertainers/Athletes
  - Media
Power Toolkits

Family Reunion Toolkit
Free, downloadable kit that people may use at reunions to help educate family members about their health history and stroke risks.

Power Sunday Toolkit
Free, downloadable kit that people may use at churches to help educate congregations about stroke.

Healthcare Toolkit
Sponsored by the American Heart Association/American Stroke Association’s Pharmaceutical Roundtable, the free kit includes the primary and secondary stroke guidelines, posters, wallet cards, repro sheets, etc. to help medical professionals educate patients about stroke.
Power Beauty Salon / Barbershop Toolkits

• Power has developed beauty salon/barbershop toolkits for AHA affiliate offices to use when planning Power events in beauty salons/barbershops

• Toolkits include information for event planning, promotional templates, flyers, posters, banners, etc.

• Project consists of three toolkits:
  - Go Red Beauty Shop Lounge
  - Power Beauty Salon
  - Power Barbershop Lounge
Urban Ministries

• Power materials, including information on cardiovascular disease, peripheral artery disease, primary and secondary stroke prevention, high blood pressure and obesity will be distributed through Urban Ministries Sunday School curriculums

• Pre and post-testing of the participants in 40,000 predominately African-American churches will be held

• The tests will gauge pre and post-awareness of cardiovascular disease, including stroke and assess the actions taken as a result of the education
Advocates for Power

Recruit Advocates of each Power Pillar, including mayors, ministers, minister’s wives, legislators (national and state), celebrities, etc., to be “delegates” at Lobby Day

Possibilities include:

• Led by a Power Ambassador
• Help secure face-to-face meetings with lawmakers, as well as create/support a Power fund-raising initiative

Cory Booker, Mayor
Newark, NJ
Power Gospel Tours

The GOSPEL Tour

Come celebrate the Power!

POWER TO END STROKE
You are the Power

American Stroke Association
Learn and Live
Power Gospel Tour

A 13 city gospel tour is headlined by artists, such as Dr. Bobby Jones, Kirk Franklin, Smokie Norful and others.

• Each event reaches approximately 2,000 people and incorporates cardiovascular information through gospel music and praise dance

• As a part of the tour, stroke screenings are conducted and Power materials are distributed
Power Gospel Tour Dates

2008-2009 Gospel Tour Schedule:

1. Indianapolis, IN  
   October 17, 2008
2. Milwaukee, WI  
   October 18, 2008
3. Detroit, MI  
   October 19, 2008
4. Chicago, IL  
   April 16, 2009 (VIP Reception 4/16)
5. St. Louis, MO  
   April 17, 2009
6. East St. Louis, MO  
   April 18, 2009
7. Kansas City  
   April 19, 2009
8. Little Rock, AR  
   April 24, 2009
9. Dallas, TX  
   April 25, 2009
10. San Antonio, TX  
    May 2, 2009
11. Tulsa, OK  
    May 8, 2009
12. Oklahoma City, OK  
    May 9, 2009
13. Houston, TX  
    May 15, 2009 (Power of Legacy Weekend)
Fourth Edition Healthy Soul Food Cookbook

- *Healthy Soul Food Cookbook* features national Power Ambassadors and heart-healthy recipes
- Consumers may purchase the cookbook at [www.shoppower.org](http://www.shoppower.org) or grocery store checkout stands while supplies last.
- Affiliates may purchase the cookbooks to distribute at events
- The book is pitched to local and national media
EMPower!

- Power has a new fundraising campaign: EMPower
  - Tribute/Memorial sites are created and dedicated by family members or friends in honor of their loved ones that have suffered a stroke
  - PTES has asked each Ambassador to raise $500
  - EMPower fundraising grand prize is sponsored by American Airlines

EMPower provides the opportunity for loved ones to Personalize a site and to make an online donation to our mission
## Community Activities

### PTES Affiliate Activity Summary

<table>
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<tr>
<th>Event Type</th>
<th>Total FY 07-08</th>
<th>1st Quarter FY 08-09</th>
<th>2nd Quarter FY 08-09</th>
<th>Year To Date</th>
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<tbody>
<tr>
<td>Power Sunday/Church Event</td>
<td>39</td>
<td>43</td>
<td>31</td>
<td>113</td>
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<tr>
<td>Music/ Art Events</td>
<td>12</td>
<td>23</td>
<td>8</td>
<td>43</td>
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<tr>
<td>Health/Wellness Event</td>
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<td>129</td>
<td>111</td>
<td>299</td>
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<tr>
<td>Ambassador Event/Drive</td>
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<td>Women's Event</td>
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<td>Family Reunion Events</td>
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<td>17</td>
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<td>Walks</td>
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<td>Multicultural Event</td>
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<tr>
<td>Strategic Alliance Collaboration event/ 100 BMOA/ NAACP/ Tom Joyner</td>
<td>19</td>
<td>14</td>
<td>8</td>
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<tr>
<td>Beauty/Barber Shop Event</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>13</td>
</tr>
</tbody>
</table>

**Total Affiliate Activities**: 302, 316, 226, 844
National Power Awards Weekend

Power Awards Gala – June 12

Honors those whose tremendous work throughout the year has benefited Power To End Stroke; approximately 350 attendees annually. Two local Ambassadors from each AHA affiliate will receive an award. 2009 National honorees include:

Proposed Awardees: Kenny Lattimore, Chante Moore, Bernice King, Dr. Rani Whitfield, Dr. Bobby Jones, Dr. Teresa Kennedy, Laurence Payne, Corliss Hill and Shonta Chambers

Power Luncheon – June 13

Features a motivational speaker who will deliver an inspirational message on how African Americans can work together to create and sustain a movement focused on improving health to avoid heart disease and stroke; approximately 250 attendees annually. Also features Breakout sessions on sponsor related topic.

Power Sunday – June 14

The AHA’s local field staff members are working with churches across the nation to acknowledge Power Sunday by remembering those in their congregations who have had a stroke. Power Sunday kits are available at www.StrokeAssociation.org/power
National and Local Communications

Satellite Media Tour
Cicely Tyson & Dr. Rani Whitfield

February 17, 2009
Cicely Tyson
New National Ambassador

- May 2009 Heart Insight cover story
- Television with Pastors Lyle and Deborah Dukes Heart To Heart Show to air on the Word Network early June
May Media Tour

Kenny Smith, sports analyst, TNT’s *Inside the NFL* and Dr. Rani Whitfield (May 15)
National and local pitches

- Power is pitched nationally and locally
- Swiss-cheese media materials are provided to local communications staff from National for local pitch angles
- Media materials cover key events and non-event related news
- Power To End Stroke is included in science news pitches, as appropriate.
Partnerships
Kwame Jackson

(The Apprentice contestant)

- Designed Power tie to be sold on ShopPower.org and retail stores with a portion of proceeds benefiting the campaign.
Ashley Stewart Partnership

Goals

- Increase education and awareness of stroke within the African American community
- Register 40,000 Ashley Stewart customers in the PTES movement by May 31, 2009
- Recruit 500 Power Ambassadors
- Raise $1 Million to benefit the Power To End Stroke movement and Ashley Stewart Store Community Foundation
Ashley Stewart Stores Partnership

Take a Walk With Ashley to be held at stores across the country in May

Did you know?

African Americans are twice as likely to have a stroke.

Regular exercise can help reduce your risk for strokes, so join us for a “PowerWalk” benefiting the Ashley Stewart Stores Community Foundation and the Power To End Stroke.

Donate $1 to make an impact today!

Learn more about stroke risks and how to reduce them at powertoendstroke.org

In-store Poster

Sign Up Sheets

T-shirts
Ashley Stewart Stores Partnership

Did you know?

African Americans are twice as likely to have a stroke

The Ashley Stewart Stores Community Foundation has partnered with the Power To End Stroke, an aggressive stroke education and awareness campaign that educates and empowers our patients, staff, and our communities. Together we can reduce the high incidence of stroke within our community.

Donate $1 to make an impact today!

Learn more about stroke risks and how to reduce them at powertoendstroke.org

Postcard for Shopping Bags (May – December)
Partnership Goals/Concept

- 100 BMOA to recruit Chapters Members to raise money online via the EMPower Tribute Page Campaign
- 100 BMOA to recruit Chapters to conduct at least one Power Program (Power Sunday, Family Reunion Tree Activity, or Barbershop/Beauty Salon Initiative) in their community to help educate about stroke risk factors, recognition of warning signs and immediate response options
- Through the partnership build awareness and media for Power to End Stroke messaging and brand
  - National Lobby Day
  - Support National Stroke Month
  - Participate in Power Awards
Strategic Partners/Supporters

- 100 Black Men of America
- 100 Black Women of N. Virginia
- Alpha Kappa Alpha Sorority Inc.
- American Airlines
- Association of AME Churches
- Association of Black Cardiologists
- Black Women’s Health Imperative
- Chi Eta Phi Sorority Inc.
- Congressional Black Caucus
- Kappa Alpha Psi Fraternity Inc.
- NAACP
- National Bar Association
- National Black Caucus of State Legislatures
- National Black Nurses Association
- National Pharmaceutical Association
- Student National Pharmaceutical Association
- National Medical Association
- National Minority Quality Forum
- Office of Minority Health
- Sickle Cell Disease Association of America
- The Links
Thank You!

Q&A

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