



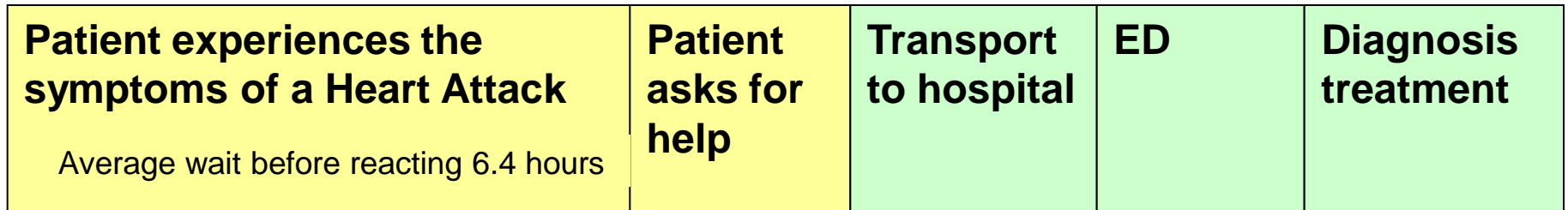
Warning Signs of Heart Attack Strategy 2008-2012

Wendy Keech - Director of Cardiovascular Health Programs
25 June 2010

The problem

- More than 48,000 major coronary events in Australia each year, half are fatal
- More than 50% of deaths occur out-of-hospital
- Early treatment (1-2 hours post event) reduces death and disability

Patient Journey



Why ?

From literature, research

- “Doubt” or “Not sure” it’s a heart attack – Not “Hollywood” symptoms (Typical, atypical, intermittent, other)
- Denial – “its not happening to me”
- Ignoring symptoms or waiting for symptoms to go away
“I have not got time for this”
- Patients consult with a GP
- Patients self treat
- Not wanting to bother others
- Embarrassed – link to lifestyle
- Don’t want to waste ambulance time
- Cost of using an ambulance

Warning Signs of Heart Attack Strategy 2008-2012



Overall Goal - Reduce coronary heart disease mortality and morbidity by reducing patient delay in responding to the warning signs of heart attack and calling 000

Objective 1 Awareness

Increase awareness that heart attack warning signs represent a life threatening emergency.

Objective 2 Knowledge

Increase the number of people who know the warning signs of heart attack, the actions to take when they occur, and the benefits of prompt action.

Objective 3 Attitude

Increase the number of people who appreciate the importance of knowing the heart attack warning signs, the importance of prompt action, and that this applies to them personally.

Objective 4 Intention

Increase the number of people who intend to comply with the information provided in the heart attack action plan.

Objective 5 Action

Increase the number of people who call 000 when warning signs occur.

Objective 6 Action

Reduce the delay time of calling 000 of individuals who experience warning signs.

Warning Signs of Heart Attack Strategy current - 2012



Implementation

Social Marketing Campaigns

- General population 45-65
- Coronary heart disease patients and their families
- People living in remote and very remote areas

Structural changes

- Ambulance services
- Data collection systems
- Primary care

General population campaign rollout out in SA



- Campaign - TV, Radio, Print media - 5 Sept 2010 (8 week campaign)
- Using findings from pilots (Melbourne, Broken Hill, Gold Coast)
- February to July 2011 (Drip feed for 6 months - 1 week campaign activity then 2 weeks off)
- Stakeholder engagement prior to and during campaign
- PR activities
- Ongoing national and state evaluation

Campaign materials

- 45 second TV advert
- 15 second TV advert
- 3 radio adverts

Campaign call to action

- **Visit: Heart attack facts website**
heartattackfacts.org.au
- **Get an action plan**

What can you do ?

- Support the campaigns key messages
- Encourage patients especially those at risk to:
 - Learn the warning signs
 - Have an action plan
- Visit www.heartattackfacts.org.au
- Identify case studies