

Evaluation of Media Communications to Increase Awareness of the Signs and Symptoms of Heart Attack and Stroke and the Need to Call 911 Public Awareness Outreach – 2009

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Prepared by:

Maine Center for Public Health

One Weston Court, Suite 109

Augusta, Maine 04330

Phone: (207) 629-9272

Fax: (207) 629-9277

Web address: www.mcph.org

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Executive Summary

The Cardiovascular Health Program (MCVHP) within the Maine Center for Disease Control and Prevention, Department of Health and Human Services continues to use multiple media channels to increase awareness of the signs and symptoms of stroke, heart attack, and the need to call 911. These include: 1) developing and disseminating evidence-based messages through print, radio and TV; 2) providing technical assistance and resources to partners to provide education; 3) identifying barriers to using 911 and working with partners to reduce barriers to using 911 through various media channels. This report focuses specifically on evaluating the development and dissemination of priority evidence-based messages.

In years past, television media efforts focused primarily in southern Maine. In 2009, MCVHP collaborated with CD&M Communications to expand the television effort statewide. Although some health communication and education efforts occurred throughout the year, a more concentrated, multi-faceted stroke awareness campaign including television, radio, and several collateral pieces was disseminated across Maine during National Stroke Awareness Month in May in coordination with Healthy Maine Partnerships¹.

In general, awareness of the signs and symptoms of heart attack and the need to call 911 is not as high as stroke among Maine residents. In 2006, the *In a Heartbeat* (IHB) community engagement initiative of the Maine Quality Forum was developed as one of the first state-wide initiatives aimed at increasing heart attack awareness; staff of the MCVHP were leaders in that initiative. In addition, the MCVHP conducts worksite (via the Healthy Maine Partnerships) and women's heart health initiatives which both have a focus on increasing signs and symptoms recognition and the need to call 911 for heart attack or stroke.

A statewide telephone survey was conducted to evaluate heart disease and stroke public awareness media. Due to the fact that Maine has historically done more work regarding stroke awareness and the only paid TV advertisements which ran during the month of May addressed public awareness of signs and symptoms of stroke, the evaluation focused more on stroke awareness than heart attack awareness. A telephone survey was administered in June to follow the increased media efforts that occur during National Stroke Awareness Month in May. The survey was administered to a sample of three hundred Maine residents aged forty-five years or older. An evaluation approach used in prior Maine Center for Public Health efforts employing the measurement of "proven recall" (of campaigns and specific media executions) was used.

Select Results:

Thirty-eight percent of respondents reported seeing some type of heart disease or stroke media campaigns over the past few years. Message recall suggests that most are unaware of a message (56%) and few are able to recall messages consistent with MCVHP and partner messaging:

¹ Twenty-eight local community health coalitions called Healthy Maine Partnerships (HMPs) are funded with tobacco settlement dollars through the Partnership For A Tobacco-Free Maine. The local HMPs, covering the entire state, work to reduce tobacco use, improve physical activity and nutrition and prevent, identify and control chronic diseases at the community level.

warning signs of stroke (13%), go red (5%), time counts/act quickly (5%), and time lost is brain lost (5%).

When asked specifically about the MCVHP stroke TV advertisement, twenty-nine percent were able to offer feedback deemed to be consistent with the MCVHP stroke TV advertisement. Of those exposed to MCVHP stroke TV advertisement:

- Seventy-nine percent were able to offer feedback consistent with message confirmation for the advertisement.
- Eighty-two percent claimed the ad grabbed their attention.
- Twenty-seven percent said they discussed the ad with others; a larger percentage of older residents age 75 years and older (49%) and those with a household income less than \$25,000 annually (46%) said they discussed the ad with others.

Awareness of the four sudden signs of stroke were high among respondents:

- Ninety-eight percent reported *sudden numbness in the face, arm or leg*;
- Ninety-eight percent reported *sudden slurred speech*;
- Ninety-six percent reported *sudden blurred vision*; and
- Ninety percent reported *sudden dizziness or loss of balance* were signs of stroke.

A large percentage of respondents incorrectly identified two false signs of stroke as actual signs of stroke: “sudden chest pain or discomfort” (53%) and “pain or discomfort in the legs” (53%). Those respondents without message or event confirmation of the TV media efforts concerning stroke were significantly more likely than those with confirmed awareness to incorrectly note leg pain as a sign of stroke.

Awareness of the four sudden signs of heart attack were also high among respondents:

- Ninety-eight percent reported *chest pain or discomfort*,
- Ninety-five percent reported *pain or discomfort in the arms/shoulder*,
- Ninety-three percent reported *shortness of breath*, and
- Ninety-two percent reported *feeling faint, lightheaded, weak or sweaty* were signs someone may be having a heart attack.

As with stroke, a large percentage of respondents incorrectly identified two false signs of heart attack; 44% believed that “pain or discomfort in the legs” and 42% responded that “sudden slurred speech” were signs of a heart attack.

The results for the main message recall of the MCVHP stroke TV advertisement is promising and suggests continuation of the TV advertisement. The results regarding the MCVHP TV advertisement and its association with increased awareness of signs of stroke are positive, but insufficient as evidence of a relationship. As this was the first year of a state-wide effort, additional media reach and evaluation will be necessary to determine whether this TV ad increases public knowledge of the signs of stroke and need to call 911.

Program Description

Need

Stroke: A stroke, or cerebrovascular accident, occurs when the blood supply to the brain is cut off (an ischemic stroke) or when a blood vessel bursts (a hemorrhagic stroke). Without oxygen, brain cells begin to die. Death or permanent disability can result. High blood pressure, smoking, and having had a previous stroke or heart attack increase a person's chances of having a stroke. With timely treatment, the risk of death and disability from stroke can be lowered. It is very important to know the symptoms of a stroke and call 911 right away.²

Heart Attack: If the blood supply to the heart muscle is cut off, a heart attack can result. Cells in the heart muscle do not receive enough oxygen and begin to die. The more time that passes without treatment to restore blood flow, the greater the damage to the heart. It is important to recognize the signs of a heart attack and to act immediately by calling 911. A person's chances of surviving a heart attack are increased if emergency treatment is given to the victim as soon as possible.³

Both of these cardiovascular events are medical emergencies, and treatment is time-dependent. Patient delay remains the most significant barrier to timely treatment and improved outcomes. Public awareness messaging is one method to increase awareness of the signs and symptoms of stroke, heart attack, and need to call 911 immediately. Currently, there is little information in the literature to determine which type of stroke and heart attack awareness messaging is most effective.

Goals and Objective

Goal 1:

Increase awareness of signs & symptoms of stroke and need to call 911

Intervention Long-Term Objective:

By 2012, partner to increase awareness of the signs & symptoms of stroke and the need to call 911. [Increase the percentage of adults who are aware of the early warning signs of a stroke and the need to call 911 from 15.4% in 2001 to 20% (Table 1)].

² U.S. Centers for Disease Control and Prevention, Division of Heart Disease and Stroke Prevention. http://www.cdc.gov/Stroke/signs_symptoms.htm Accessed on 9/25/09.

³ U.S. Centers for Disease Control and Prevention, Division of Heart Disease and Stroke Prevention. http://www.cdc.gov/heartdisease/signs_symptoms.htm Accessed on 9/25/09.

Table 1: Progress toward long-term objective – awareness of stroke signs and symptoms

| Baseline (2001) | 2005 | 2009 | Target (2012) |
|----------------------------|-------------|---------------------------------------|--------------------------|
| 15.4% | 17.8% | Data will be available in spring 2010 | 20% |

Goal 2:

Increase awareness of signs & symptoms of heart attack and need to call 911

Intervention Long-Term Objective:

By 2012, partner to increase awareness of the signs & symptoms of heart attack and the need to call 911. [Increase the percentage of adults who are aware of the early warning signs of heart attack and the need to call 911 from 10.2% in 2001 to 15% (Table 2)].

Table 2: Progress toward long-term objective – awareness of heart attack signs and symptoms

| Baseline | 2005 | 2009 | Target (6/29/2012) |
|-----------------|-------------|---------------------------------------|-------------------------------|
| 10.2% (2001) | 12.3% | Data will be available in spring 2010 | 15% |

Background and Activities

Stroke Awareness Messaging:

The Stroke Awareness Campaign was developed by the Maine CDC Cardiovascular Health Program, in collaboration with the Stop Stroke Committee, and CD&M Communications in 2005; it has been expanded over the years. The focus of the campaign was two-fold: to increase public awareness of the warning signs of stroke, and to get the public to call 911 immediately if they see these signs in themselves or someone else. To inform campaign development and refinement, focus groups and communications checks were used. Other means of formative research included: understanding the need to educate the public, reasons for 911 call delays, the general efficacy of media campaigns; and the efforts of other states were also studied.

In 2006, a public service message was developed by a local TV newscaster (WGME) who experienced a stroke, on air, as he was delivering the news one evening. The WGME TV ad was updated in 2007 and again in 2008 and an additional newscaster was included in the

advertisement. As in previous years, the 2008 WGME TV ads were coupled with other local and statewide efforts with hospitals and providers, Emergency Medical Services, local Healthy Maine Partnerships and other partners across the state to boost awareness of issues related to stroke risk factors and warning signs.

In 2009, the program sought state-wide reach of stroke messaging, and therefore the region-specific WGME ad was not aired, rather an existing TV ad that did not include WGME was aired on two new stations (WLBZ and WCSH). (Link: *Stroke - It Could Happen to You* - video <http://www.healthymainepartnerships.org/mcvhp/resources.aspx>.) The new stations were used to reach the entire state of Maine (Appendix A and B), especially low-income rural areas where awareness of signs and symptoms of heart and attack and stroke were lower than in the southern part of the state served by WGME. Media coverage reached between 96 and 99% of Maine's population (Table 3). These media efforts were combined with grassroots efforts to distribute additional stroke awareness materials (Appendix C and D). (Link: Stroke handout <http://healthymainepartnerships.org/mcvhp/documents/StrokeHandOut.pdf> and Stroke magnet <http://healthymainepartnerships.org/mcvhp/documents/StrokeMagnet.pdf>.)

Table 3: Media Outreach: 2009

| Region | Reach |
|-----------------|-------|
| Portland/Auburn | 97.3% |
| Bangor | 99.2% |
| Presque Isle | 95.5% |

Source: CD&M Communications. Portland, Maine

Heart Attack Awareness Messaging:

Over the past three years, the MCVHP has partnered with four state level organizations (Maine Quality Forum, American Heart Association/American Stroke Association, Maine Emergency Medical Services, and Healthy Maine Partnerships) to increase public awareness of the signs of heart attack. Through these efforts, approximately one hundred and forty health professionals from Emergency Medical Services, hospitals and community organizations have been trained as *In A HeartBeat* trainers. It was estimated that these trainers had reached approximately 1,400 people with heart attack awareness messaging four months after the training. As of August 2009, more than 25,000 *In a Heartbeat* resources have been distributed to state-wide partners for community education efforts (Appendix E and F).

In addition, Healthy Maine Partnerships⁴ provided technical assistance to **102** worksites to educate their employees on the signs and symptoms of a heart attack and the importance of calling 911 reaching **4,653** employees.

⁴ Twenty-eight local community health coalitions called Healthy Maine Partnerships (HMPs) are funded with tobacco settlement dollars through the Partnership For A Tobacco-Free Maine. The local HMPs, covering the entire state, work to reduce tobacco use, improve physical activity and nutrition and prevent, identify and control chronic diseases at the community level.

There is also an education and communication effort targeted specifically to women: Train the Trainer Women's Heart Health and a Women's Heart Health Maine DVD called *Wisdom Gained from the Heart*. (Link: <http://healthymainepartnerships.org/mcvhp/resources.aspx>) These are being spread through community and civic organizations, health care and worksites throughout Maine. In January and February there were numerous "Go Red" Events for Women's Heart Health, and in May, there was the Mid-Coast Maine Women's Health Conference organized by MaineHealth and WaldoGeneral Hosp. The MCVHP presented at this conference and two hundred and fifty *Wisdom Gained from the Heart* DVDs were distributed to attendees who were encouraged to show these in their hospital and primary care practice waiting rooms.

Methods

This evaluation was the first attempt to evaluate all significant heart disease and stroke public awareness media. Due to the fact that Maine has historically done more work regarding stroke awareness and the only paid TV ads address public awareness of signs and symptoms of stroke, the evaluation focuses more on stroke awareness than heart attack awareness. A telephone survey was administered in June to follow the increased media efforts that occur during National Stroke Awareness Month in May. The survey (Appendix G) was administered to a proportional state-wide cross-section of Maine residents aged 45 years or older.

The sample size was 300; the margin of error at the 95% confidence level was 5.7%, initial refusal rate was 7%, and length of interview was 8 minutes. Data were statistically weighted by gender and age in order to bring the final sample into appropriate demographic alignment based upon the proportional distribution of residents in the State of Maine.

Results

Demographics

Fifty-four percent of respondents were female and 46% were male. The majority (62%) of respondents were 45 to 64 years of age (Table 4). Ninety-six percent of respondents reported they were white and four percent Native American.

Table 4: Respondents Age

| Age | Percent |
|----------------------|---------|
| 45 to 54 years old | 38 |
| 55 to 64 years old | 24 |
| 65 to 74 years old | 19 |
| 75 years old or over | 17 |

The remainder of demographic characteristics is displayed in Table 5; these data are weighted to achieve an appropriate statewide distribution according to both gender and age distribution within the 45 years of age cohort.

Table 5: Select demographic characteristics

| Type of health insurance | Percent |
|---|---------|
| Private coverage | 62 |
| Medicare | 25 |
| A combination of different types of coverage | 8 |
| Military coverage, such as Champus or Tricare | 8 |
| MaineCare or Medicaid | 6 |
| No coverage, no health insurance | 3 |
| Employment status | Percent |
| Employed full time for a wage or salary | 40 |
| Employed part time for a wage or salary | 10 |
| Retired | 37 |
| Unemployed | 12 |

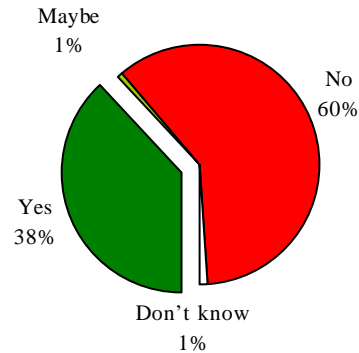
Table 5: Select demographic characteristics (continued)

| Last grade of schooling | Percent |
|--|----------------|
| Attended high school or less | 5 |
| Completed high school/GED | 27 |
| Attended college | 18 |
| Completed an Associate's Degree | 9 |
| Completed a BS/BA Degree | 25 |
| Post Graduate Degree | 17 |
| Total household income, before taxes, for last year | Percent |
| Less than \$15,000 | 8 |
| \$15,000 to \$24,999 | 9 |
| \$25,000 to \$34,999 | 9 |
| \$35,000 to \$49,999 | 16 |
| \$50,000 to \$74,999 | 17 |
| \$75,000 or over | 25 |
| Don't know/Refused | 15 |

General Awareness of any heart disease or stroke media campaigns

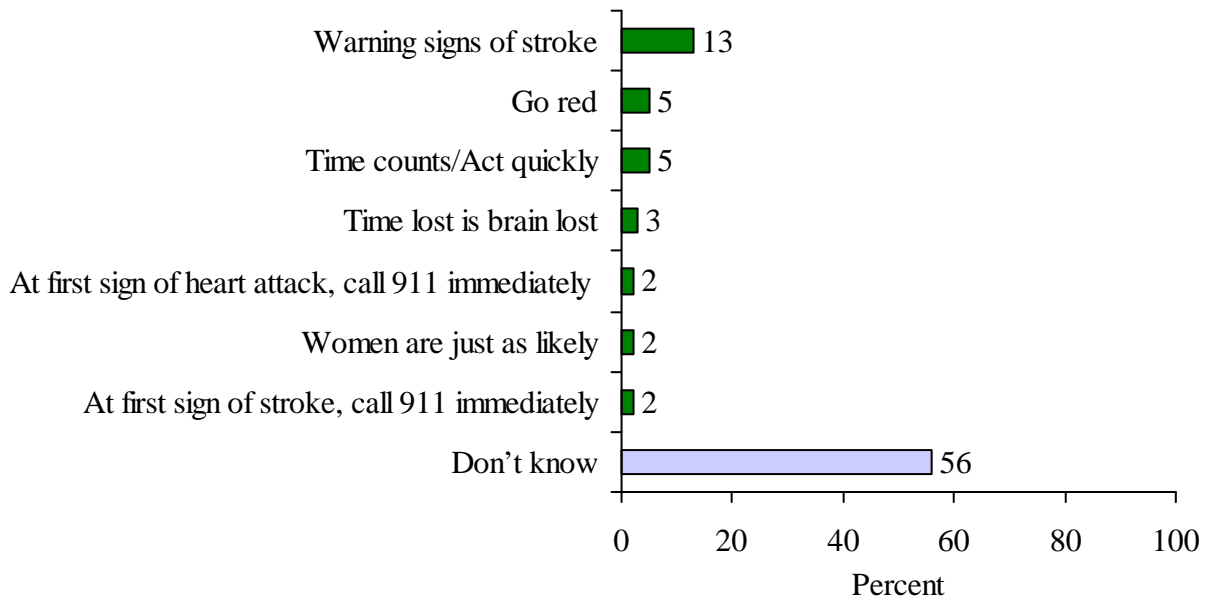
Thirty-eight percent of respondents had a general awareness of seeing at least one heart disease or stroke media campaign in Maine over the last few years (Figure 1). A larger percentage of women (46%) and those in the 45-54 age group (48%) reported seeing at least one heart disease or stroke media campaign in Maine over the last few years.

Figure 1: Awareness of any heart disease or stroke media campaigns that have been going on in Maine over the last few years?



When asked to indicate the campaign's major theme or slogan, over half (56%) said they didn't know what the message was (Figure 2), 38% offered feedback deemed to be consistent with proven message awareness for past heart attack or stroke campaigns of the MCVHP and its partners, and 22% identified a theme other than those tied to MCVHP. The most commonly reported theme was warning signs of stroke (13%) followed by Go Red and time counts/act quickly (5% each).

Figure 2: Major theme or slogan of the campaign?*



* Note: Based on respondents who are aware of any heart disease or stroke media campaigns that have been going on in Maine over the last few years, including don't know and maybe (n=119). Single response accepted. Only the most common responses are shown.

Awareness of the MCVHP stroke awareness TV advertisement

Twenty-nine percent of respondents reported seeing the MCVHP TV advertisement. A substantially larger proportion of those with less than a college education (36%) claim to have seen the ad compared to those adults with at least a 4-year college degree (19%).

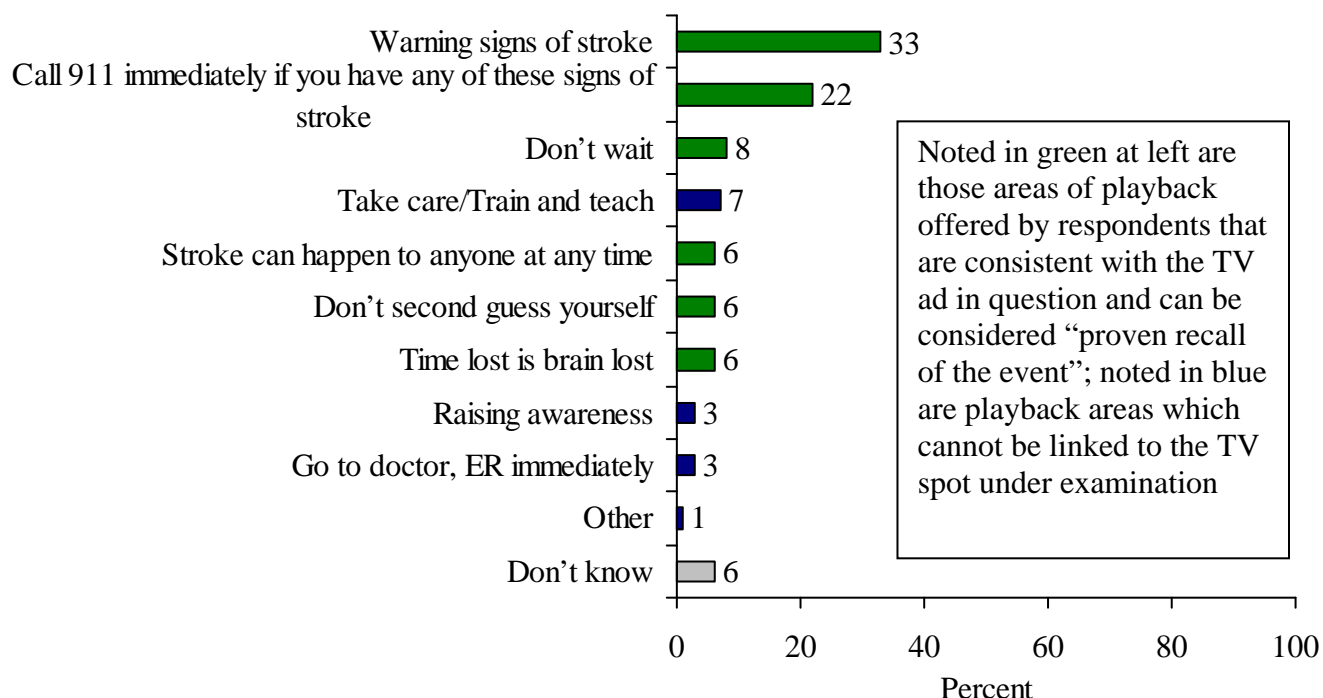
Event confirmation of the MCVHP stroke awareness TV advertisement

Of those who reported seeing the ad, over half (57%) said they could not describe what happens in the ad, about three-in-ten (28%) offered feedback deemed to be consistent with event confirmation for the ad, and 15% identified details or images inconsistent with the MCVHP stroke advertisement.

Message confirmation of the MCVHP stroke awareness TV advertisement

Among those who claimed to have seen the MCVHP TV ad, most (79%) were able to offer feedback deemed to be consistent with message confirmation for the advertisement. About two-in-ten of those claiming to be aware of the spot either did not know the principle theme (6%) or identified messages not consistent with those of the spot (15%). Figure 4 shows responses regarding the main message of the advertisement.

Figure 3: Main message recall of the MCVHP stroke awareness TV advertisement*



*Note: Based on respondents who have seen a stroke awareness advertisement on television that begins with various men and women discussing the signs of stroke and need to call 911 (n=96). Single response accepted. Only the most common responses are shown.

Of those who claim to have seen the TV ad, a strong majority (82%) agree that it grabbed their attention. Results are largely consistent across demographic subgroups, with the exception of income, where higher-income residents are much less likely to claim the ad grabbed their attention (49%).

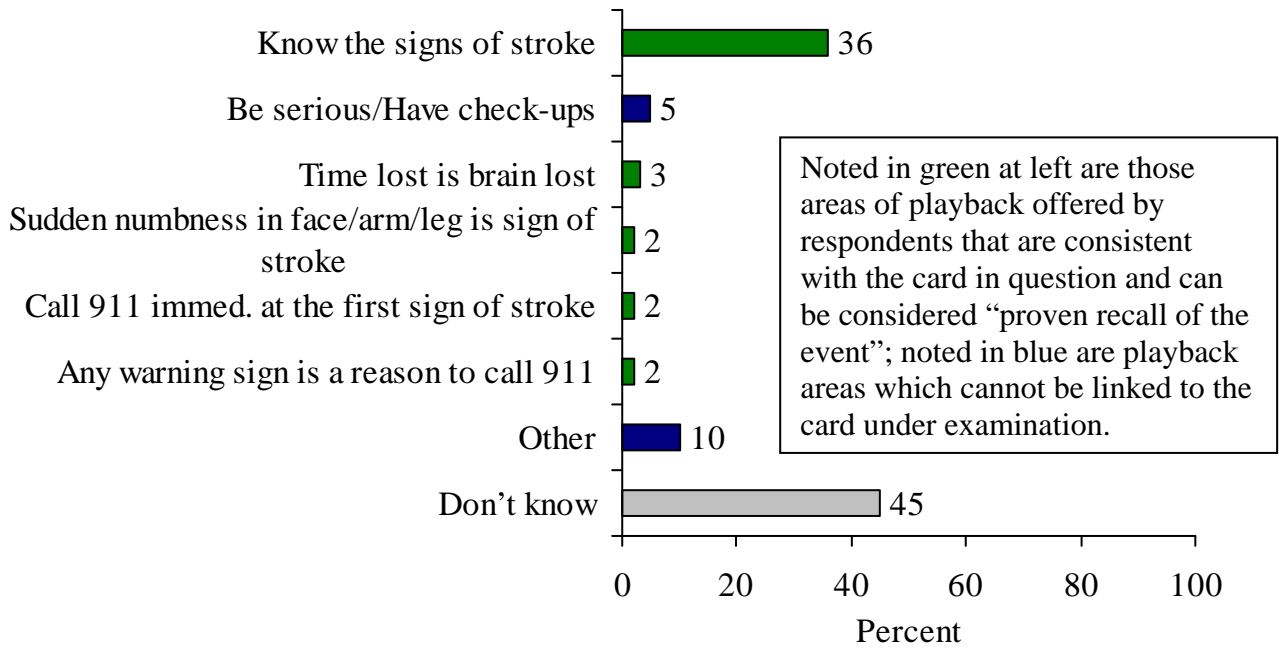
About one-quarter (27%) of those who claim to have seen the spot say that they discussed the ad with others, a larger percentage of older residents, age 75 years and older (49%), and those with a household income of under \$25,000 annually (46%) were more likely to say that they discussed the ad with others. About nine in ten (89%) reported the advertisement made them feel they would recognize the signs of stroke and that the advertisement made them feel that they would call 911 immediately at the first sign of stroke (93%).

Awareness of other stroke media

Radio: Eight percent of all respondents (n=300) reported that they had heard a stroke awareness advertisement on the radio that resembled the MCVHP Public Service Announcement.

Print Educational Materials: Four percent of respondents reported that they had seen a magnet about stroke from the Healthy Maine Partnerships, American Stroke Association and the Maine Cardiovascular Health Program [Center for Disease Control and Prevention, Department of Health and Human Services]. Nine percent reported they had seen a handout or promotional card about stroke. While results are limited due to small numbers, findings appear favorable regarding messaging for the stroke promotional card, with more than four-in-ten being able to correctly play back a theme featured on the card (Figure 4).

Figure 4: Main message recall of stroke promotional card*



* Note: Based on respondents who have seen a hand out or promotional card about stroke (n=28). Single response accepted. Only the most common responses are shown.

Knowledge, Attitudes, and Beliefs

Respondents were presented with a series of statements from the campaign efforts regarding heart attack and stroke (shown below in italics) and asked to indicate their level of agreement or disagreement.

With a Stroke, Time Lost is Brain Lost

- Overall, nine-in-ten Maine adults polled agreed with this statement, including 82% who “strongly agreed” with the assertion.
- Among demographic subgroups, women and those with a lower household income were significantly more likely than their counterparts to agree with the statement.

Stroke Can Happen to Anyone

- More than nine-in-ten of those surveyed agreed with this statement, including 85% who “strongly agreed.”
- Among subgroups, women were again significantly more likely to agree with the statement.

Heart Attack Symptoms Can Be Different from Person to Person

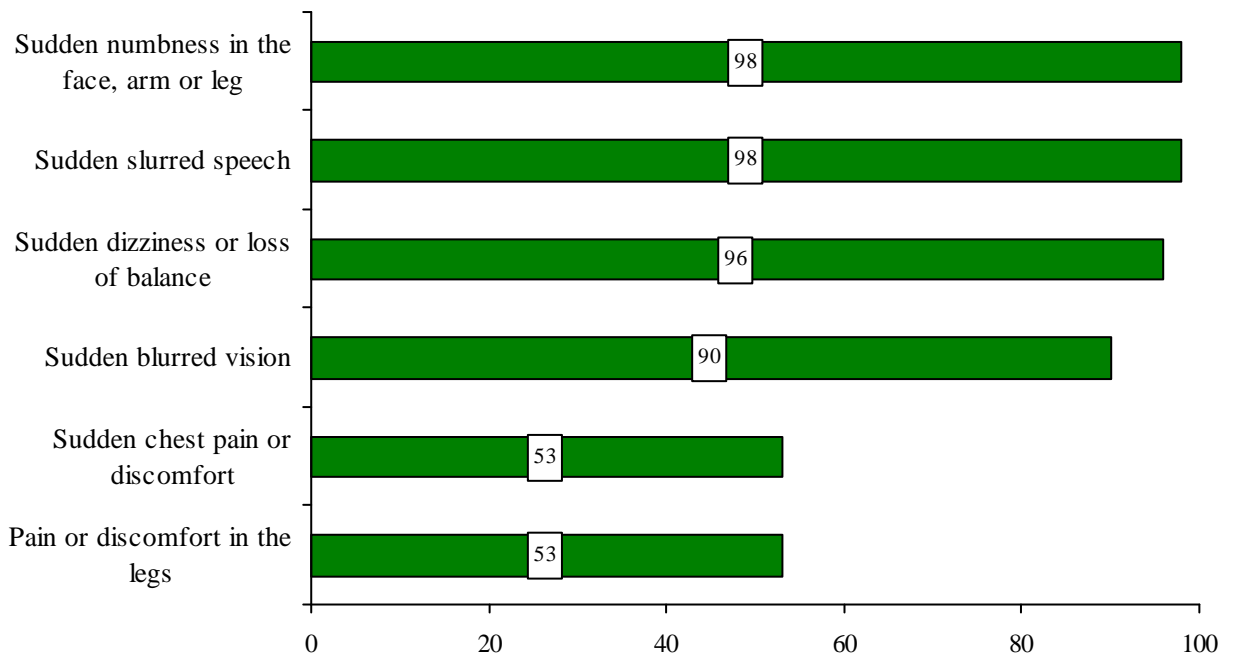
- Overall, close to nine-in-ten Mainers polled for the study agreed with this statement, including three-quarters who “strongly agreed” with the assertion.
- Among demographic subgroups, women were again more likely to agree, as were the oldest of those polled (those age seventy-five years and older), lower-income residents, and those enrolled in Medicare.
- Notably, while awareness of collateral magnets for heart attack and stroke was limited, assertions that a heart attack can happen to anyone was significantly higher among those who had seen these magnets.

Signs of stroke

Respondents were read a series of symptoms of stroke (shown below in italics) and were asked to indicate which were actual signs of someone having a stroke.

- The vast majority of respondents correctly reported the four sudden signs of stroke and noted that *sudden numbness in the face, arm or leg* (98%); *sudden slurred speech* (98%), *sudden blurred vision* (96%), and *sudden dizziness or loss of balance* (90%) are signs of stroke (Figure 5).

Figure 5: Which of the following do you think is a sign of a stroke? (Percent Yes)



Two false signs of stroke were listed to try to determine whether respondents had a very firm understanding of the signs; one very similar to the four correct signs of stroke “sudden chest pain or discomfort” and one quite different, “pain or discomfort in the legs.”

- The percentages who reported these as signs of stroke were also high (53% for both).
- Less educated residents were more likely than their counterparts to report these as symptoms of a stroke.
- Those residents with no confirmed message or event confirmation of the TV media efforts concerning stroke were significantly more likely than those with confirmed awareness to incorrectly note leg pain is a sign of stroke.

Signs of heart attack

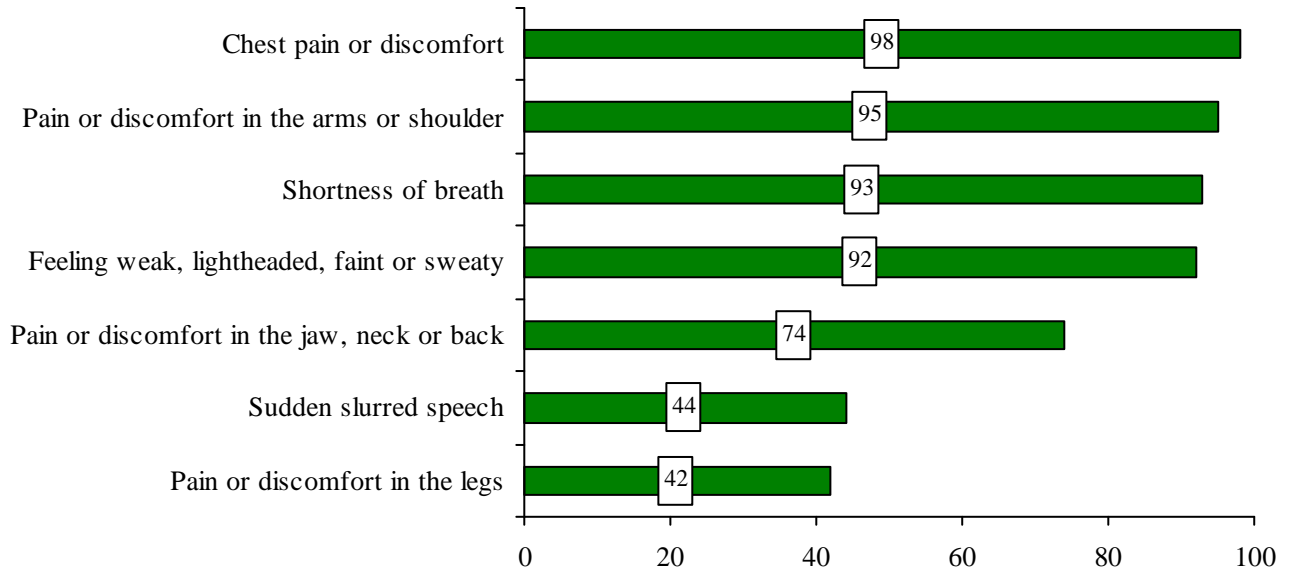
Respondents were read a series of symptoms of heart attack (shown below in italics) and were asked to indicate which were actual signs of someone having a heart attack.

- The majority of those surveyed noted that *chest pain or discomfort* (98%), *pain or discomfort in the arms/shoulder* (95%), *shortness of breath* (93%), and *feeling faint, lightheaded, weak or sweaty* (92%) are signs someone may be having a heart attack (Figure 6).
- Another three-quarters of adults polled noted that *pain or discomfort in the jaw, neck or back* is a symptom of a heart attack.
 - Women were more likely to note this as being a sign of heart attack, along with less highly-educated Mainers.

As with stroke, two false signs of heart attack were listed to try to determine whether respondents had a very firm understanding of the signs; “pain or discomfort in the legs” and “sudden slurred speech.”

- The percentage who reported these as signs of heart attack were also high; 44% believed that pain or discomfort in the legs and 42% responded that sudden slurred speech were signs of a heart attack.
 - In each case, less highly-educated residents were more likely than their counterparts to see these as symptoms of a heart attack.

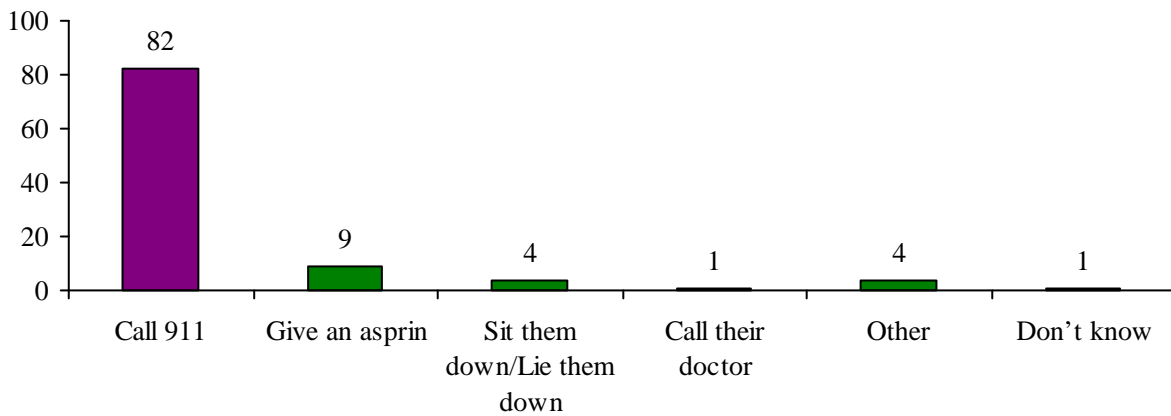
Figure 6: Which of the following do you think is a sign of a heart attack? (Percent Yes)



Need to Call 911

Eight-in-ten residents (82%) surveyed stated that the first thing they would do is call 911 if they thought someone was having a heart attack or stroke (Figure 7).

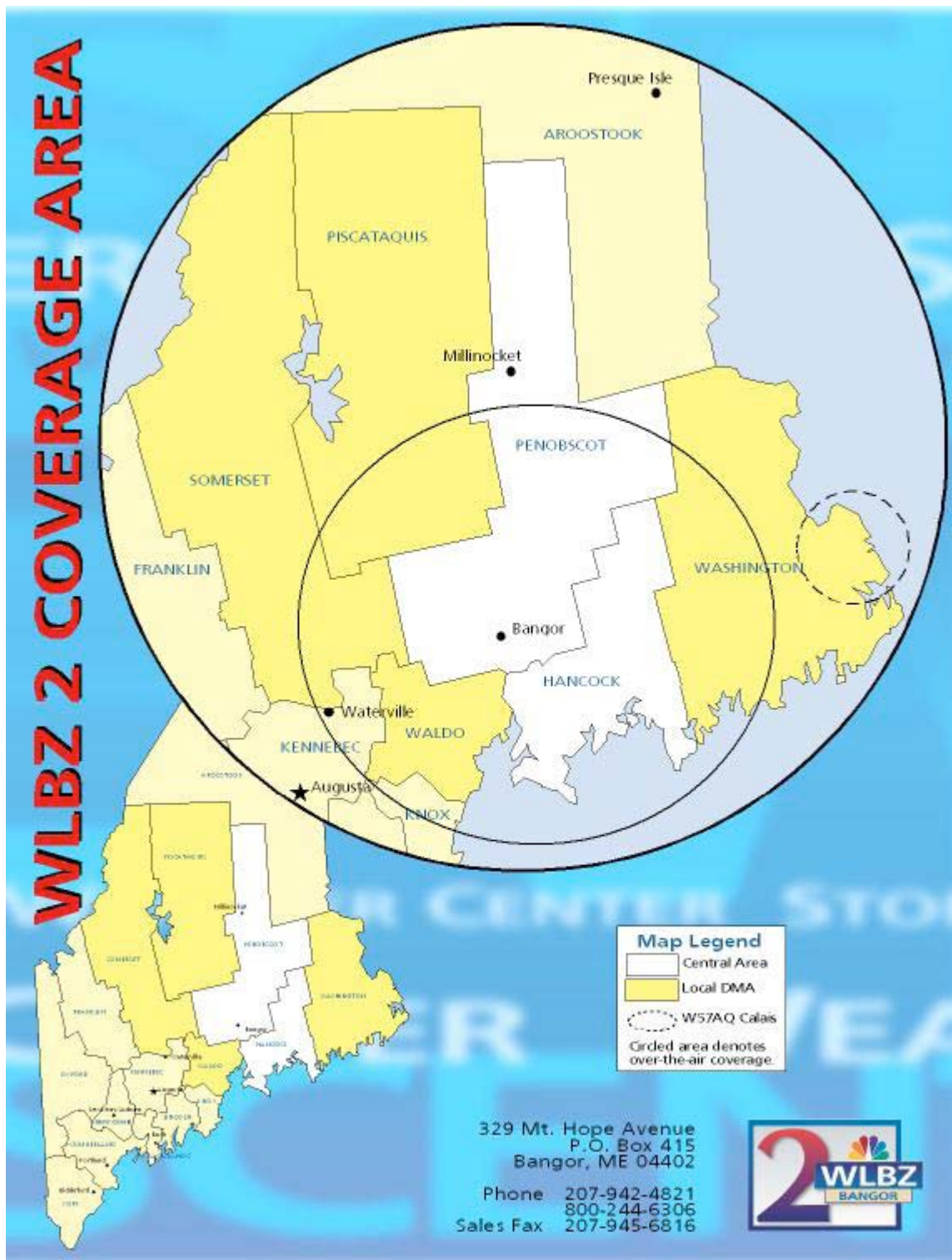
Figure 7: If you thought someone was having a heart attack or a stroke, what is the first thing you would do?



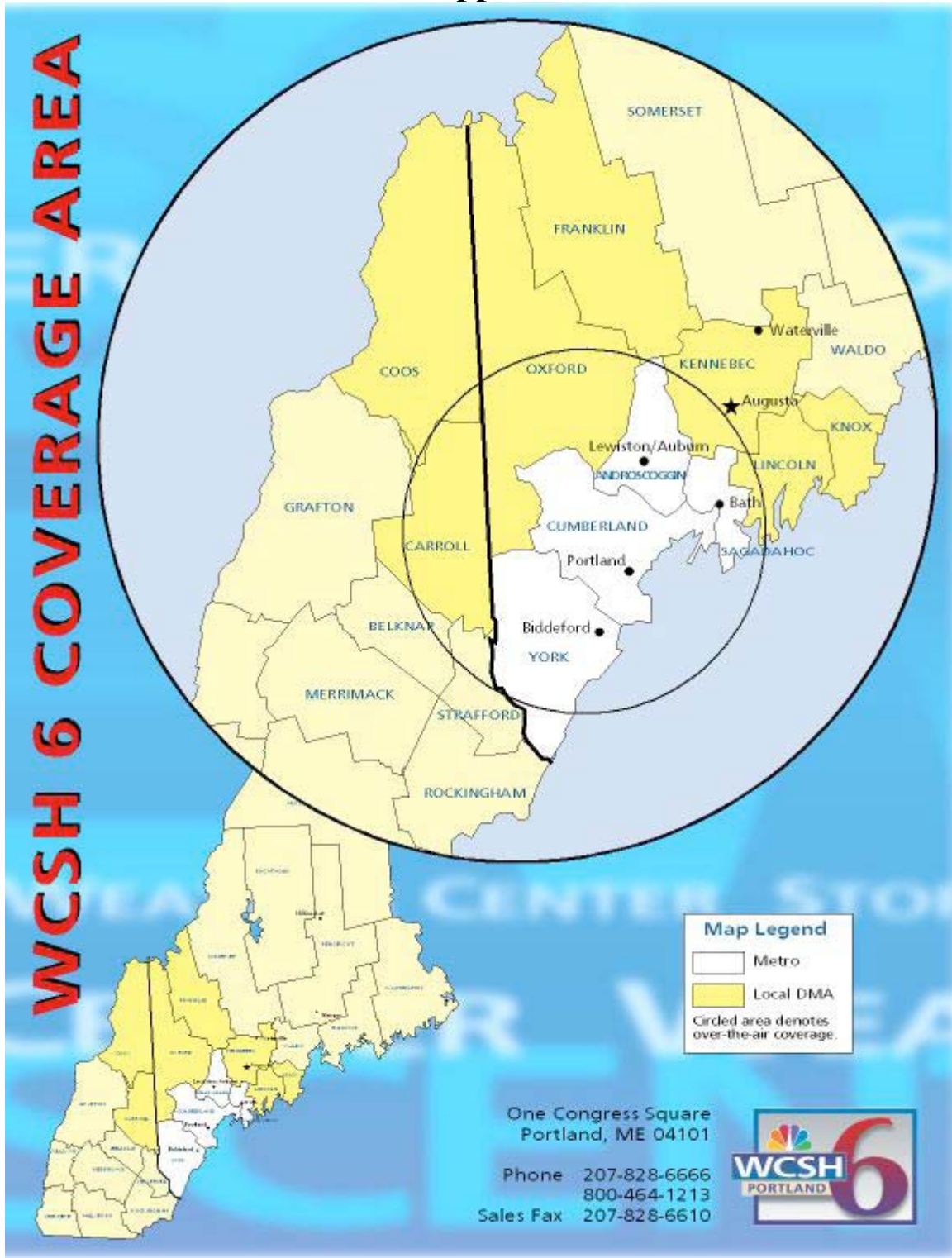
Conclusions and Recommendations

The results for the major campaign theme or slogan suggest continuation of the heart attack and stroke media efforts. The results for the main message recall of the MCVHP stroke TV advertisement are promising and suggests continuation of the TV advertisement. There are inconclusive results regarding the MCVHP TV advertisement and its association with increased knowledge of signs of stroke. As this was the first year of a state-wide effort, additional media reach and evaluation will be necessary to determine whether this TV ad increases public knowledge of the signs of stroke and need to call 911.

Appendix A



Appendix B



Appendix C

Stroke Handout



STROKE Symptoms

Sudden...

- Numbness in the face, arm or leg
- Slurred speech
- Blurred vision
- Dizziness or loss of balance
- Severe headache

What to do:

Any ONE of these symptoms is a reason to take action. At the first sign of stroke, **call 911** immediately.



"We need your help! Acting quickly can lower the number of Mainers who die or are disabled from stroke."

Face STROKE before it faces you.

This year almost 800,000 Americans of all ages will suffer stroke. **It's the third leading cause of death in the country and a leading cause of disability.** In Maine, 694 people died of stroke in 2005.

What are your **RISKS?**

Some stroke risks can't be controlled: family history, increasing age, ethnicity and having had a TIA (mini-stroke) in the past.

Stroke risks you can **PREVENT or CONTROL:**

Being overweight or obese
To reduce the risk: Eat healthy. Limit portion sizes, eat more fruits and vegetables, and be physically active.

Smoking
To reduce the risk: Stop Smoking! Call the Maine Tobacco HelpLine for help at **1-800-207-1230**.

Not being physically active
To reduce the risk: Get more active. Try to get at least 30 minutes every day. Find a walking route near you at www.healthymainewalks.org.



High blood pressure
(140/90 or higher. Optimal is less than 120/80.)
To reduce the risk: Get your blood pressure checked. If it's 140/90 or higher, work with your doctor to control it. If you have diabetes, your goal is to stay below 130/80.

Having other health conditions:

- Diabetes
- High cholesterol
- Carotid artery disease (hardening of arteries in the neck)
- Atrial fibrillation (irregular heartbeat)

To reduce the risk: Visit your doctor regularly. Ask about medications that can help reduce your stroke risk, and be sure to take them as prescribed.

www.healthymainepartnerships.org/mcvhp



Appendix D

Stroke Magnet

4.5" circle.
Bleed has been
added to file


STROKE
Symptoms
Sudden...

- Numbness in the face, arm or leg
- Slurred speech
- Blurred vision
- Dizziness or loss of balance
- Severe headache

What to do:
Any ONE of these symptoms is a reason to take action.
At the first sign of stroke,
call 911 immediately.

www.healthymainepartnerships.org/mcvhp

 **Healthy Maine Partnerships**
Maine Department of Health and Human Services
Maine Cardiovascular Health Program

American Stroke Association
A Division of American Heart Association 

Appendix E

Heart Attack Magnet

Know the Signs of Heart Attack

- ♥ Chest pain or discomfort
- ♥ Pain or discomfort in the jaw, neck or back
- ♥ Feeling weak, lightheaded, faint or sweaty
- ♥ Pain or discomfort in the arms or shoulders
- ♥ Shortness of breath

**At the first sign,
Call 9-1-1 immediately.
Don't miss a beat!**

In a Heartbeat
A project of the
Maine Quality Forum

Appendix F

Storyboard Handout

Heart Attack Chain of Survival

Know the Signs

- Chest pain or discomfort
- Pain or discomfort in the jaw, neck or back
- Feeling weak, lightheaded, faint, or sweaty
- Pain or discomfort in the arms or shoulders
- Shortness of breath



At any ONE of these signs, take action immediately!



Call 911



Go in an ambulance!

- They can monitor and begin treatment on the way to the hospital
- Emergency room staff can prepare for your arrival
- You will be seen more quickly

There are effective treatments for heart attack

- Medications and procedures break up or remove the blood clots that cause heart attacks
- Timing is everything!
Act immediately for the best chance of survival and recovery



YOU are the first link in the heart attack chain of survival. Know the signs and

Call 911 immediately!

In a Heartbeat

A project of the

Maine Quality Forum

www.mainequalityforum.gov/inaheartbeat.html

Appendix G

MCVHP Media Evaluation Survey

June 2009

INTRODUCTION AND SCREENING

Good morning/afternoon/evening, my name is _____ and I'm calling from Critical Insights, Inc., a Portland public opinion polling firm. Today, we are conducting a public opinion poll on a variety of health topics. This is not a sales call.

Could I please speak to an adult member of the household who is at least 45 years of age or older?

IF ADULT IN AGE RANGE NOT THERE ASK: Can you tell me a time when I can call back and speak with them? [INTERVIEWER RECORD CALL BACK TIME]

_____ **DATE TIME**

Before we start, let me assure you that your answers will be held in complete confidence.

| |
|------------------|
| SCREENERS |
|------------------|

- S1. **[WHEN R IS ON PHONE, CONTINUE WITH:]** First of all, are you 45 years of age or older?

| | | |
|----|------------|---------------------------------------|
| 1. | YES | CONTINUE |
| 2. | NO | ASK TO SPEAK TO H.H. ADULT AGE 45+ |
| 8. | DON'T KNOW | THANK AND TERMINATE |
| 9. | REFUSED | THANK AND TERMINATE |

- S2. Do you, or does any member of your family, or any close relative currently work for a market research firm, an advertising agency, a TV or radio station, the Maine Center for Disease Control, or an organization called *Healthy Maine Partnerships*?

| | | |
|----|------------|---------------------|
| 1. | YES | THANK AND TERMINATE |
| 2. | NO | CONTINUE |
| 8. | DON'T KNOW | THANK AND TERMINATE |
| 9. | REFUSED | THANK AND TERMINATE |

ATTITUDES AND BELIEFS

1. To begin, I'm going to read you a series of statements regarding stroke and heart attack. I would like you to either agree or disagree with these statements. Please use a five-point scale for your rating, where a 1 means "strongly disagree" and a 5 means "strongly agree."

(Interviewer confirms that the respondent understands the scale correctly; e.g., if respondent says "5," interviewer says, "Okay, so you strongly agree with the statement that "time lost is brain lost.")

| | Strongly disagree | | | Strongly agree | | DK | Ref |
|---|-------------------|---|---|----------------|---|----|-----|
| a. With a stroke, time lost is brain lost | 1 | 2 | 3 | 4 | 5 | 8 | 9 |
| b. Stroke can happen to anyone | 1 | 2 | 3 | 4 | 5 | 8 | 9 |
| c. Heart attack symptoms can be different from person to person | 1 | 2 | 3 | 4 | 5 | 8 | 9 |

KNOWLEDGE

Signs of Stroke

1. Which of the following do you think is a sign of a stroke? **(Read options, record as yes/no response)**

| | Yes | No | Don't Know |
|--|-----|----|------------|
| Sudden numbness in the face, arm or leg? | 1 | 2 | 9 |
| Sudden slurred speech? | 1 | 2 | 9 |
| Sudden chest pain or discomfort? | 1 | 2 | 9 |
| Sudden blurred vision? | 1 | 2 | 9 |
| Sudden dizziness or loss of balance? | 1 | 2 | 9 |
| Pain or discomfort in the legs? | 1 | 2 | 9 |

Signs of Heart Attack

2. Which of the following do you think is a sign of a heart attack? **(Read options, record as yes/no response)**

| | Yes | No | Don't Know |
|--|-----|----|------------|
| Chest pain or discomfort? | 1 | 2 | 9 |
| Pain or discomfort in the jaw, neck or back? | 1 | 2 | 9 |
| Sudden slurred speech? | 1 | 2 | 9 |
| Feeling weak, lightheaded, faint or sweaty? | 1 | 2 | 9 |
| Pain or discomfort in the arms or shoulder? | 1 | 2 | 9 |
| Shortness of breath? | 1 | 2 | 9 |
| Pain or discomfort in the legs? | 1 | 2 | 9 |

Call 911

3. If you thought someone was having a heart attack or a stroke, what is the first thing you would do? **[Do not read responses, accept only one response]**

- 1 Take them to the hospital
- 2 Tell them to call their doctor
- 3 Call 911
- 4 Call their spouse or a family member
- 5 Do something else, please specify, _____
- 6 Don't know

| |
|---|
| CAMPAIGN AWARENESS & CONFIRMED AWARENESS |
|---|

1. Are you aware of any heart disease or stroke media campaigns that have been going on in Maine over the last few years?

- Yes.....1
Maybe, not sure.....2
No.....3→**[SKIP TO NEXT SECTION]**

2. What group of people is/was this campaign intended to reach or help? **(Do not read replies, accept all responses)**

| | |
|--------------------------------------|---|
| People with heart disease..... | 1 |
| People with stroke..... | 2 |
| People with high blood pressure..... | 3 |
| People with high cholesterol..... | 4 |
| Women with heart disease..... | 5 |
| Adults..... | 6 |
| Older adult/seniors or elderly | |
| All Maine residents..... | 7 |
| Other, specify _____..... | 8 |
| DK/NA..... | 9 |

3. What was the major theme or slogan of this campaign? **(Do not read replies, single response only, place all non-conforming responses in “other”)**

| | |
|---|----|
| Warning signs of stroke..... | 1 |
| Any one of the warning signs of stroke is a reason to call 911..... | 2 |
| At the first sign of stroke, call 911 immediately | 3 |
| Time lost is brain lost..... | 4 |
| Risk factors for stroke..... | 5 |
| Warning signs of heart attack..... | 6 |
| At the first sign of heart attack, call 911 immediately..... | 7 |
| Don't miss a beat | 8 |
| Risk factors for heart attack..... | 9 |
| Maine women sharing their stories about heart health/disease..... | 10 |
| Know your blood pressure numbers..... | 11 |
| Know your cholesterol numbers..... | 12 |
| Other, specify _____..... | 13 |
| DK/NA..... | 14 |

4. Where have you seen these messages about heart disease and stroke? Where else? **(Do not read replies, accept all responses)**

- 1. TELEVISION
- 2. RADIO
- 3. NEWSPAPERS
- 4. MAGAZINES
- 5. NEWSLETTER
- 6. FLYERS OR BROCHURES
- 7. BILLBOARDS/POSTERS/SIGNS
- 8. INTERNET
- 9. AT A SCHOOL/IN SCHOOL PUBLICATION
- 10. EMAIL
- 11. AT DOCTOR'S OFFICE
- 12. IN A RETAIL STORE/SUPERMARKET
- 13. IN A PHARMACY
- 14. AT A HEALTH FAIR
- 15. MEETING/PRESENTATION IN MY COMMUNITY
- 16. IN A RETAIL STORE/SUPERMARKET
- 17. IN THE MAIL
- 18. LOCAL DHHS OFFICE/WIC OFFICE/STATE OFFICE
- 19. AT WORK
- 20. OTHER: SPECIFY _____
- 88. DON'T KNOW
- 99. REFUSED

5. Are you aware of any other heart disease or stroke campaigns that have been going on in Maine over the last few years?

- Yes.....1
- Maybe, not sure.....2
- No.....3→[SKIP TO NEXT SECTION]

6. What group of people is/was this other campaign intended to reach or help? **(Do not read replies, accept all responses)**

- People with stroke 1
- People with heart disease 2
- People with high blood pressure 3
- People with high cholesterol..... 4
- Women with heart disease 5
- Adults 6
- Older adult/seniors or elderly
- All Maine residents..... 7
- Other,
- specify _____..... 8
- DK/NA..... 9

7. What was the major theme or slogan of this other campaign? **(Do not read replies, single response only, place all non-conforming responses in “other”)**

| | |
|---|----|
| Warning signs of stroke..... | 1 |
| Any one of the warning signs of stroke is a reason to call 911..... | 2 |
| At the first sign of stroke, call 911 immediately | 3 |
| Time lost is brain lost | 4 |
| Risk factors for stroke | 5 |
| Warning signs of heart attack..... | 6 |
| At the first sign of heart attack, call 911 immediately | 7 |
| Don't miss a beat | 8 |
| Risk factors for heart attack | 9 |
| Maine women sharing their stories about heart health/disease..... | 10 |
| Know your blood pressure numbers..... | 11 |
| Know your cholesterol numbers..... | 12 |
| Other,Specify..... | 13 |
| DK/NA..... | 14 |

8. Where have you seen these messages about heart disease and stroke? Where else? **(Do not read replies, accept all responses)**

1. TELEVISION
2. RADIO
3. NEWSPAPERS
4. MAGAZINES
5. NEWSLETTER
6. FLYERS OR BROCHURES
7. BILLBOARDS/POSTERS/SIGNS
8. INTERNET
9. AT A SCHOOL/IN SCHOOL PUBLICATION
10. EMAIL
11. AT DOCTOR'S OFFICE
12. IN A RETAIL STORE/SUPERMARKET
13. IN A PHARMACY
14. AT A HEALTH FAIR
15. MEETING/PRESENTATION IN MY COMMUNITY
16. IN A RETAIL STORE/SUPERMARKET
17. IN THE MAIL
18. LOCAL DHHS OFFICE/WIC OFFICE/STATE OFFICE
19. AT WORK
20. OTHER: SPECIFY _____
88. DON'T KNOW
99. REFUSED

ADVERTISING AWARENESS AND CONFIRMED AWARENESS

TV: Stroke “It could happen to you”

1. Have you seen a stroke awareness advertisement on television that begins with pictures of various men and women discussing the signs of stroke and need to call 911?

- Yes.....1
- Maybe, not sure.....2
- No.....3→**Skip to next section**

2. Can you describe what happens in this advertisement? **(Do not read replies. If respondents say “I should call 911 if I see signs of stroke,” code as fourth option.)**

- Man says stroke can happen to anyone..... 1
- Man says stroke can happen at anytime 2
- Man discusses the warning signs of stroke 3
- Man says call 911 immediately if you have any of these signs of stroke 4
- Man says don’t second guess yourself..... 5
- Man says don’t wait 6
- Man says time lost is brain lost..... 7
- Maine Cardiovascular Health Program, Maine CDC, DHHS logo/website..... 8
- Other,Specify..... 9
- DK/NA..... 10

3. What do you think the main message or theme of this advertisement was? **(Do not read replies)**

- Stroke can happen to anyone at any time..... 1
- Warning signs of stroke 2
- Sudden numbness in the face, arm or leg is a sign of stroke..... 3
- Sudden slurred speech is a sign of stroke..... 4
- Sudden blurred vision is a sign of stroke..... 5
- Sudden dizziness is a sign of stroke..... 6
- Sudden loss of balance is a sign of stroke..... 7
- Call 911 immediately if you have any of these signs of stroke 8
- Don’t second guess yourself..... 9
- Don’t wait 10
- Time lost is brain lost..... 11
- Maine Cardiovascular Health Program, Maine CDC, DHHS logo/website..... 12
- Other,Specify..... 13
- DK/NA..... 14

4. Did this advertisement grab your attention?

- Yes.....1
- No.....2
- DK/NA.....3

5. Did you like this advertisement?
 Yes.....1 **Skip to Q 6**
 No.....2
 DK/NA.....3 **Skip to Q 6**

- 5b. What was it about the ad that you did not like?
 Was hard to understand.....1
 Was hard to read the words (as they faded in and out...2
 Too much information on it.....3
 Other (please list)_____4

6. Did you talk to friends or family about this advertisement?
 Yes.....1
 No.....2
 DK/NA.....3

7. Did this advertisement make you feel that you would recognize the signs of stroke?
 Yes.....1
 No.....2
 DK/NA.....3

8. Did this advertisement make you feel that you would call 911 immediately at the first sign of stroke?
 Yes.....1
 No.....2
 DK/NA.....3

Radio: Stroke

9. Have you heard a stroke awareness advertisement on the radio that begins with a woman asking whether you could recognize the symptom (signs) of stroke and need to call 911?
 Yes.....1
 Maybe, not sure.....2
 No.....3→**Skip to next section**

10. Can you describe what happens in this advertisement? **(Do not read replies. If respondents say “I should call 911 if I see signs of stroke,” code as fourth option.)**

| | |
|---|----|
| Woman says many people don't know the symptoms (signs) of stroke | 1 |
| Woman says stroke can cause disability or death..... | 2 |
| Woman lists the warning signs of stroke | 3 |
| Woman says call 911 immediately if you or someone else has any of these signs of stroke | 4 |
| Woman says even if not sure should call for help, do it anyway..... | 5 |
| Woman says every second counts..... | 6 |
| Woman says time lost is brain lost..... | 7 |
| Health Maine Partnership, Maine Bureau of Health (CDC), DHHS..... | 8 |
| Other,Specify..... | 9 |
| DK/NA..... | 10 |

11. What do you think the main message or theme of this advertisement was? **(Do not read replies)**

| | |
|--|----|
| Many people can't recognize the symptoms (signs) of stroke..... | 1 |
| Stroke can cause disability or death | 2 |
| What can you do, know the warning signs of stroke | 3 |
| Each one (symptom or sign) happens suddenly..... | 4 |
| Any one sign or symptom is reason to call for help..... | 5 |
| Sudden numbness in the face, arm or leg is a sign of stroke..... | 6 |
| Sudden slurred speech is a sign of stroke..... | 7 |
| Sudden blurred vision is a sign of stroke..... | 8 |
| Sudden dizziness is a sign of stroke..... | 9 |
| Sudden loss of balance is a sign of stroke..... | 10 |
| Call 911 immediately if you or someone else has any of these signs of stroke.. | 11 |
| Even if not sure should call for help, do it anyway..... | 12 |
| Every second counts | 13 |
| Time lost is brain lost..... | 14 |
| Health Maine Partnership, Maine Bureau of Health (CDC), DHHS..... | 15 |
| Other,Specify..... | 16 |
| DK/NA..... | 17 |

12. Did this advertisement grab your attention?

| | |
|------------|---|
| Yes..... | 1 |
| No..... | 2 |
| DK/NA..... | 3 |

13. Did you like this advertisement?

| | | |
|------------|---|---------------------|
| Yes..... | 1 | Skip to Q 14 |
| No..... | 2 | |
| DK/NA..... | 3 | Skip to Q 14 |

- 13b. What was it about the ad that you did not like?
- Was hard to understand.....1
 - Too much information in it.....2
 - Other (please list)_____.....3
14. Did you talk to friends or family about this advertisement?
- Yes.....1
 - No.....2
 - DK/NA.....3
15. Did this advertisement make you feel that you would recognize the signs of stroke?
- Yes.....1
 - No.....2
 - DK/NA.....3
16. Did this advertisement make you feel that you would call 911 immediately at the first sign of stroke?
- Yes.....1
 - No.....2
 - DK/NA.....3

Collateral: Signs of Stroke Magnet

17. Have you recently seen a magnet about stroke from the Healthy Maine Partnerships, American Stroke Association and the Maine Cardiovascular Health Program, [DHHS, Center for Disease Control and Prevention]?
- Yes.....1
 - Maybe, not sure.....2
 - No.....3→Skip to next section
18. What colors appear on the magnet?
- White, red & black.....1
 - Other, specify_____.....2
 - DK/NA.....3
19. What was the message or theme on the magnet? [**Prompt: What specific message or theme did the magnet have?**]
- Know the signs of stroke 1
 - Any one of the warning signs is a reason to call 911..... 2
 - Sudden numbness in the face, arm or leg is a sign of stroke..... 3
 - Sudden slurred speech is a sign of stroke..... 4
 - Sudden blurred vision is a sign of stroke..... 5
 - Sudden loss of balance is a sign of stroke..... 6
 - Call 911 immediately, at the first sign of stroke 7
 - Time lost is brain lost..... 8

| | |
|---|----|
| Healthy Maine Partnerships, American Stroke Assoc., Cardiovascular Health Program, Maine CDC, DHHS logo/website..... | 9 |
| Other, specify_____ | 10 |
| DK/NA..... | 11 |

20. Did this magnet grab your attention?

- Yes.....1
- No.....2
- DK/NA.....3

21. Did you like this magnet?

- Yes.....1 **Skip to Q 22**
- No.....2
- DK/NA.....3 **Skip to Q 22**

21b. What was it about the magnet that you did not like?

- Was hard to read.....1
- Too much information on it.....2
- Other (please list)_____3

22. Did you talk to friends or family about this magnet?

- Yes.....1
- No.....2
- DK/NA.....3

23. Did this magnet make you feel that you would recognize the signs of stroke?

- Yes.....1
- No.....2
- DK/NA.....3

24. Did this magnet make you feel that you would call 911 immediately at the first sign of stroke?

- Yes.....1
- No.....2
- DK/NA.....3

Collateral: Signs of Heart Attack Magnet

25. Have you recently seen a magnet about heart attack from the In a Heartbeat project of the Maine Quality Forum?

- Yes.....1
- Maybe, not sure.....2
- No.....3 → **Skip to next section**

26. What colors appear on the magnet?
- White & blue.....1
 - White, blue, red & black.....2
 - Other, specify, _____.....3
 - DK/NA.....4
27. What was the message or theme on that magnet? [**Prompt: What specific message or theme did the magnet have?**]
- Know the signs of heart attack..... 1
 - Chest pain or discomfort is a sign of heart attack.....2
 - Pain or discomfort in the jaw, neck or back is a sign of heart attack..... 3
 - Feeling weak, lightheaded, faint or sweaty is a sign of heart attack 4
 - Pain or discomfort in the arms or shoulders is a sign of heart attack 5
 - Shortness of breath is a sign of heart attack 6
 - Call 911 immediately, at the first sign of heart attack.....7
 - Don't miss a beat..... 8
 - In a Heartbeat, Maine Quality Forum 9
 - Other, specify _____..... 10
 - DK/NA..... 11
28. Did this magnet grab your attention?
- Yes.....1
 - No.....2
 - DK/NA.....3
28. Did you like this magnet?
- Yes.....1 **Skip to Q 29**
 - No.....2
 - DK/NA.....3 **Skip to Q 29**
- 28b. What was it about the magnet that you did not like?
- Was hard to read.....1
 - Too much information on it.....2
 - Other (please list)_____.....3
29. Did you talk to friends or family about this magnet?
- Yes.....1
 - No.....2
 - DK/NA.....3
30. Did this magnet make you feel that you would recognize the signs of heart attack?
- Yes.....1
 - No.....2
 - DK/NA.....3

31. Did this magnet make you feel that you would call 911 immediately at the first sign of heart attack?
 Yes.....1
 No.....2
 DK/NA.....3

Collateral: Stroke Promotional card

32. Have you recently seen a hand out or promotional card about stroke?
 Yes.....1
 Maybe, not sure.....2
 No.....3→**Skip to next section**

33. What colors appear on the front of this card?
 White, red & black.....1
 Other, specify _____.....2
 DK/NA.....3

34. What messages appear on this handout or card?
- Know the signs of stroke 1
 - Any one of the warning signs is a reason to call 911..... 2
 - Sudden numbness in the face, arm or leg is a sign of stroke..... 3
 - Sudden slurred speech is a sign of stroke..... 4
 - Sudden blurred vision is a sign of stroke..... 5
 - Sudden loss of balance is a sign of stroke..... 6
 - Call 911 immediately, at the first sign of stroke 7
 - Time lost is brain lost..... 8
 - Healthy Maine Partnerships, American Stroke Assoc.,
 Cardiovascular Health Program, Maine CDC, DHHS logo/website..... 9
 - Other, specify _____..... 10
 - DK/NA..... 11
 - Risk Factors of Stroke 12

35. Did this handout or card grab your attention?
 Yes.....1
 No.....2
 DK/NA.....3

36. Did you like this handout or card?
 Yes.....1 **Skip to Q 37**
 No.....2
 DK/NA.....3 **Skip to Q 37**

- 36b. What was it about the card that you did not like?
- Was hard to read.....1
 - Too much information on it.....2
 - Other (please list)_____.....3
37. Did you talk to friends or family about this handout or card?
- Yes.....1
 - No.....2
 - DK/NA.....3
38. Did this handout/card make you feel that you would recognize the signs of stroke?
- Yes.....1
 - No.....2
 - DK/NA.....3
39. Did this handout/card make you feel that you would call 911 immediately at the first sign of stroke?
- Yes.....1
 - No.....2
 - DK/NA.....3

Collateral: Heart Attack Promotional handout

40. Have you recently seen a handout that shows the Heart Attack Chain of Survival on the front of it?
- Yes.....1
 - Maybe, not sure.....2
 - No.....3→**Skip to next section**
41. What colors appear on the front of this handout?
- White, blue & red.....1
 - Other, specify_____.....2
 - DK/NA.....3
42. What messages appear on this handout?
- Know the signs of heart attack..... 1
 - Chest pain or discomfort is a sign of heart attack..... 2
 - Pain or discomfort in the jaw, neck or back is a sign of heart attack..... 3
 - Feeling weak, lightheaded, faint or sweaty is a sign of heart attack 4
 - Pain or discomfort in the arms or shoulders is a sign of heart attack 5
 - Shortness of breath is a sign of heart attack 6
 - Call 911..... 7
 - At any ONE of these signs, take action immediately..... 8
 - Go in an ambulance..... 9
 - There are effective treatments for heart attack..... 10
 - YOU are the first link in the heart attack chain of survival..... 11
 - In a Heartbeat, Maine Quality Forum 12
 - Other, specify_____..... 13
 - DK/NA..... 14

43. Did this handout grab your attention?

- Yes.....1
- No.....2
- DK/NA.....3

44. Did you like this handout?

- Yes.....1 **Skip to Q 45**
- No.....2
- DK/NA.....3 **Skip to Q 45**

44b. What was it about the handout that you did not like?

- Was hard to read.....1
- Too much information on it.....2
- Other (please list)_____3

45. Did you talk to friends or family about this handout?

- Yes.....1
- No.....2
- DK/NA.....3

46. Did this handout make you feel that you would recognize the signs of heart attack?

- Yes.....1
- No.....2
- DK/NA.....3

47. Did this handout make you feel that you would call 911 immediately at the first sign of heart attack?

- Yes.....1
- No.....2
- DK/NA.....3

Earned Media: Newspaper

48. Have you read any heart health articles, editorials, or letters to the editor in a newspaper published in Maine over the last year?

- Yes.....1
- Maybe, not sure.....2
- No.....3→**Skip to next section**

49. Can you tell me what the article, editorial or letter to the editor was about?

- Know the signs of stroke..... 1
- Any one of the warning signs is a reason to call 911..... 2
- At the first sign of stroke, call 911 immediately..... 3
- Time lost is brain lost..... 4
- Risk Factors for Stroke..... 5
- Warning signs of heart attack..... 6
- At the first sign of heart attack, call 911 immediately 7

| | |
|---|----|
| Don't miss a beat | 8 |
| Risk factors for heart attack | 9 |
| Maine women sharing their stories about heart health/disease..... | 10 |
| Know your blood pressure numbers..... | 11 |
| Know your cholesterol numbers..... | 12 |
| Other, specify..... | 13 |
| DK/NA..... | 14 |

| |
|---------------------|
| DEMOGRAPHICS |
|---------------------|

To finish up, I need to ask you some demographic information that is being collected for statistical purposes only so that we might compare your answers with those of other people in Maine.

How old were you on your last birthday? **Enter Age** _____

What is your gender? **(Circle correct gender, ask only if uncertain)**

- Female.....1
- Male.....2
- DK/NA.....3

Do you receive food stamps?

- 1. Yes
- 2. No

Are you Hispanic or Latino?

- 1 Yes
- 2 No
- 7 Don't know / Not sure
- 9 Refused

Which one or more of the following would you say is your race? **[READ CHOICES, CHECK ALL THAT APPLY]**

- 1 White
- 2 Black or African American
- 3 Asian
- 4 Native Hawaiian or other Pacific Islander
- 5 NATIVE AMERICAN, or
- 6 OTHER (SPECIFY) _____
- 7 DON'T KNOW
- 9 REFUSED

What is your current health insurance status? Would you say... (READ OPTIONS)

1. Private coverage, such as through an employer or spouse's employer or purchased directly from an insurance company
2. Medicare
3. MaineCare or Medicaid
4. Military coverage, such as Champus or Tricare
5. A combination of different types of coverage
6. No coverage, no health insurance
8. DON'T KNOW
9. REFUSED

What was the last grade of schooling you completed?

- | | |
|--------------------------------------|----|
| Less than high school..... | 1 |
| Attended high school..... | 2 |
| Completed a GED..... | 3 |
| Completed high school..... | 4 |
| Attended college..... | 5 |
| Completed an Associate's Degree..... | 6 |
| Completed a BS/BA Degree..... | 7 |
| Post Graduate Degree..... | 8 |
| Other, specify _____..... | 9 |
| DK/NA..... | 10 |

How many people, including yourself, live in the same household with you? **Enter number** ____

Which of the following statements best describes your work situation.

- | | |
|---|---|
| I am currently employed full time for a wage or salary..... | 1 |
| am currently employed part time for a wage or salary..... | 2 |
| I am currently retired..... | 3 |
| I am currently unemployed..... | 4 |
| DK/NA..... | 8 |

What was your total household income, before taxes, for last year? Was the combined income of your household... [READ CHOICES]

1. Under \$15,000
2. \$15,000 to \$24,999
3. \$25,000 to \$34,999
4. \$35,000 to \$49,999
5. \$50,000 to \$74,999
6. \$75,000 or over
8. DON'T KNOW
9. REFUSED



John E. Baldacci, Governor

Brenda M. Harvey, Commissioner

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