

The Heart Truth

Ogilvy Public Relations Worldwide and National Heart, Lung, and Blood Institute, Jan 1,2013

Summary: 2013 Silver Anvil Award of Excellence Winner — Multicultural Public Relations — Associations / Government / Nonprofit Organizations

Heart disease is the #1 killer of women. Hispanic women, who are at higher risk of heart disease than white women, have low awareness rates. To close this gap, the National Heart, Lung, and Blood Institute's The Heart Truth® campaign conducted a multifaceted Hispanic program. We secured three partnerships with Hispanic organizations to conduct local trainings reaching over 1,200 women; partnered with *Discovery Familia* Network and *Siempre Mujer* magazine; recruited three Latina celebrities to participate and serve as spokespeople at the Red Dress Collection fashion show; and conducted a bilingual Twitter chat that reached over 3 million users.

Multicultural public relations includes any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

Full Text: SITUATION ANALYSIS

Despite significant progress in the last decade, heart disease is still the #1 killer of women. Thanks to the Red Dress at the center of *The Heart Truth*®'s creative platform since 2002, awareness of women's greatest health threat has increased. In 2012, nearly 60% of women recognized the Red Dress as the symbol of women and heart disease awareness, up from 25% in 2005 and 0% in 2001. And with awareness, comes action: informed women are more likely to talk to their doctors, be physically active and report weight loss.

Challenge/Opportunity:

The latest data available (2009) indicates awareness of the disease has increased to 60% for white women, 43% for African American women, and 44% for Hispanic women—implying that despite substantial gains, awareness still lags in racial/ethnic minorities. Determined to close this awareness gap among Hispanic women, the National Heart, Lung, and Blood Institute (NHBLI) and Ogilvy developed and implemented a Spanish-language, culturally relevant integrated program which resulted in *The Heart Truth*'s most successful, highly visible year to date.

Objectives:

Key objectives:

- Build awareness and outreach by increasing media impressions about heart disease and Hispanic women in Spanish-language outlets during American Heart Month (February 2012) by 100% (2011 impressions totaled nearly 7 million).
- Secure at least two Spanish-speaking Latina celebrities to participate in the Red Dress Collection fashion show (the campaign's annual awareness event during New York Fashion Week).
- Position *The Heart Truth* as a leader in Hispanic women's heart health by partnering with at least one media national organization.

- Engage hard to reach Hispanic women by partnering with at least one Hispanic community organization.

RESEARCH

- **Gathering Insights.** Research indicates that middle aged Hispanic women have a higher incidence of risk factors for heart disease. A survey funded by a *Heart Truth* partner revealed that two-thirds of women (including Hispanics) agree that the Red Dress makes them want to learn more about heart disease—illustrating the power of the symbol to prompt action.
- **Identifying the Right Media Partners.** Strategic media partnerships are a key component. Research revealed two outlets that got to the heart of our target audience and offered a unique mix of opportunities to expand the campaign’s reach: *Siempre Mujer* and *Discovery Familia*.
- **Selecting Appealing, Credible Spokespeople.** We secured a native Spanish-language expert from the NHLBI as a credible information source. Past experience and research indicated celebrities would also help NHLBI to gain trust and brand awareness.
- **Engaging the Community.** Most Spanish-speaking women targeted by the campaign are of lower socio-economic status, have lower literacy levels and lack access to health care. The campaign identified community “champions” who would motivate women to improve their heart health. Research and prior work experience showed that working with *promotores* and CHWs is one of the most successful approaches to reach this population.

PLANNING

Target Audience:

The Heart Truth campaign appeals to women by prompting them to focus on their “outer self” (fashion), while also reminding them to think about their “inner self,” specifically, their heart health. To best reach Spanish-speaking Hispanic women 30-60 years old (never before targeted), Ogilvy developed a strategic list of organizations and individuals that are popular and highly influential. Spanish-language media and community organizations play a key role among this target audience. The vast majority of these women are first generation immigrants, don’t speak English, and have difficulties navigating the health care system. In most cases, Spanish-language media and community organizations are the main and only source of information when it comes to health related topics.

We targeted:

- Women’s-focused Spanish-language media outlets to help disseminate campaign messages across the U.S.
- Influential Hispanic celebrities to personalize the campaign messages and attract national media coverage.
- Highly influential and reputable community organizations to educate *promotores* and community health workers (CHWs) who serve at-risk and hard to reach Hispanic women.

Using the powerful Red Dress icon as a “red alert” to change the way Hispanic women think about heart disease, we set out to increase media coverage by partnering with at least one major Spanish-language media outlet and creating unique coverage opportunities for it. To position *The Heart Truth* as a leader among influential community organizations, we aimed to execute at least one training with the largest *promotores* and community health workers organization in the country.

EXECUTION

- **Spokespeople.** 2012 Red Dress Collection fashion show featured 17 celebrities

including three top Latina personalities: Giselle Blondet, Univision TV host; Jeannette Torres-Alvarez, brand ambassador for *Discovery Familia*; and GRAMMY-winning musician Gloria Estefan. Dr. Cristina Rabadan-Diehl, Deputy Director of the NHLBI Office of Global Health, was our Spanish-speaking expert.

- **Media Partnerships.** Secured new partnerships with two national outlets: *Discovery Familia* and *Siempre Mujer* magazine. *Discovery Familia* developed a microsite to showcase *The Heart Truth* editorial content and produced three PSAs. *Siempre Mujer* featured *The Heart Truth* logo on the magazine's February cover and published two news articles featuring Dr. Rabadan-Diehl and long-time campaign supporter and fashion designer Carmen Marc Valvo. *Siempre Mujer* also created a section on its website to host campaign materials, and both partners live-streamed the fashion show.
- **Media Relations.** Leveraged spokespeople, resulting in significant, targeted media coverage in Spanish-language outlets.
- **Digital Activation:** Hosted one-hour Twitter #HeartChat to answer women's questions on heart health on National Wear Red Day (February 3, 2012). Dr. Rabadan-Diehl tweeted in Spanish and answered participant questions.
- **Community Partnerships.** For the Champions train-the-trainer educational offering on heart health, we partnered with Vision y Compromiso, one of the largest *promotores* and CHWs networks in the country.

EVALUATION

- Media outreach generated more than **60 million** Spanish-language impressions, an increase of **770%** from 2011. Nearly **100%** of coverage mentioned the Red Dress symbol and its association with heart disease.
- Twitter chat (conducted in English and Spanish) engaged more than **1,400 Twitter participants** with a reach of over **3 million users** and **10.6M** impressions.
- Three Latina celebrities—**Jeannette Torres-Alvarez, Giselle Blondet and Gloria Estefan**—participated in the Red Dress Collection fashion show and generated coverage by top Spanish-language outlets such as *CNN en Español*, Univision, *People en Español*, Efe News, among others.
- Secured **two major national media partnerships** to generate coverage during American Heart Month. Efforts with *Discovery Familia* and *Siempre Mujer* resulted in more than **27 million impressions**.
- **Secured three partnerships to conduct trainings.** Via Vision y Compromiso, and with the support of the National Association of Hispanic Nurses (NAHN), we trained 20 participants who organized community events reaching an additional 1,200 women through presentations, materials distribution, and at the Vision y Compromiso's annual conference.
 - The success of this training led to a partnership with the Catholic Archdiocese, where we conducted our third Spanish-language training.
 - Also, in collaboration with our founding partner Women's Heart, this past October we conducted the first bilingual training in Miami, Florida, where we trained an additional 20 Hispanic women.