

**40%** of people hospitalized with COVID-19 had heart disease or a stroke

Those at greatest risk of serious complications:

- People with coronary heart disease or hypertension
- Stroke survivors
- People age 65+
- People with diabetes
- People with severe obesity (BMI of 40 or higher)
- People with serious chronic lung, kidney or liver conditions
- People with compromised immune systems

## The need for urgent action

Data shows that fewer people called 9-1-1 between January 1, 2020 through April 12, 2020\*.

29% decrease

9-1-1 responses

31% decrease

STEMI/ Chest Pain cases

20% decrease

Stroke cases

**But, heart attacks, strokes and cardiac arrests don't stop for COVID-19.**

COVID-19 may be stopping people from calling 9-1-1 and going to the hospital.



## A COLLECTIVE SOLUTION

Join the American Heart Association in a nationwide effort to educate consumers on the warning signs of heart attack and stroke, urging them to access healthcare and call 9-1-1 during a medical emergency.

Execute a multi-pronged Marketing and Communications campaign that focuses on the importance of calling 9-1-1 in an emergency, while reassuring the public that it is safe to do so.

This campaign will leverage national, locally owned, and earned channels to deliver science-based messaging that is empowering and motivates action.



## INTRODUCING "DON'T DIE OF DOUBT"

An Urgent, Collective Response to Heart Disease & Stroke Patients in Need

*Campaign elements shown are samples only. Actual campaign elements are still in development.*

National Campaign Approach

Paid | Owned | Earned | Social Media Outreach  
Patient | Caregiver Education & Support  
Content Syndication

Local Campaign Architecture

Local Media Activation

Patient | Caregiver Education

Engagement Opportunities for Local Leadership

## CAMPAIGN ASSET OVERVIEW

Opportunities across content and media assets\*

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Landing Page/  
News Articles



Videos



Infographics/  
Print Materials



Podcast Series



Media Activation



Social Media Events

*All, except for news articles and public service announcements, can be localized or branded with a sponsor logo*