

PLANS BOOK

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INTRODUCTION

About 795,000 Americans suffer each year from a new or recurrent stroke. This means, on average, that a stroke occurs in this country every 40 seconds.

Stroke is the third leading cause of death, killing over 130,000 people each year. Stroke is also the leading cause of adult disability. When brain cells die during a stroke, the abilities controlled by that area of the brain are lost. These abilities may include speech, movement, and memory. This all means that even when stroke doesn't kill, it can effectively destroy the person you were.

During a stroke, time is brain. This is why stroke awareness is so critical. Stroke victims and bystanders alike need to know the signs of stroke, so that they can act FAST to get life-saving medicine.

Sg. Amey - very
kind in form

RESEARCH

Highway along
the lake + road
and floor to the
water edge, above

Certain demographics are more prone to stroke than others. Race/Ethnicity play a role in stroke risk. African Americans have the highest risk of stroke, double that of caucasians. Age also increases the chances of stroke. Three quarters of strokes occur in those 65 years of age or greater. Suprisingly geography changes the risk factor as the highest stroke death rates occur in the southeastern United States. Gender is also a factor in stroke risk. Men are more likely than women to suffer from a stroke.

SYMPTOMS

Numbness or weakness in arms and/or legs

Facial numbness especially on one side

Facial drooping

Slurred Speech and confusion

Dizziness or loss of balance

Vision issues in one or both eyes

Sudden severe headache with no known cause

Some lifestyle factors increase risk of stroke, including high blood pressure, diabetes, heart disease, previous stroke, cigarette smoking, being overweight, drug abuse, pregnancy, and birth control.

Why is the FAST campaign important?

“While stroke continues to have a major impact on patients, their caregivers, and their community, continued efforts at stroke risk factor identification and management along with stroke education may provide one of the best opportunities for reducing the impact of this disease. These goals can only be achieved by active participation from healthcare providers, the public, and legislators.”

Who knows about FAST?

In a 2011 study:

Of 163 patients polled, 39% were unable to identify a single sign or symptom of stroke.

Older patients (those more likely to experience a stroke) were less likely to know the signs.

In a study in from 2013:

Of 170 patients and bystanders interviewed, only 21 (12%) were aware of the FAST campaign.

Only four individuals (19%) could recall all three FAST symptoms.

84% of those asked could name one symptom.

More bystanders described the stroke signs than patients.

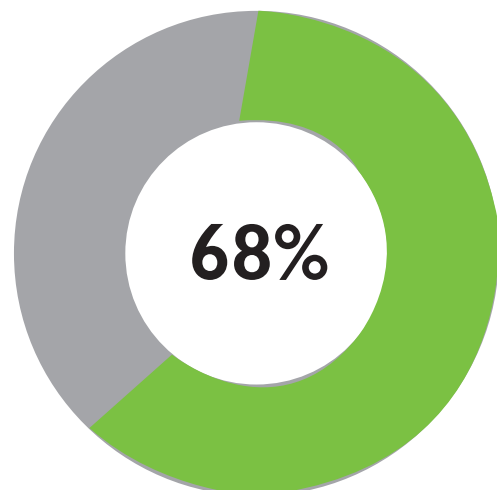
Other symptoms described included: leg weakness, vision disturbance, arm numbness, headache, collapse.

**“AWARENESS WAS EXTREMELY LOW, THE
RECALL OF CAMPAIGN CONTENT WAS
POOR, AND THE SYMPTOM DESCRIPTIONS
USED IN THE CAMPAIGNS DID NOT ALWAYS
REFLECT THE EXPERIENCE”**

In our own survey from October, 2015:

Of 216 respondent, 68% were completely unaware of the acronym FAST and could not name stroke symptoms.

Of those that were aware of FAST, less than half could correctly identify all four parts of the acronym.



WHAT OTHER STROKE AWARENESS CAMPAIGNS EXIST?



Come Back Strong

This is a campaign not unlike changing lives, in which stories are shared by stroke survivors. It is a campaign to provide support for these survivors.



Faces of Stroke

This campaign also tells stories of survivors, while trying to change the public perception of stroke and its victims.



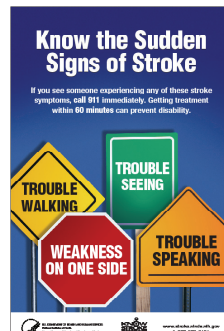
Time2Talk

This National Stroke Association encourages people to talk about stroke with friends and family.



Together to End Stroke

This campaign from the American Heart and Stroke Association has an interesting take on spreading awareness. For World Awareness Day, October 29th, they invite people around the world to learn the FAST song and share it with others. They also utilize a free iphone application.



Know Stroke

The National Institute of Neurological Disorders and Stroke (NINDS) has developed this campaign to educate the public about signs of stroke and the importance of calling 911. They use signs as visual markers and the symptoms “trouble walking, weakness on one side, trouble seeing, trouble speaking.”



Strike Out Stroke (SOS)

Strike Out Stroke is a FAST initiative that takes stroke education into a popular venue, professional baseball games. This program travels across the country to both major and minor league games to spread knowledge about stroke.

Why is FAST still the best option?

The numerous local and even national campaigns have many overlapping strategies and messages. Though each has the goal of increasing awareness of stroke symptoms, the lack of coherence between campaigns may actually confuse individuals more than it educates them. The various campaigns use vastly different visual markers and language, but most importantly, they do not agree on which symptoms are the primary identifiers of stroke.

Simplicity is key to creating real and lasting knowledge about stroke signs and proper response. This is why FAST is the best awareness campaign for Hillcrest. It is simple, and 87% of those surveyed that had personal experience with the disease said that the symptoms accurately depict the experience of a stroke.

Additionally, FAST is a large campaign with numerous resources and partners, including the American Heart and Stroke Association. The campaign has a website, iPhone application, song, and many more resources that can be used by Hillcrest.

Our research shows, however, that FAST campaign awareness is low despite these strengths. The key to our campaign will be to utilize the best parts of the FAST campaign, but focus it locally, on Hillcrest and the Tulsa community.



SWOT ANALYSIS

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- Hillcrest Medical Center contains the Kaiser Rehabilitation Center on-site. Inpatient and outpatient services are offered for a speedy recovery.
- “Changing Lives” campaign includes stroke victim and family
- Primary Stroke Center
- 60.8% of Hillcrest patients went home last year, as opposed to 49% national average
- Stroke team talks with each other about each and every patient
- Dr. Fredieu is highly certified and can perform procedures that many doctors cannot
- FAST is a national campaign with quality resources and knowledge

W

- Not yet fully certified as comprehensive stroke center
- Those surveyed had a lower perception of Hillcrest than St. John and St. Francis
- Stroke awareness is still not widespread in Tulsa or nationwide
- The current changing lives outdoor and video about stroke do not include the meaning of FAST and thus do nothing to educate the public

O

- The OSNI center at Hillcrest is still in its early stages and continues to grow and gain certification
- The Tulsa population is very involved in the community and can be easily reached through a presence at select events
- It is easy to integrate our new campaign into current Changing Lives media buy
- In Tulsa alone, there are 42,000 students in 86 schools, plus another 24,000+ students at Jenks and Union

T

- The St. John Heyman Stroke Center in Tulsa includes a 22-bed stroke facility. Oklahoma's only Joint Commission-certified comprehensive stroke center
- Large number of stroke awareness campaigns globally confuse patients
- World Stroke Day and Stroke Awareness Week are the most active for awareness campaigns, but don't create prolonged change and additionally, “Short-term exposure results in poorly sustained public awareness”

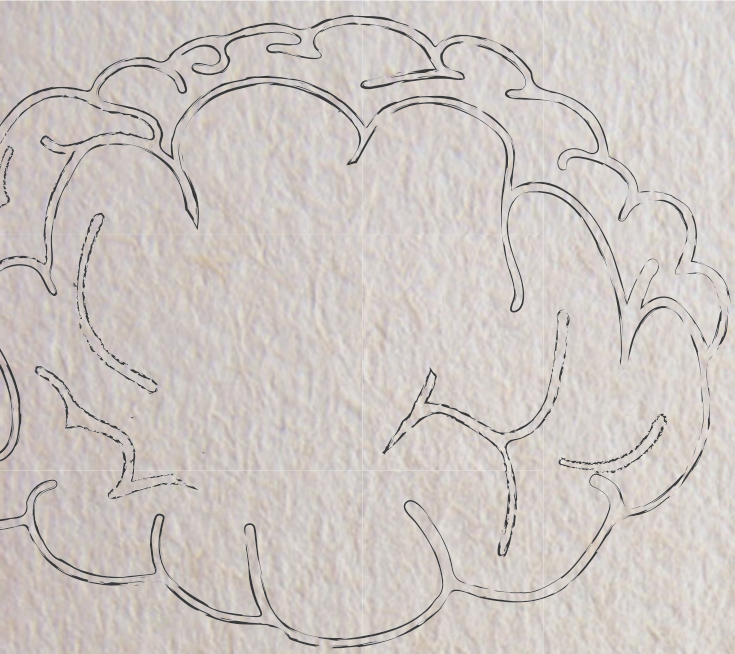
Target Market:

We plan to target two primary demographics, both focused in Tulsa and the surrounding areas. The local focus will allow us to integrate Hillcrest into all of our creative and be more effective in reaching both target audiences.

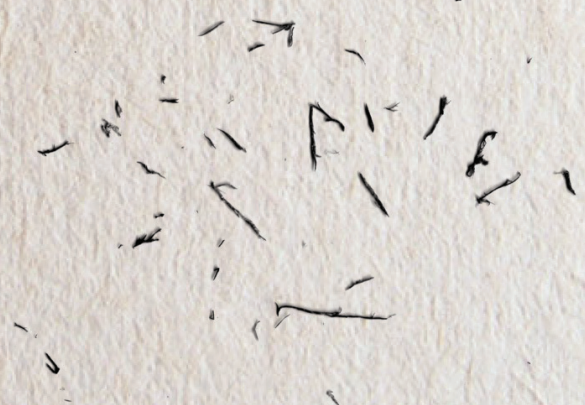
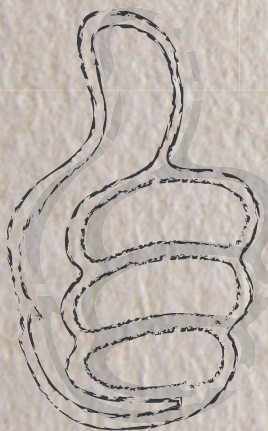
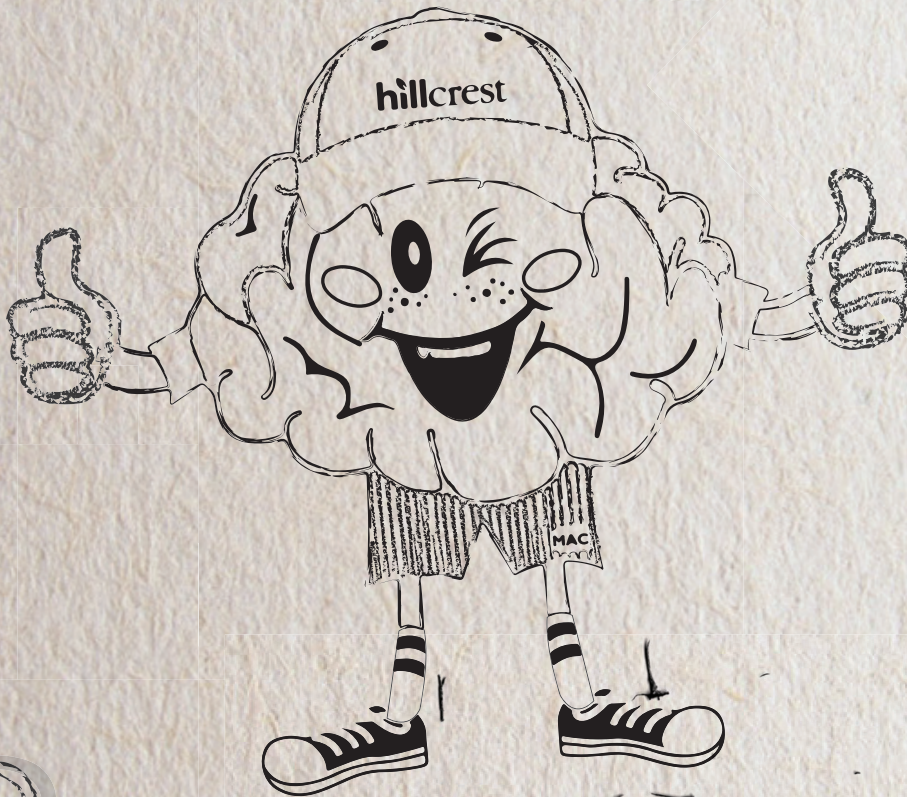
The first market is children and young adults, starting in elementary and up through high school. Repetition and early learning are key to long-term retention, so this campaign's goal will be to ingrain FAST into children's minds repeatedly through elementary, middle, and high school. It is critical to educate this population as they may need to respond in a stroke emergency, and can carry this knowledge with them into adulthood.

The second target demographic will be adults aged 40-80. These are the individuals that are at a higher risk of stroke, or most likely to be caregivers for stroke survivors. It is unfortunately often this older population, and even stroke patients, that are unaware of all the stroke symptoms, so reaching this audience is also key.

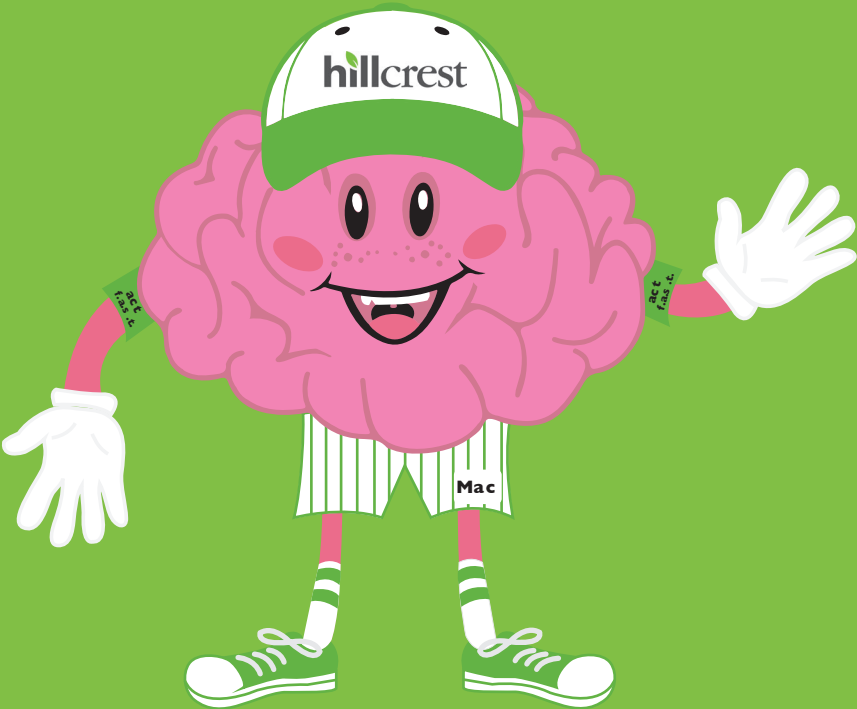




CREATIVE



MAC THE BRAINIAC



Youth Creative – School Program:

Our non-traditional youth strategy is to create an engaging in-school program to teach young people about the warning signs of stroke.

The star of this school program will be a brand new mascot, Mac the Brainiac. * As you can see, this mascot will be dressed in Hillcrest green and promoting the Hillcrest brand. His sleeves are decorated with FAST, as learning this acronym is the most important aim of the program.

Mac will teach children stroke symptoms by using the FAST stroke awareness song, an underutilized resource from the national FAST campaign.*

A Hillcrest representative will also be present at the assembly to answer questions and lead discussion about how to help a loved one during or after a stroke.

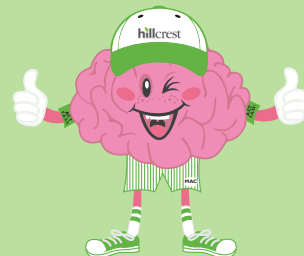
Through the use of animated videos about FAST, skits, and other engaging activities, the information presented in this in-school program will make its way back into the children's homes and should remain in their memory for years to come.



School Program - Materials:

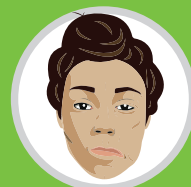
Materials such as banners, brochures, and give-away items will be created for this program, and all will feature Hillcrest and FAST. The banners will be placed in schools year-round and include lyrics from the FAST song to reinforce memorization. Give-away items can include brain-shaped stress balls with FAST and the Hillcrest logo on them. Mac the Brainiac can also be featured in comics, using FAST to save lives and be a hero. These comics can be turned into short illustrated stories to be given to children and parents. These types of giveaways improve engagement in the program and create tangible take-away items.

BE SMART ACT



F.

THE LETTER **F** STANDS FOR
FACE, IF ONE HALF DROOPS,
NO TIME TO WASTE.



A.

THE LETTER **A** MEANS
AN ARM THAT'S WEAK..



S.

THE LETTER **S** MEANS
IT'S HARD TO SPEAK.



T.

THE LETTER **T** MEANS IT'S TIME
TO DIAL 9-1-1. CALL RIGHT
AWAY SO HELP WILL COME.



 Oklahoma Stroke &
Neurological Institute
@HILLCREST

FOR MORE INFO VISIT:

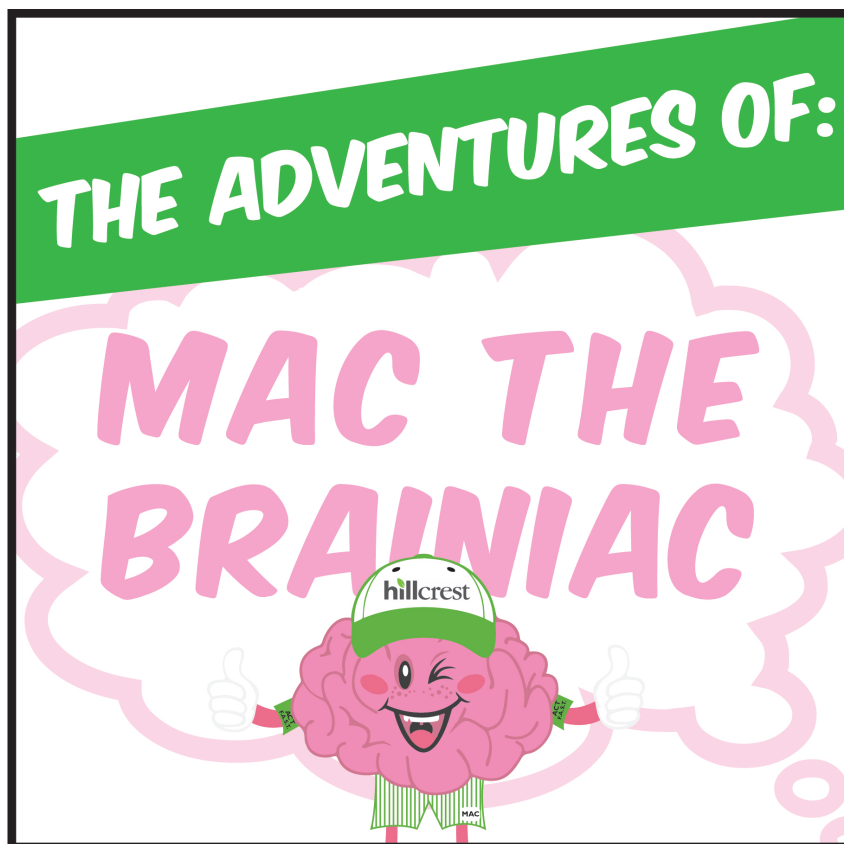
Hillcrest.com

 **hillcrest**

In school banner



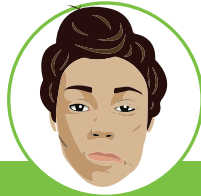
Stress ball giveaway item.



Comic book giveaway item.

F.A.S.T. REDESIGN

**DURING A
STROKE**



ACT F. A. S. T.

FACE

ARM

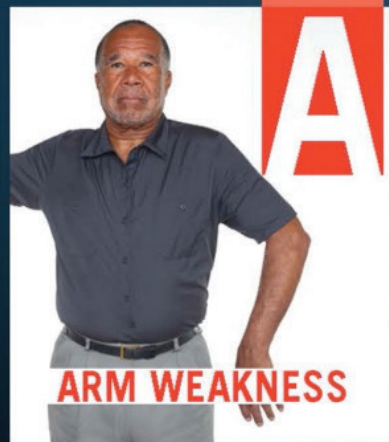
SPEECH

TIME



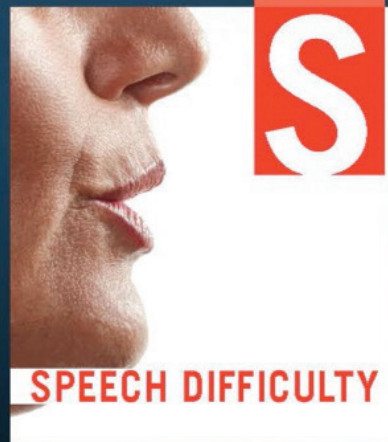
F

FACE DROOPING



A

ARM WEAKNESS



S

SPEECH DIFFICULTY



T

TIME TO CALL 911



Adult Creative – Print:

In print materials, we will provide facts about what sets Oklahoma Stroke and Neurological Institute at Hillcrest apart from the competition.

The goal of all our creative materials is to increase local awareness and have the Tulsa public associate stroke care with Hillcrest before any other care facilities

To reach the target audience, print ads will be placed in Tulsa World, Tulsa People, Vintage Guide, and Community Spirit, cycling in with the existing “Changing Lives” advertisements.




Adult Creative – Outdoor:


We will improve upon the existing FAST outdoor board that is part of the current “Changing Lives” by also having one that explains the FAST acronym in simple terms. Our FAST redesign will have the look and feel of the Hillcrest brand, while presenting the information in a fresh and simplified manner.

Web Banners


We will create web banner advertisements to convey the symptoms and warning signs of stroke. The goal of these advertisements will be to both inform possible stroke victims about FAST, as well as letting them know where they can receive the best care.



Search for stories

 57°

NEWS SPORTS SCENE BUSINESS COMMUNITIES BLOGS OPINION WEEKEND WEATHER PHOTO VIDEO DATABASES OBITS CALENDAR STORE

Free Access: Jobs Autos Pets Homes Classifieds Contests  Deals Display Ads Special Sections Best In The World Legals Advertise

OSU SPORTS EXTRA


Oklahoma State 35, Iowa State 31: Cowboys improve to 10-0

Get analysis, photos, video and more from the comeback win

OU SPORTS EXTRA

Oklahoma 44, Baylor 34: Sooners hand undefeated Bears first loss

Get analysis, photos, video and more from the Sooners' big win




Getting an eyeful: Spend a shift on Tulsa streets with Gang Unit officers

By SAMANTHA VICENT World Staff Writer

Tulsa World reporter Samantha Vicent spent 16 hours in September riding along with Tulsa Police Department Gang Unit officers during day and night shifts.

7 Comments



France bombs Islamic State HQ, hunts attacker who got away

By GREG KELLER and PHILIPPE SOTTO Associated Press

Six senior Iraqi officials corroborated the information in the dispatch, a copy of which was obtained by the AP, and four of these intelligence officials said they also warned France specifically of a potential attack.

LATEST HEADLINES

Bixby-Bartlesville Class 6All semifinal set for Saturday


Frybread, fanfare mark Iron Gate soup kitchen's annual All Tribes Day

Man accused of killing wife dies in hospital of self-inflicted gunshot wound, police report

56 texting-while-driving citations doled out in Oklahoma, but enforcement concerns linger

Tulsa's race for mayor is on


Holiday gift guide: Drones, other buzz-worthy items hot in tech this year




Pride of Broken Arrow wins its third national championship

DURING STROKE ACT


F. FACE




A. ARM




S. SPEECH



T. TIME



 **hillcrest**
Oklahoma Stroke & Neurological Treatment

FOR MORE INFO VISIT:
Hillcrest.com

Non-Traditional

Our adult non-traditional strategy is critical for reaching large crowds in Tulsa

One market we will target is church goers, who tend to be older demographically. We will contact church leaders and youth groups to present information about stroke to congregations. We will also provide information to senior bible studies and Sunday school classes about FAST and the OSNI Center at Hillcrest. Four in ten Tulsans regularly attend church.

Sporting events will be our second venue. Hillcrest can sponsor local sporting events, such as college and high school football and basketball games, particularly for TU, Jenks, and Union.

This would afford Hillcrest the opportunity to share their awareness videos and the FAST Campaign on a large scale. Hillcrest could sponsor jumbo-tron videos, halftimes with Mac the Brainiac, and giveaways to increase brand awareness and provide lasting knowledge of FAST and Hillcrest.





Hillcrest also has the opportunity to rent booth space at Tulsa festivals, such as Mayfest, Oktoberfest, and the Tulsa State Fair. Mac the Brainiac would also be present.

Tulsa State Fair, Oct 1-11

-attendance increases an average of 4% each year at the fair

-last year over 1 million people attended

COMMERCIAL BUILDINGS	INDEPENDENT MIDWAY	BOOTH DIMENSIONS
\$97.50 per front foot	\$91.00 per front foot	Minimum of 10 feet
<u>Rental Rate</u>	<u>Rental Rate</u>	<u>Space Size</u>
\$975.00	\$910.00	10 x 10
\$1,460.00	\$1,365.00	15 x 10

Fall Home Expo, Nov 20-22

10x10 Inline \$750

10x10 Corner \$950

10x20 Inline \$1,350

10x20 Corner \$1,550

10x20 Endcap \$1,750

10x30 Inline \$1,950

10x30 Corner \$2,150

Home and Garden Show, Mar 10-13

10x10 Aisle Booth \$925

10x10 Corner Booth \$1000

10x15 Booth \$1355

10x20 Booth \$1675

300+ square feet qualifies for

bulk rate = \$7.90 a sq. ft.

SOCIAL MEDIA



Facebook:

Associate Mac the Brainiac with all posts about stroke awareness. Mac will get the attention of all ages on Facebook. Younger users have larger friend networks (500+) than people over the age of 65 (100 friends). Younger users will spread Mac the Brainiac to a broader audience faster. Of the 73% of adults using social media, 71% are on Facebook. This proves all generations use Facebook. Make new F.A.S.T. design the cover photo. This will increase views and awareness.

Instagram

Post F.A.S.T. facts daily. This will increase awareness without overwhelming the viewer or losing his/her attention. Part of F.A.S.T. facts: Mac the Brainiac delivers the fact about stroke everyday. Continue to post stroke patient stories allowing viewers to relate to the the family and prepare for it.

Twitter

Post the F.A.S.T. facts daily. They need to be short and sweet in order for people to actually read them. Post links to patient and family stories about stroke. This keeps the “family” atmosphere alive. Mac the Brainiac will make an appearance on Twitter daily along with the song. The song will get stuck in people’s heads and will gradually spread stroke awareness.

BUDGET

- Mac the Brainiac Costume: \$4,300
- School banners: \$20 x 200
- Event booths and participation: Booth: \$950 (10x10 corner booths)
- Tulsa State Fair: Over 1 million people attended last year and attendance grows by 4% each year (\$1,000)
- Fall Home Expo: \$950
- Tulsa Home & Garden Show: \$1,000
- Stress balls - \$0.57 each
- website ads
- current media buy, though you could add more if you chose

CONCLUSION

This campaign puts F.A.S.T. and Hillcrest together in everything we do. By rebranding F.A.S.T. specifically for Hillcrest, we teach the Tulsa community to think Hillcrest when they think stroke care. More than that, however, this campaign saves lives by better educating the public about stroke signs and how to respond.

