

**“ Effective Use of Communication
Tools for Public Awareness
Program “**

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Agenda

- Getting started
 - Define the goals
 - Identify target audiences
 - Key message development
- Introduce communication channels
- Case studies

Define The Goals

Define The Goals

- Assess the current outreach situation
- Goal setting
- Behavioral and attitudinal changes



Target Audiences

Target Audiences

What matters they concern most

What would motivate them

Demographic and psychological profile

What are their current perceptions, needs, knowledge, wants, preferences, and behavior

How they obtain daily information

Divided by their characteristics, gender, information of age group, profession, interests, etc.



Key Messages

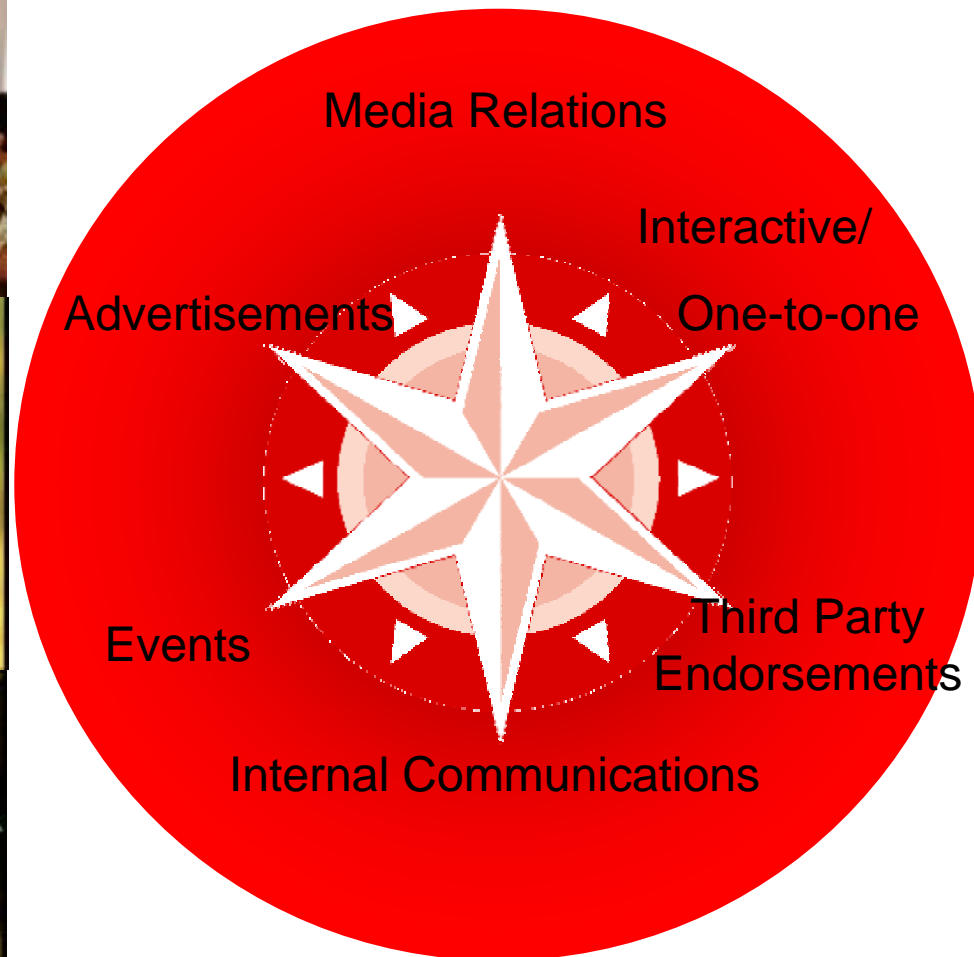
Key Messages

- Objective-oriented
- Consistency
- Less is more
- Engagement
- Counteract oppositions



Communication Channels

Communication Channels



Case Studies



The Heart Truth Campaign

The Issue

- Heart disease is the leading cause of death among women in the United States.

The Heart Truth Campaign

The Challenge

- Heart disease was considered a man's disease.
- Women believed they were at a higher risk of developing cancer, specifically breast cancer, than of dying from heart disease.
- Heart disease kills more women than all cancers combined.

The Heart Truth Campaign

The Insight

- Women needed to understand heart disease is “an equal opportunity killer” that does not distinguish between sexes.
- The heart disease public education message needed to break through years of undistinguished yet broadly disseminated heart health messaging.

The Heart Truth Campaign

The Tagline - “Heart Disease Doesn’t Care What You Wear – It’s the Killer of Women”

- Rationale

- Directly addresses the prevailing myth that women aren’t seriously affected by heart disease

- By echoing a common phrase, “the hard truth”, it made women realize that this was an issue they had to face

The Heart Truth Campaign

The Red Dress – as the centerpiece creative element

- Rationale
 - Incorporates the color most associated with the idea of the “heart”
 - Forge an emotional link between a woman’s focus on her outer self (appearance) and the need to focus on her inner self (health in general and heart health, in particular)



The Heart Truth Campaign: Public Education Materials

- Creative design using compelling photos and stories of real women's struggles with heart disease



The Heart Truth Campaign: Website

The screenshot shows a web browser window titled "Heart Truth: Joan & Bonnie's Story". The page features a navigation bar with the "THE heart TRUTH" logo, a banner with the text "A NATIONAL AWARENESS CAMPAIGN FOR WOMEN ABOUT heart DISEASE", and a search bar. Below the banner are navigation links: "HEART TRUTH HOME", "CONTACT", "SITE INDEX", and "NHLBI". The main content area is titled "STORIES FROM THE HEART" and "JOAN & BONNIE'S STORY". On the left, there is a "SELECT A STORY" section with a list of names and ages: Susan (Age: 41), Rosario (Age: 43), Stephanie (Age: 38), Paula (Age: 45), Joan & Bonnie (Age: 52 & 49), Ann (Age: 58), and Debbie (Age: 51). The main text area contains two stories: "Joan:" and "Bonnie:". The "Joan:" story describes her experience with a heart attack and her subsequent lifestyle changes. The "Bonnie:" story describes her experience with a heart attack and her family's response. On the right, there is a sidebar with links: "WHAT IS THE HEART TRUTH?", "HEART TRUTH PARTNERS", "STORIES FROM THE HEART" (highlighted), "LOWER HEART DISEASE RISK", "POSTMENOPAUSAL HORMONE THERAPY", "CAMPAIGN MATERIALS", and "PRESS ROOM". At the bottom, there are footer links: "Home | Contact | Site Index | NHLBI Home | NHLBI Privacy Statement", "What Is The Heart Truth? | Heart Truth Partners | Stories From The Heart | Lower Heart Disease Risk | Postmenopausal Hormone Therapy | Campaign Materials | Press Room", and a note about feedback and accessibility.

Heart Truth: Joan & Bonnie's Story

THE heart TRUTH

A NATIONAL AWARENESS CAMPAIGN FOR WOMEN ABOUT heart DISEASE

HEART TRUTH HOME CONTACT SITE INDEX NHLBI

STORIES FROM THE HEART

JOAN & BONNIE'S STORY

Joan:
"Five years ago, I was driving with my sister when I began having shoulder pain. She had experienced a heart attack two weeks earlier, so she drove straight to the hospital. Sure enough, I was having a heart attack. My doctor tells me that if I have another I might not make it through, because the first one damaged my heart. I had no choice but to change everything in my life. I quit smoking, I exercise, and I eat healthy now. Until I had a heart attack myself, I thought heart attacks were for old men."

Bonnie:
"I had a heart attack at the age of 44. I thought I was having indigestion, but when my sister saw the blood drain from my face, she called 9-1-1. I remember thinking, 'Why's she calling 9-1-1? I'm going to take an antacid and it's going to go away.' Two weeks later, she also had a heart attack. Now our whole family eats healthier and works out together, since we have this family history."

WHAT IS THE HEART TRUTH?
HEART TRUTH PARTNERS
STORIES FROM THE HEART
LOWER HEART DISEASE RISK
POSTMENOPAUSAL HORMONE THERAPY
CAMPAIGN MATERIALS
PRESS ROOM

SELECT A STORY

Susan
Age: 41

Rosario
Age: 43

Stephanie
Age: 38

Paula
Age: 45

Joan & Bonnie
Age: 52 & 49

Ann
Age: 58

Debbie
Age: 51

[Home](#) | [Contact](#) | [Site Index](#) | [NHLBI Home](#) | [NHLBI Privacy Statement](#)

[What Is The Heart Truth?](#) | [Heart Truth Partners](#) | [Stories From The Heart](#) | [Lower Heart Disease Risk](#) | [Postmenopausal Hormone Therapy](#) | [Campaign Materials](#) | [Press Room](#)

Please send us your feedback, comments, and questions by using the appropriate link on the page. [Contact the NHLBI.](#)

[Note to users of screen readers and other assistive technologies: Please report problems here.](#)

Local machine zone

The Heart Truth Campaign: Red Dress Public Service Announcement



HEART DISEASE *doesn't* CARE WHAT YOU WEAR

IT'S THE #1 KILLER OF WOMEN

Being a woman doesn't protect you from heart disease. Try these risk factors on for size: Do you have high blood pressure? High blood cholesterol? Diabetes? Are you inactive? Are you a smoker? Overweight? If so, this could damage your heart and lead to disability, heart attack or death.

Talk to your doctor to get answers that may save your life. The truth is, it's best to know your risks and to take action now.
www.nhlbi.nih.gov/health/hearttruth

THE heart TRUTH

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (DHHS)
National Institutes of Health
National Heart, Lung, and Blood Institute

American Heart Association
Office of Women's Health (OWH)
Workshop for National Coalition for Women with Heart Disease

Fashion Week, Feb 2003

- Heart disease awareness and women was chosen as the cause 19 top designers – from Vera Wang to Donna Karen to Oscar de la Renta – contributed red dresses
- Collaborated with Federal Government and fashion industry
- Engaged First Lady, Laura Bush, to champion the cause and introduce the campaign



The Heart Truth Campaign: The 2003 Time Magazine Cover and Feature Article on the Heart Truth Campaign



"Women take care of all the people in their family—their mothers, their husbands—but they sometimes don't take care of themselves," says Laura Bush. "The real goals of this campaign are first to really make sure that women know that heart disease is their No. 1 killer and that they can change their lifestyles to prevent it."

HEALTH

THE NO. 1 KILLER OF WOMEN

No, it's not breast cancer. More women die of heart disease than of all cancers combined. What you should know about the latest research, and how you can protect yourself

By CHRISTINE GORMAN

ARE AMERICAN WOMEN WHAT THEY'RE MOST BOASTED of, and the vast majority will answer without hesitation: breast cancer. They may even cite the ominous statistic that 1 in 8 women will develop breast cancer at some point in her life. But what most women don't realize is that they actually have far more to fear from heart disease, which will strike 1 out of every 3. More than 500,000 women die in the U.S. each year of cardiovascular disease, making it, not breast cancer (48,000 deaths annually), their No. 1 killer.

Women and heart disease? Better believe it. For while most people still think of cardiovascular trouble as strictly a man's problem, the reality is that heart disease has never discriminated between the sexes. In fact, for a variety of complex reasons, the condition is more often fatal to women than to men and is more likely to leave women severely disabled by a stroke or congestive heart failure. True, women don't usually start showing signs until their 60s—about 10 years after men first develop symptoms. And hormones seem to play a protective role in women before menopause. But the common belief that premenopausal

Photograph by TIME is Howard Schatz

The Heart Truth Campaign: Additional National Coverage on The Heart Truth Campaign



The Heart Truth Campaign

Results

- Awareness of heart disease among women climbed from 33% to nearly 50% in one year
- Media coverage and partnership programs are unprecedented for a government public education program

Operation Unite

心連心



全城抗~~疫~~大行動
Operation UNITE

Operation Unite

Background

- SARS attacked Hong Kong in 2003. It brought Hong Kong's economy to a complete halt and the morale in Hong Kong sank to bottom.
- Operation UNITE is a multi-sector, action-oriented campaign driven by a Steering Committee with Mrs. Betty Tung as the Honorary Advisor and Dr. Rosanna Wong as the Convenor
- Operation UNITE was conceived as an Action Campaign to boost solidarity and morale in Hong Kong during this anxious time.

Operation Unite

Objectives

- Instill hygiene best practices (both personal and public) in the community through the Hygiene Charter
- Galvanize the public and influencers to support the Hygiene Charter
- Bolster Hong Kong people's confidence
- Rebuild Hong Kong's image in the eyes of world

Operation Unite

Target Audience

- The Hong Kong community
- Divided into three segments: senior management, employees, and the general public
- Media (local and international media)
- Influencers (Industry associations, trade bodies, consumer council, influential media)

Operation Unite: Hygiene Charter signature campaign press launch

- Driving hygiene best practice across different sectors for Hong Kong
- Key goals of the Hygiene Charter:
 - To further unite the community
 - To enhance the environment and public health



Operation Unite: “Taking off with Hong Kong in Unity” campaign at the airport

- Nurture local and international confidence in the rebound of Hong Kong
- Mobilized Hong Kong youths to form a giant “Heart of Hong Kong” at the Hong Kong International Airport



Operation Unite: Advertisements



Operation Unite

Result

- The campaign generated a good level of media interest.
- Coverage in the media was multi-faceted, ranging from the objectives of Operation UNITE, the importance of hygiene, to its impact of the entire community.
- Operation UNITE was highly regarded as a thought leader in the fight against SARS.

Key Learnings

- Identify the goals
- Simple messages
- Don't be limited by one channel
- Build relevance to audiences



THE END