



Inventory No: 6BW-0414B04

Format: Campaign Profile-A two-page summary of a Silver-Anvil Award winner, addressing research, planning, execution and evaluation.

Title: The Heart of Diabetes: Understanding Insulin Resistance

American Heart Association Takeda Pharmaceuticals North America Eli Lilly, Manning Selvage & Lee, **2004**,
2pgs

Summary: The American Heart Association, in partnership with Takeda Pharmaceuticals North America, Eli Lilly and Company, and with Manning Selvage & Lee, launched The Heart of Diabetes: Understanding Insulin Resistance (THOD) to educate people at risk about the relationship between insulin resistance, cardiovascular disease and diabetes. The national action and awareness campaign reached the Hispanic community, using bilingual patient materials and publicity, a Hispanic celebrity and bilingual physicians to drive patient enrollment. Participants learned to recognize and reduce cardiovascular disease risks for themselves and family members. The campaign succeeded, as evidenced by the 15,000 patients who enrolled in the program.

Full Text: OVERVIEW

Diabetes is widely covered in the media, yet a gap remains in public understanding of how to avoid developing the disease and its associated risks. Heart disease, however, rates high on people's minds as a killer. What many don't seem to understand is the insidious link between the two diseases. That's why the American Heart Association (AHA) partnered with Takeda Pharmaceuticals North America and Eli Lilly and Company to develop The Heart of Diabetes: Understanding Insulin Resistance (THOD), an ongoing national action and awareness campaign begun in 2001 to arm people who have type 2 diabetes and their families with knowledge of the insulin resistance, diabetes and cardiovascular disease connection and reduce their risk of cardiovascular disease. THOD provides participants with educational materials and a free subscription to Diabetes Positive, available by telephone or Internet. In its most recent year (2003), THOD expanded its efforts to reach Hispanic communities. With the help of Rita Moreno and bi-lingual physicians, more than 76 million media impressions drove 58,000 calls to the AHA call center, putting more than 15,000 Hispanic patients on the path to better health.

RESEARCH

Web-based Research: No other pharmaceutical competitors or patient groups such as the American Diabetes Association were prepared to develop a cardiovascular diabetes disease-focused program.

Media Audits: Reporters were not focusing on the insulin resistance diabetes; cardiovascular disease triangle.

Industry Analysis: Because the Hispanic population is one of the most at-risk groups for diabetes and related cardiovascular complications, the team consulted with a Hispanic/Latino healthcare consulting firm to better understand the community and plot an approach to effectively reach the target population.

Roper Starch Survey: Roper Starch Worldwide was commissioned to conduct a telephone survey of people with diabetes (with an over-sampling of Hispanics) to determine specific levels of awareness/behavior:

- o Results showed patients were frustrated by the lack of bilingual materials.
- o More than 60 percent of patients surveyed had cardiovascular disease, but only 33 percent considered it among the most serious diabetes-related complications.
- o Many patients did not know what insulin resistance was or how it related to diabetes and cardiovascular disease.

PLANNING

Audience:

Hispanic men and women with type 2 diabetes who are at risk for cardiovascular disease

Objectives:

1. Education: Increase awareness of the relationship between insulin resistance/diabetes/cardiovascular disease among at-risk population (GOAL: 50 million media impressions)

2. Action: Help "at-risk" patients recognize and reduce the risk for cardiovascular disease (GOAL: 7,500 enrollees); and, drive traffic to Spanish language Web site

Strategies:

1. Leverage survey results to demonstrate the need for increased awareness

2. Offer free Spanish English health information (handbook, journal, Web site) through the AHA

3. Engage celebrity with ties to the Hispanic community

Messages:

1. Heart disease and stroke are the leading causes of death for people with diabetes, particularly for

Latinos/Hispanics

2. Diabetes dramatically increases a person's risk for heart disease. There are common underlying risk factors such as obesity, elevated cholesterol levels, high blood pressure and physical inactivity. An emerging risk factor is insulin resistance, a condition in which the body doesn't efficiently respond to the insulin it makes

3. The American Heart Association's The Heart Of Diabetes: Understanding Insulin Resistance program can help people with type 2 diabetes learn more about the connection between diabetes and heart disease and understand what they can do to minimize their risks

EXECUTION

Produced Patient Education Materials (All available in Spanish and English)

- o Developed free patient-focused materials that included:
- o "Getting to the Heart of Diabetes" handbook, widely distributed through an alliance of organizations (i.e. American Association of Diabetes Educators, National Black Nurses Association and the American Stroke Association)
- o "Thrivers" Journal to track blood glucose, blood pressure, cholesterol, diet and exercise routines
- o Shape Your Family History chart aimed to encourage families to map out their health problems and discuss them with their health care providers
- o THOD consumer Web site, americanheart.org/diabetes

Launched Campaign

- o Rita Moreno joined as the national celebrity spokesperson, sharing her personal story of losing her mother and sister-in-law to diabetes-related heart disease
- o As part of the national launch, held reception at Restaurant Noche in New York City where Ms. Moreno revealed the Hispanic-specific survey statistics
- o Produced/distributed a national radio public service announcement featuring Ms. Moreno; available in English and Spanish language
- o Conducted a 3-hour TV satellite media tour and 2-hour radio media tour with Ms. Moreno and national physician spokesperson

Toured Locally

- o Ms. Moreno toured cities with high Hispanic populations, including Chicago, Los Angeles, Miami and San Antonio, teaming up with local bi-lingual cardiologists to reach Hispanic patients with type 2 diabetes
- o Worked with local AHA chapters to generate excitement in the market by tapping their local media contacts, and coordinating special appearances for Ms. Moreno in heavily populated settings (e.g., Hispanic senior centers)

EVALUATION

Objective #1

Education:

Increase awareness of the relationship between insulin resistance, diabetes and cardiovascular disease among at-risk population (GOAL: 50 million impressions)

Results:

Through targeted media outreach, the program generated 76 million media impressions, exceeding the set goal by more than 50 percent. Coverage included Telemundo, Univision's national morning show "Despierta America," Newsday, Chicago Sun-Times and Sun Antonio Express-News

Objective #2

Action: Help "at-risk" patients recognize and reduce the risk for cardiovascular disease (GOAL:

7,500 enrollees)

Action: Drive traffic to Spanish language Web site

Results:

1. More than 15,000 people enrolled in the program in 2003, doubling the goal set at the beginning of the year, representing the strongest determinant for the program's effectiveness.
2. In 2002, the total number of participation cards returned by Hispanics was 287. In contrast, the 2003 Hispanic program resulted in 1,631 returned cards, representing more than a 500 percent response increase.
3. The Rita Moreno radio PSA reached more than 62 million listeners with more than 15 percent of the total number of airings in top 10 local markets.
4. More than 58,000 people contacted the AHA call center and 246,000 patient education handbooks were distributed.
5. Numerous "Thrivers" have posted their personal testimonials on how following the program's objectives has helped them live a healthier lifestyle.

Since THOD's inception, several similar campaigns highlighting the diabetes/cardiovascular disease link have launched, including GlaxoSmithKline American Association of Diabetes Educators Take Diabetes to Heart and the American Diabetes Association and American College of Cardiology's joint initiative Make the Link' Diabetes, Heart Disease and Stroke, piggybacking on the increased level of awareness initially created by the THOD program.

