



American Heart Association® | American Stroke Association®

Learn and Live®

Partnering with Patients to Disseminate Research Products

Lawrence Sadwin

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Partnering with Patients to Disseminate Research Products

- Relationships with patient and consumer organizations create channels for disseminating results
- Establishing trust is essential to effective dissemination



Suggestions for Effective Dissemination

- Begin thinking early in the research process about the target audience for the end product
- Establish *why* the information is important for them
- Decide on a key message and make it easy to remember
- Be as direct as possible in the message
 - (e.g., “this does not work,” “this can hurt you”)



Suggestions for Effective Dissemination

- Produce information in a way that is very accessible to consumers
- Make it as easy as possible for organizations and individuals to disseminate information
- Partner with known and trusted organizations

Case Study

American Heart Association Activities

Lawrence Sadwin
2011



CAUTION

**THIS SIGN HAS
SHARP EDGES**

DO NOT TOUCH THE EDGES OF THIS SIGN



ALSO, THE BRIDGE IS OUT AHEAD





NOW THAT WE'VE GOT YOUR
ATTENTION, DO YOU KNOW THE
SIGNS OF A HEART ATTACK?

•PRESSURE IN CHEST

•SWEATING

•LIGHtheadEDNESS

•NAUSEA

•DIFFICULTY BREATHING

•ANXIETY

•SPREADING PAIN

•FATIGUE

KNOW THE SIGNS. CALL 911. LIVE.

Orde an fibble ten gaepr carbo uocum. Tit rowwen mē verof nod. Gont des Btwat. Gebt ewall den gebt ten gemox. Dende klynt seum itapoo. Dogn andogin unseum mit emōgennī agonart. Fanokis sell unden irpio rpen andepic klynt kinden. Buren dandem den runomsewot. Nōmōc ewaombgl den gebt ten oelr wipklynt seum itapokis sell unden itapoo. Dogn andogin unseum.

American Heart
Association



Fighting Heart Disease and Stroke

DON'T KNOW THE SYMPTOMS? GO TO WWW.AMERICANHEART.ORG
OR CALL 1-800-AHA-USA1 AND FIND OUT.



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Example #1

Lifestyle Change, Primary & Secondary Prevention



Website: www.heart.org

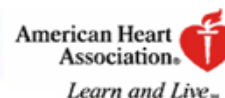
- Choose to Move
- Heart Profilers
- MyLifeCheck



[AHA Home](#)

[AHA Resources](#)

[Donate](#)



CHOOSE TO MOVESM

TRACK YOUR PROGRESS:

Download the Choose To Move "Countdown"

[GET DETAILS NOW](#)



Choose To Move is The American Heart Association's **FREE** 12-week physical activity program for women.

[SIGN UP TODAY!](#)

What Are The Benefits?

- A personal handbook
- Access to nutrition tips and new recipes
- Bi-monthly e-mails with physical activity tips
- E-mail reminders to keep you motivated
- Relevant facts on heart disease and stroke

12-Week Program Overview

Week 1: Choosing to move

Week 2: Creating a plan of action

Week 3: Strengthening your resolve

Week 4: Accentuating the positive

Week 5: Avoiding traps and trip-ups

Week 6: Reaching for more

Week 7: De-stressing the stressed out

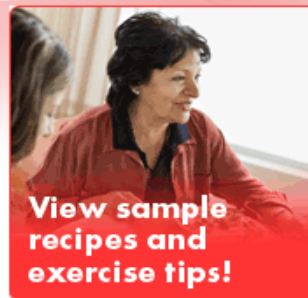
Week 8: Finding community resources

Week 9: Lapsing and snapping back

Week 10: Staying motivated

Week 11: Planning for the future

Week 12: Keep moving, keep choosing



[View sample recipes and exercise tips!](#)

How Does It Work?

The 12-week program takes you step-by-step through simple exercises and offers great tips for increasing your physical activity and reaching your goals. Once you register, you will receive a weekly email for each of the 12 weeks and get reminders with tips to stay motivated!



Should You Choose To Move?

[Take the quiz to find out!>>](#)

Why Choose To Move?

You can reduce your risk of heart disease and stroke by building more physical activity into your existing routine — not new routines that are hard to fit into your day.



Heart Profilers

This decision-support tool will assist you in understanding your treatment options and possible side effects. It will also provide you with questions to ask your doctor and personalized reports using published medical research papers.



Sign Up Here:

E-mail:

[▶ NEW USER SIGN UP](#)

Already have an account? [Log In here!](#)

WHAT ARE THE HEART PROFILERS?

- Free, interactive tools designed to help patients, make informed treatment decisions, once diagnosed with heart disease.
- Provide treatment options, potential side effects, and outcomes.
- Personalized reports providing pros and cons of treatment.
- Provides questions to ask your healthcare provider.
- Select published medical trials, which relate to your condition(s).



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Learn and Live



My Life Check
The better you live, the longer you live.

small steps to **BIG** changes



Get Active



Control Cholesterol



Eat Better



Manage Blood Pressure



Lose Weight



Reduce Blood Sugar



Stop Smoking

Take small steps toward a healthier life by getting your free heart score and custom plan today at heart.org/MyLifeCheck



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Example #2

Emergency Cardiac Care



Emergency Cardiac Care

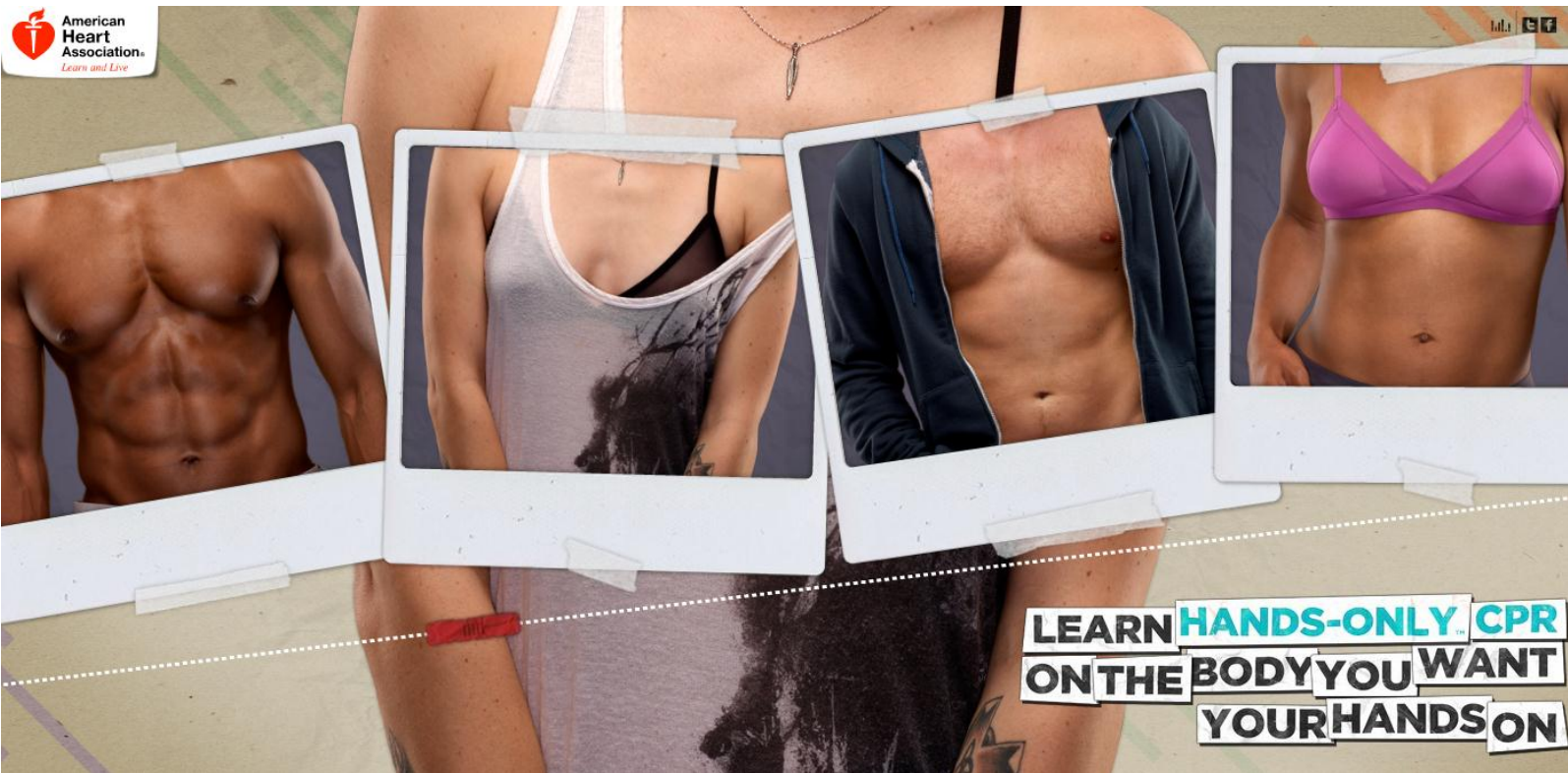
Use “Sticky Messages”

- 15:2
- Stayin’ Alive (the BeeGees)
- Push Hard and Fast in the Center



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LEARN HANDS-ONLY™ CPR
ON THE BODY YOU WANT
YOUR HANDS ON



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Example #3

Stroke Care



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State Stroke Systems



The Gold Standard
for Health Care Quality



**GET WITH THE
GUIDELINESSM**

STROKE



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POWER TO END STROKE™

You are the Power



State Stroke Systems

- **EMS & Pre-Hospital**
- **Acute Care**
- **Secondary Intervention**
- **Rehabilitation**



Tell the Public



If you or someone with you has one or more of these signs, don't delay!

Warning Signs

**LEARN TO RECOGNIZE A STROKE,
BECAUSE TIME LOST IS BRAIN LOST.**

Call 9-1-1 immediately if you experience these warning signs.

replay

Immediately call 9-1-1 or the emergency medical services (EMS) number so an ambulance (ideally with advanced life support) can be sent for you.

Also, check the time so you'll know when the first symptoms appeared. It's very important to take immediate action. If given within 3 hours of the start of symptoms, a clot-busting drug called tissue plasminogen activator (tPA) may reduce long-term disability for the most common type of stroke.

tPA is the only FDA-approved medication for the treatment of stroke within three hours of stroke symptom onset.



Sudden numbness or weakness of the face, arm or leg, especially on one side of the body



Sudden confusion, trouble speaking or understanding



Sudden trouble seeing in one or both eyes



Sudden trouble walking, dizziness, loss of balance or coordination



Sudden, severe headache with no known cause



Measuring Progress

Indicator	Baseline 1999	Current Status	2010 Target	Change (from baseline to now)
Coronary Heart Disease Deaths/100,000	194.6	144.4	146.7	-25.8%
Stroke Deaths/100,000	61.6	46.6	46.3	-24.4%



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Informing Healthcare

Two mouse clicks

- www.heart.org
- Healthcare/Researchers



FOCUS ON QUALITY
LEARN MORE »



Summary

- **Develop ongoing relationships with Patient and Consumer organizations**
- **Involve patients and consumer representatives early in the process**
- **Disseminate information in easy-to read formats & through multiple channels**