

American Heart Month 2022 Campaign Report



Campaign Overview



Audiences and Goals

- **Target Audiences:**

- Public Health Professionals
- Healthcare Professionals
- Community Partners & DHDSP recipients

- **Communication Goals:**

- Raise awareness of the impact of cardiovascular disease among all ages and of disparities in hypertension control and CVD.
- Equip community partners with resources to contribute to lessening the burden of CVD, in particular addressing barriers to health equity in communities disproportionately affected by CVD.
- Increase motivation to act now through the launch of Million Hearts® 2027 and the CDC Foundation's "Live to the Beat" campaign.



Strategies and Tactics

- **Tailor content to resonate** - curate and package audience-catered AHM content to spur adoption, emphasize resources and messages that will resonate most with each audience
- **Engage select stakeholders** to serve as ambassadors for hypertension control using DHDSP tools and resources
- **Mobilize partners** for engagement
- **Amplify and engage through storytelling**

American Heart Month 2022 Deliverables

AHM Toolkits Banner and Thumbnails	Director's Corner
AMP Promotion and Resources	Grant Recipient Listserv Email
CDCgov Social	HHS Digital Digest Content
Dear Colleague Letter	Internal Flyer
DHDSP and Million Hearts® FB/TW Calendars	Million Hearts® LinkedIn Social Calendar
DHDSP Homepage Carousel	PowerPoint Template
DHDSP Partner DMs	Promotion of "Live to the Beat"
DHDSP Partners Email	Slides for January Million Hearts Partner Call – 1/25
DHDSP social cards	Slides for MMAD Meeting – 2/3
DHDSP Twitter Cover Photo	Slides for PDSB Branch Meeting – 2/2

Campaign Goals and Results



Raise Awareness

1,235 social mentions
9.5M potential impressions



Equip Community Partners

70K toolkit visits
125K toolkit pageviews
58K+ resource clicks



Drive Campaign Engagement

Million Hearts® 2027
895 social impressions
139 email clicks
2,876 pageviews

“Live to the Beat”
3,330 social impressions
55 email clicks
122 pageviews

Key Learnings and Recommendations: Website

- **Learning: February 1 matters**

- *Recommendations:*

- Add social messages and social graphics to the website prior to/at start of campaign month
 - Feature communications resources more prominently in the toolkit due to popularity (feature practice resources secondary)
 - Update website evergreen content and messaging throughout the year



Key Learnings and Recommendations: Social

- **Learning: Quiz posts and #WearRed posts were the most popular**
 - *Recommendations:*
 - Incorporate more interactive content that encourages engagement and interaction into future editorial planning
 - Considering creating more content around Wear Red Day
- **Learning: Paid social campaigns relied too heavily on the publication of assets that were out of DHDSP's control**
 - *Recommendations:*
 - Devise a paid strategy grounded in content and assets within DHDSP control to maximize the AHM window for promotion

Key Learnings and Recommendations: Partner Engagement

- **Learning: Partner engagement through DMs was low**
 - *Recommendations:*
 - Investigate alternative channels for engaging with partners to encourage social engagement
 - Consider an AHM-branded partner/grantee webinar to walk through the toolkit and provide suggestions/answer questions; many partners or local organizations are understaffed and have little experience, so they could use the formal guidance from our end
 - Coordinate partner outreach efforts with PERC to leverage existing contacts within DHDSP to activate partners during AHM



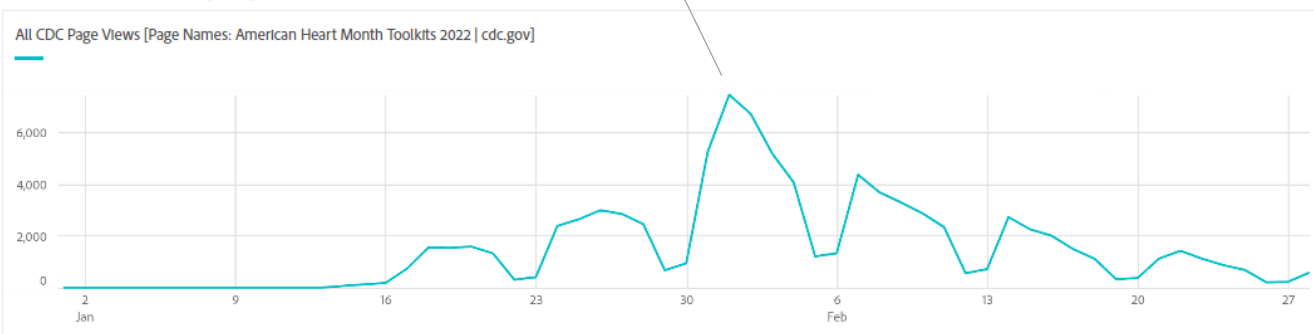
Campaign Results



Toolkit Visits

- Search visits **more than doubled** from the previous year.
- Search drove 81% of all visits in 2022.

Audiences started searching in mid-January; peaked on February 1.



70K

visits

▲ 100% from 2021

125K

pageviews

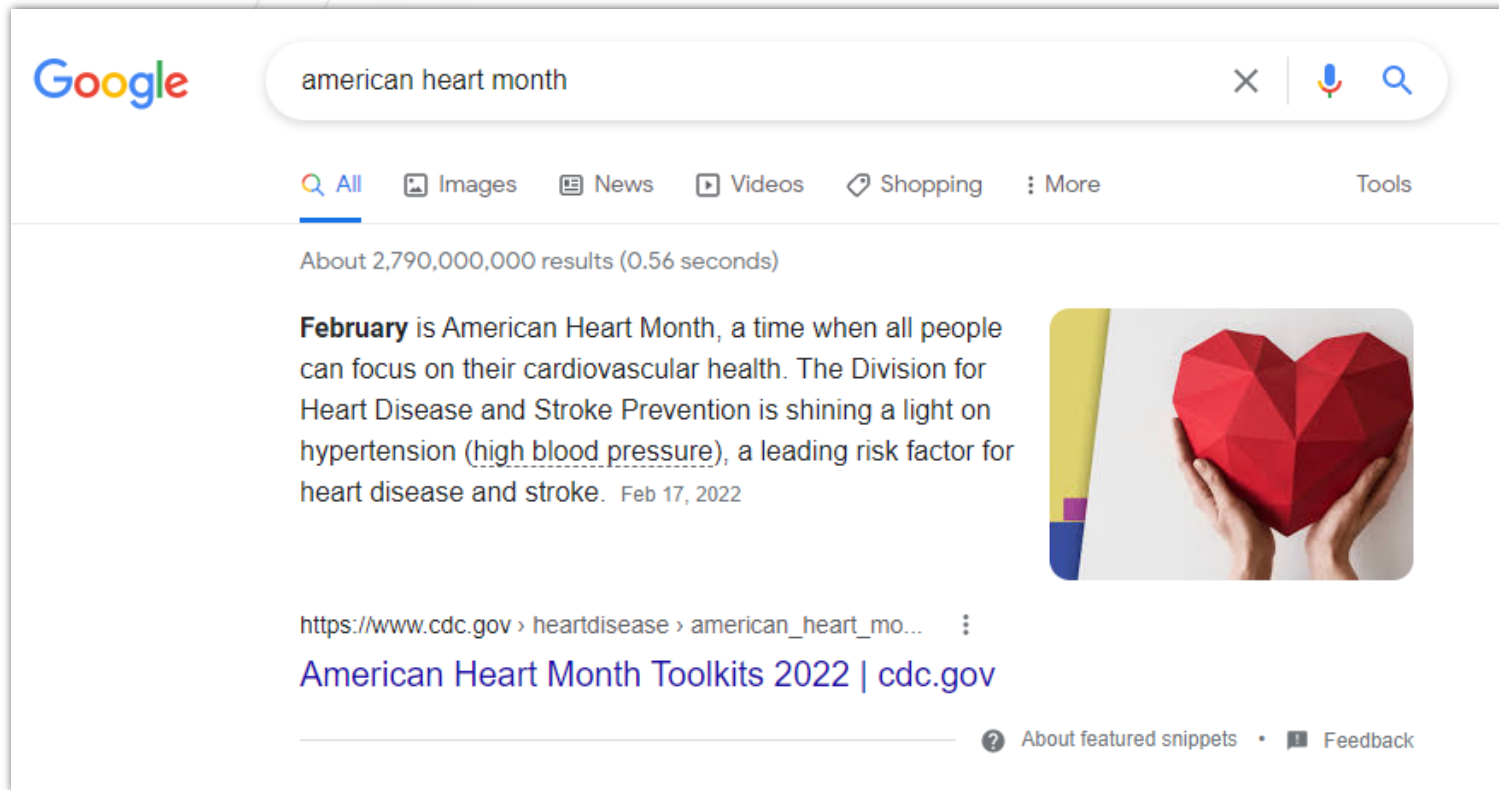
▲ 89% from 2021

Toolkit Page	Pageviews	% Change from 2021
Toolkit Landing Page	93,552	+107%
Individuals and Patients	18,273	+188%
Public Health Professionals	6,588	+104%
Healthcare Professionals	6,482	+241%



SEO

- SEO efforts continued to pay dividends as toolkits gained Featured Snippet spots.



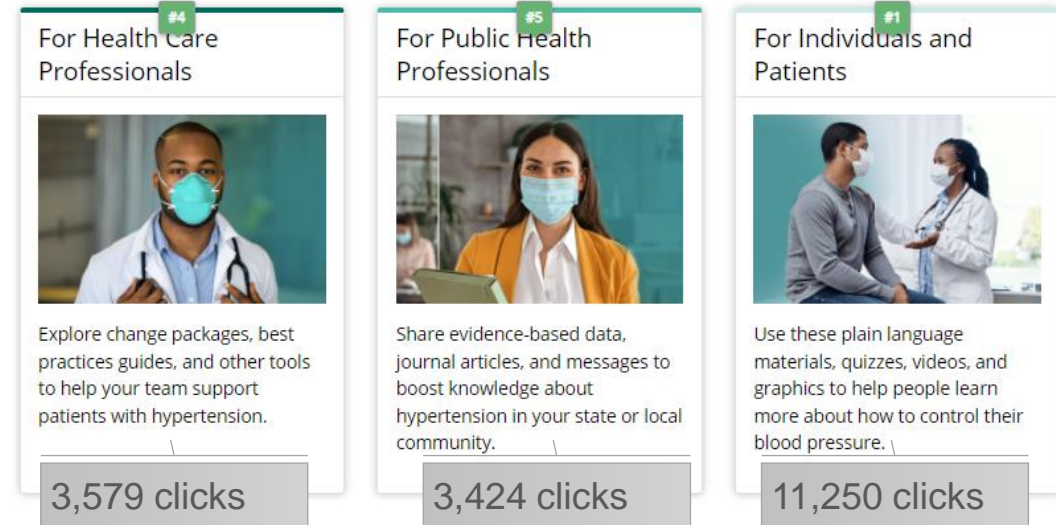
The screenshot shows a Google search for "american heart month". The search bar contains the text "american heart month" with a clear button (X) and a microphone icon. Below the search bar are navigation options: "All", "Images", "News", "Videos", "Shopping", "More", and "Tools". The search results indicate "About 2,790,000,000 results (0.56 seconds)". A featured snippet is displayed, starting with the text: "February is American Heart Month, a time when all people can focus on their cardiovascular health. The Division for Heart Disease and Stroke Prevention is shining a light on hypertension (high blood pressure), a leading risk factor for heart disease and stroke. Feb 17, 2022". To the right of the text is an image of two hands holding a large, red, faceted heart. Below the snippet is the URL "https://www.cdc.gov > heartdisease > american_heart_mo..." and the title "American Heart Month Toolkits 2022 | cdc.gov". At the bottom of the search results, there are links for "About featured snippets" and "Feedback".

Tracking is unavailable for Featured Snippets, but the lack of change in other search metrics point to it being a key driver of increased clicks.

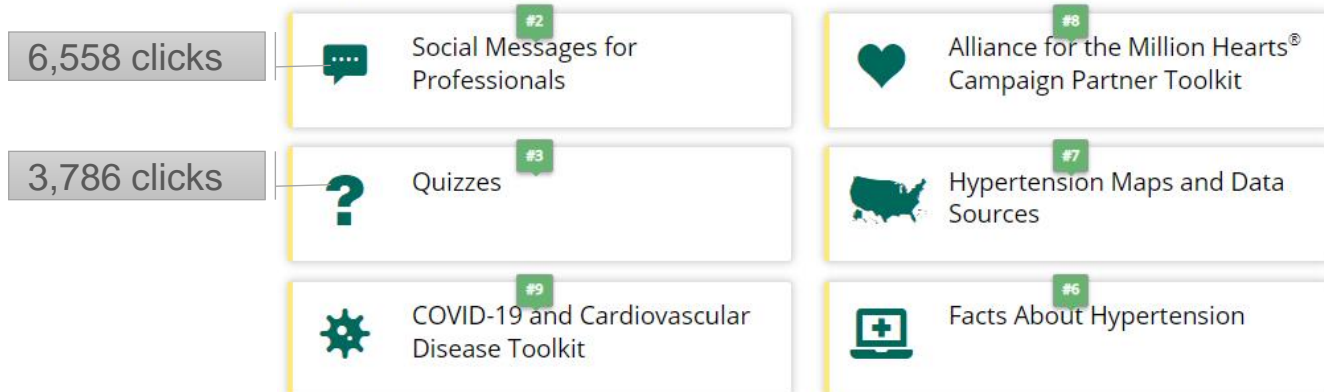
Toolkit - Landing Page

- Toolkit visitors are primarily looking for patient/community-facing resources to use in their own communications:
 - Social messages, videos, and graphics
 - Plain language materials
 - Quizzes

Tools and Resources



Quick Links



Toolkit – Audience Pages

Top three all came from different page sections, indicating strong engagement with content (scrolling).

Most Clicked Resources – Individuals & Patients	Clicks
5 Surprising Facts About High Blood Pressure	2,584
Managing My Blood Pressure	2,382
Blood Pressure 101: Know the Basics Quiz	2,200

Health care pros were drawn to resources to help patients adopt a healthy lifestyle.

Most Clicked Resources – Health Care Professionals	Clicks
Eat Smart, Move More! Fillable Calendar	839
Alliance for Million Hearts Campaign Partner Toolkit	322
Recipes for a Heart-Healthy Lifestyle	272

This was the first resource on the page; the description notes it contains social messages and graphics.

Most Clicked Resources – Public Health Professionals	Clicks
Hypertension Communications Kit	1,149
Facts About Hypertension	277
Health Equity Guiding Principles for Inclusive Communication	186

Social Media Summary

- DHDSP and Million Hearts® channels:
 - 57 posts
 - 95K impressions
 - 1,267 engagements
- Quiz posts were most engaging on all channels.
- The #WearRedDay and initiative launch posts were most amplified.

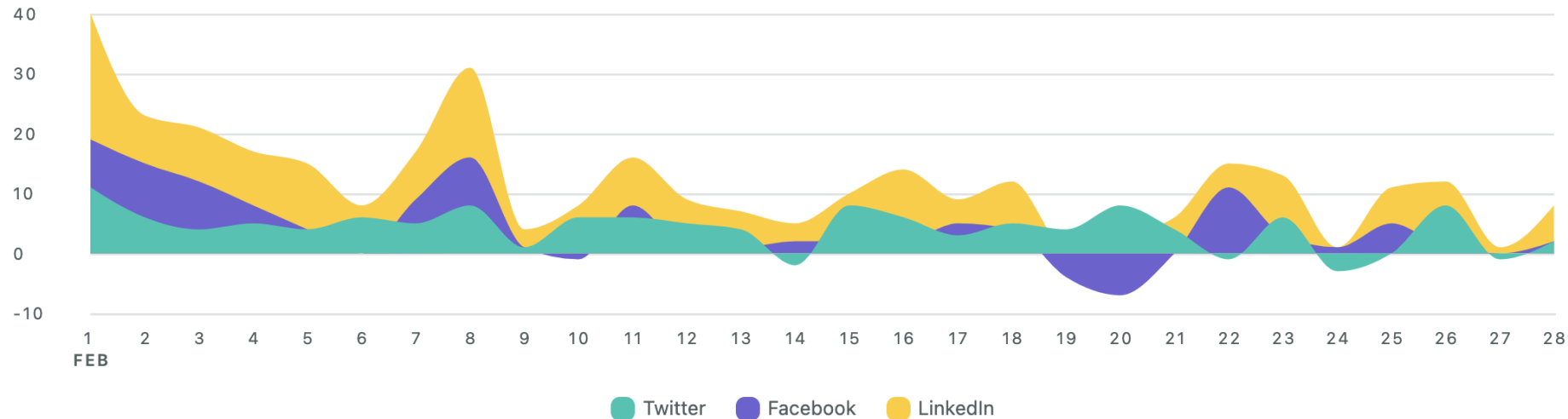
Platform	Posts	Avg. Impressions	Avg. Engagement	Engagement Rate
Facebook	15	4,184	52	1.2%
MH Twitter	8	1,276	9	0.7%
DHDSP Twitter	23	882	13	1.5%
LinkedIn	11	186	12	6.5%



Social Media Net Follower Acquisition

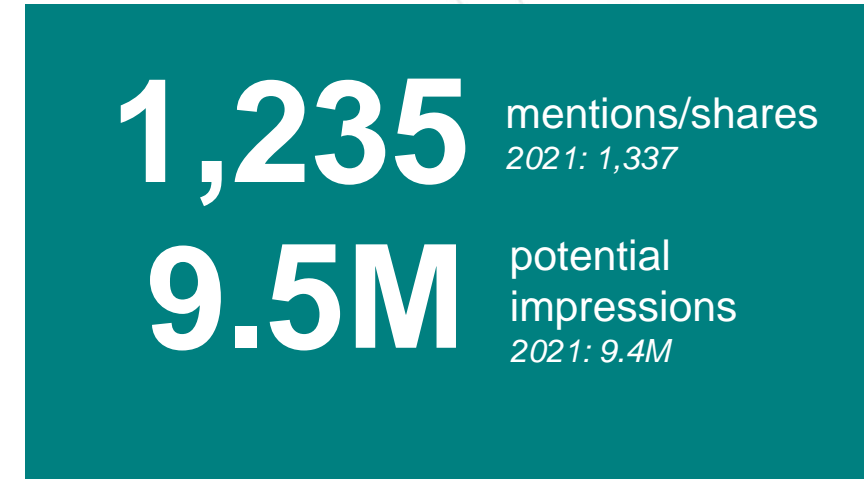
- 337 net followers gained across all platforms
 - Highest growth in proportion to existing followers was LinkedIn (5.5% increase)
 - Facebook gained greatest number of new followers (181 total new) but also lost the greatest number of existing followers (61 total unfollows)

Platform	Net New Followers	Avg. Per Day
Facebook	120	4.3
MH Twitter	28	1
DHDSP Twitter	90	3.2
LinkedIn	99	3.5



Social Listening

- Similar volume of mentions and impressions to 2021
- Infocards featuring a strong fact were most popular, along with messages about hypertension in young people



Platform	Mentions	Who	What
Twitter	805	Government partners Public health orgs Health care orgs Advocacy groups	Toolkits and sharable facts; most likely to use website metadata
Facebook	287*	Local public health orgs Health care orgs	Edu. resources; most likely to use CDC graphics
LinkedIn	143*	Health care professionals Public health orgs Health care orgs	Toolkits, Edu. resources, #WearRedDay; used a mixture of metadata, CDC graphics, branded graphics, photos of people

*Social listening done manually; likely undercounted compared to Twitter.



Partner Outreach

- 14 partners targeted for direct outreach on Twitter – yielded 3 responses and 1 retweet
- Email sent to DHDSP partners and grant recipients
- AHM announcement posted on AMP
- Other outlets:
 - Presentations: Million Hearts® January Partner Call, MMAD meeting, PDSB branch call
 - Million Hearts® February e-Update

MHN Men's Health Network • 3rd+
Outreach at Men's Health Network
1mo • 1

February is American **#HeartMonth**. Let's work together toward blood pressure control. CDC has the tools to help you get started. cdc.gov/heartmonth

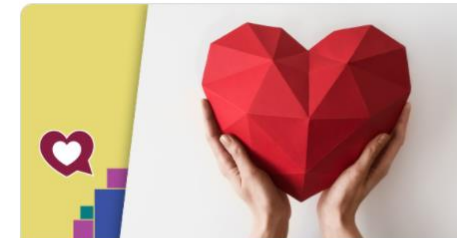


Minority Health
@MinorityHealth

High **#BloodPressure** control is within your reach. Use these [@CDCHeart_Stroke](https://twitter.com/CDCHeart_Stroke) resources to talk to your health care team about how to reach your control goal. You've got this! go.usa.gov/xzcre **#HeartMonth**

ACOG
@acog

It's a common misconception that cardiovascular disease (**#CVD**) occurs only in older adults—but data show that younger populations are increasingly affected by CVD. Help improve heart health in your community w/ **#HeartMonth** resources from [@CDCHeart_Stroke](https://twitter.com/CDCHeart_Stroke).



NIOSH
@NIOSH

It's never too early to make heart-healthy choices. This **#HeartMonth**, learn how to prevent and manage cardiovascular disease (**#CVD**) with toolkits from [@CDCHeart_Stroke](https://twitter.com/CDCHeart_Stroke). cdc.gov/heartmonth

