



American
Heart
Association.

RESEARCH INSIGHTS

Don't Die of Doubt Campaign

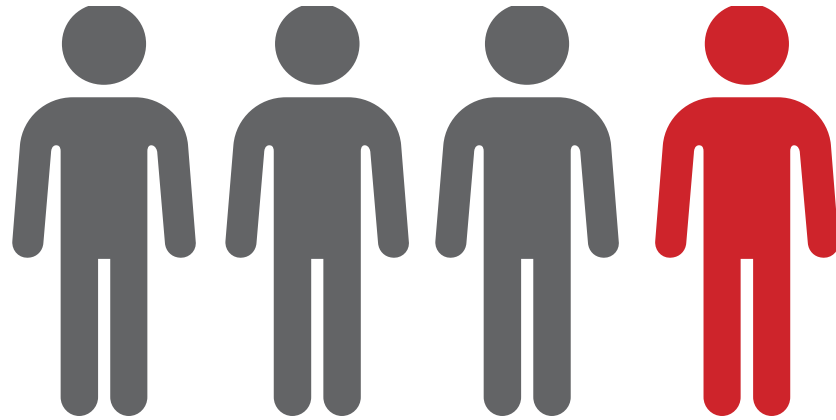
Strategic Insights & Design
June 18, 2020



Emergency Room visits
are down 42%¹.



Over half of individuals
are more afraid of
contracting COVID-19
than suffering a heart attack or stroke.²

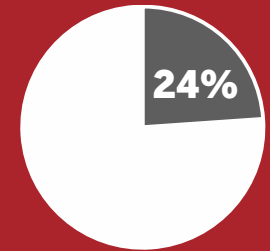


More than 1 in 4 adults

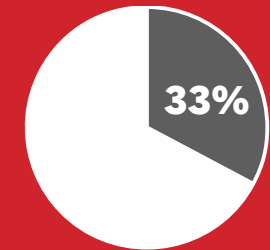
experiencing a heart attack or stroke would

“rather stay at home than risk getting infected with COVID-19 at the hospital,”
and these concerns are higher in diverse populations.³

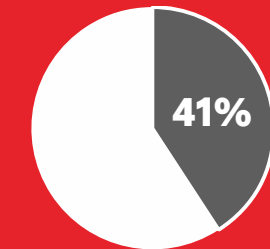
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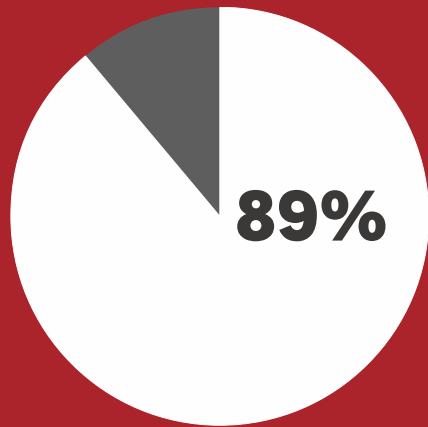
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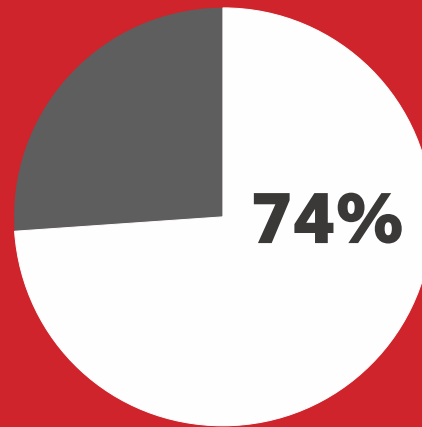
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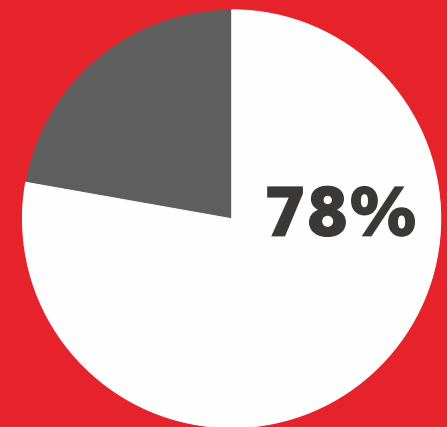
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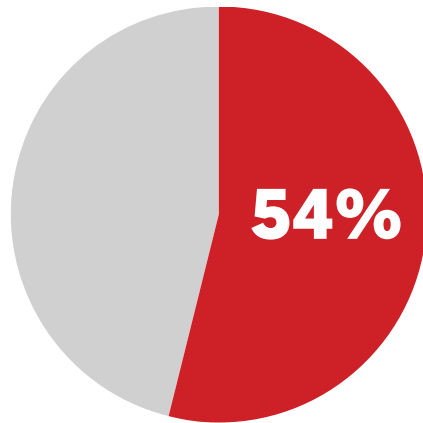


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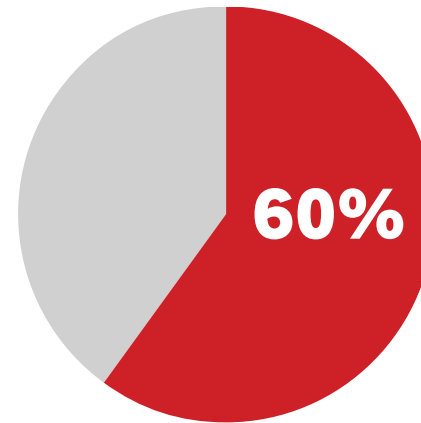


Fewer Black and Hispanic individuals believe their
**“hospital would give me the same quality of care
that they give everyone else.”**³

U.S. ADULT POPULATION



35+ "AT RISK" POPULATION ⁴



Only about half of surveyed adults said they **would call 911 first** if they thought they were **having a heart attack or stroke.**³

Background & Objectives

Background

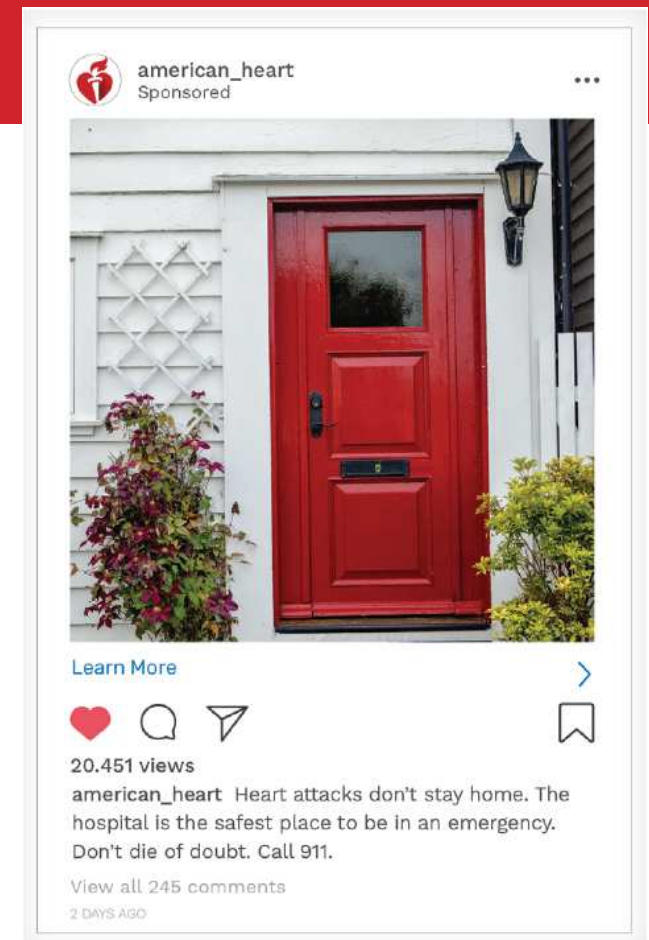
The Don't Die of Doubt campaign follows a 2014-2015 campaign AHA's Southwest Affiliate conducted in Dallas, supported by the Caruth Foundation. The campaign had a positive impact on the public's intent to call 911 and perceived trust in emergency medical professionals' quality of care.

2020 Campaign Objectives

- Elevate awareness of the benefits of getting immediate care for heart attack or stroke despite fears of COVID-19
- Drive website engagement by providing AHA resources for the most prevalent underlying conditions for prevention and management.

2020 Research Objectives

- Provide insights regarding consumer concern about this issue
- Measure change in awareness of the benefits of getting treatment for heart attack and stroke despite COVID-19 fears; measure change in comfort level with calling 911 and going to the hospital



Methodology

Methodology

Omnibus Online Survey:
Pre- and post-campaign online
survey with Harris On Demand
consumer panel

Timing

Pre-campaign
5/29/20 – 5/31/20
Post-campaign TBD

Sample

National sample of 2,050 adults, representative of U.S.

This report compares the general population sample with the campaign target audience of adults aged 35+ and at-risk or CV/stroke patients. Specifically, 41% of the sample (n=833) reported the following conditions:

34% high blood pressure

31% high cholesterol

14% diabetes

12% obesity

4% previous heart attack

4% previous stroke

4% atrial fibrillation

4% coronary artery disease

3% heart failure

3% vascular problems

2% heart valve problems

1% reported having had COVID-19

Note: Asterisk throughout (*) means
a statistically significant finding.

KEY FINDINGS

Among 35+
at-risk age group



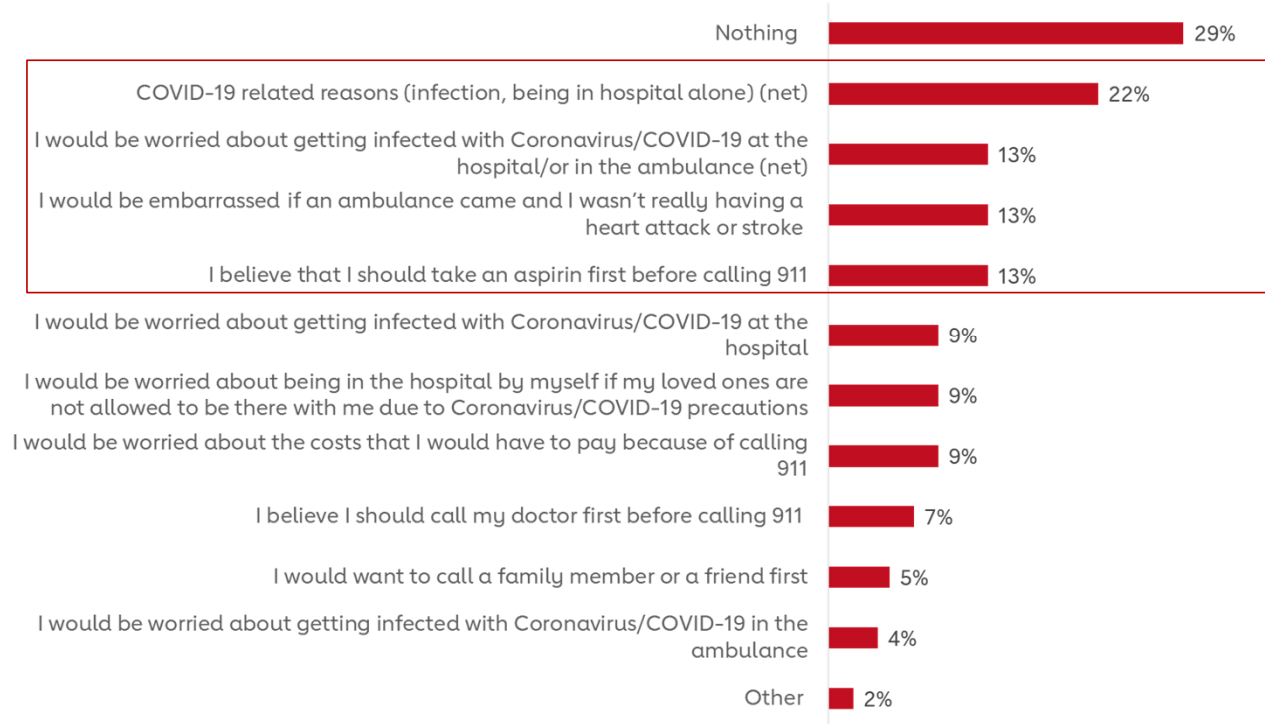
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Barriers To Calling 911

The most common reasons for not calling 911 are COVID-19 related - worry about infection/being alone in hospital (22%), as well as embarrassment (13%), and intent to take aspirin first (13%)

The non-COVID-19 findings track with the AHA's 2014-15 Heart Attack/Trust Survey, Dallas County, results: Intent to take an aspirin first (13%) Cost (12%) Embarrassment (11%)

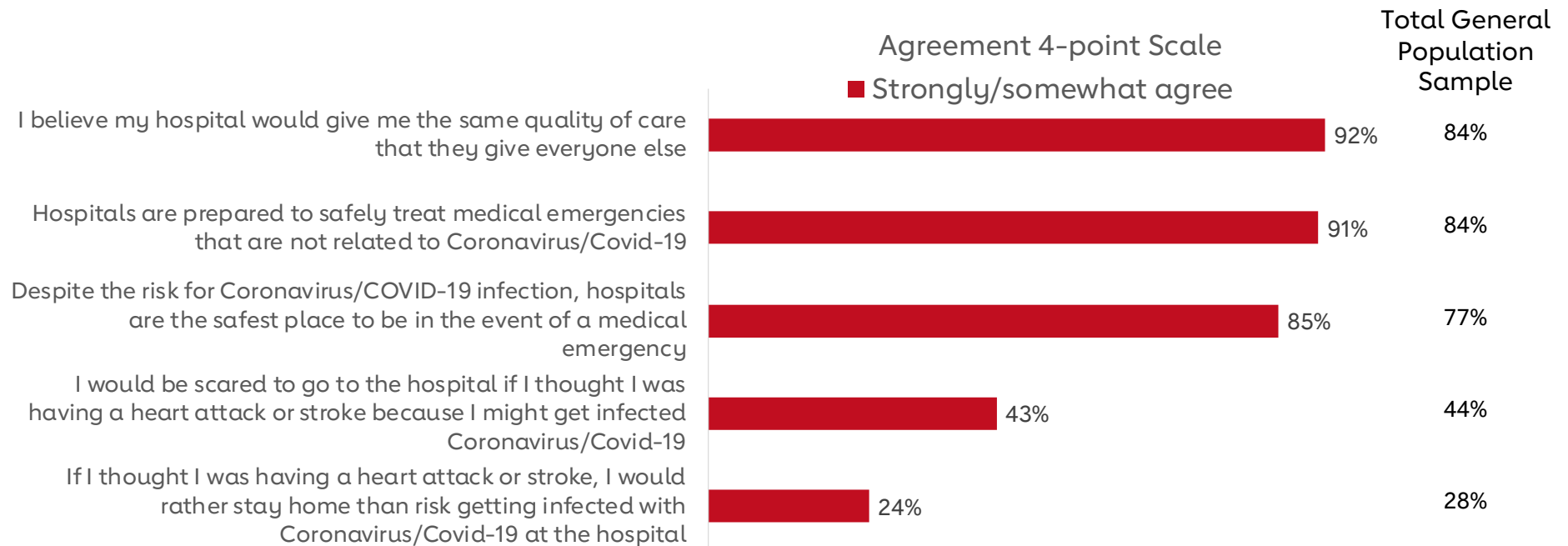
Reason Would Not Call 911



Q4 Some people might not want to call 911 if they thought they were having a heart attack or stroke. What is the most likely reason that you would not want to call 911 if you thought you were having a heart attack or stroke? Select ONE answer.

Perceptions About Hospital Safety

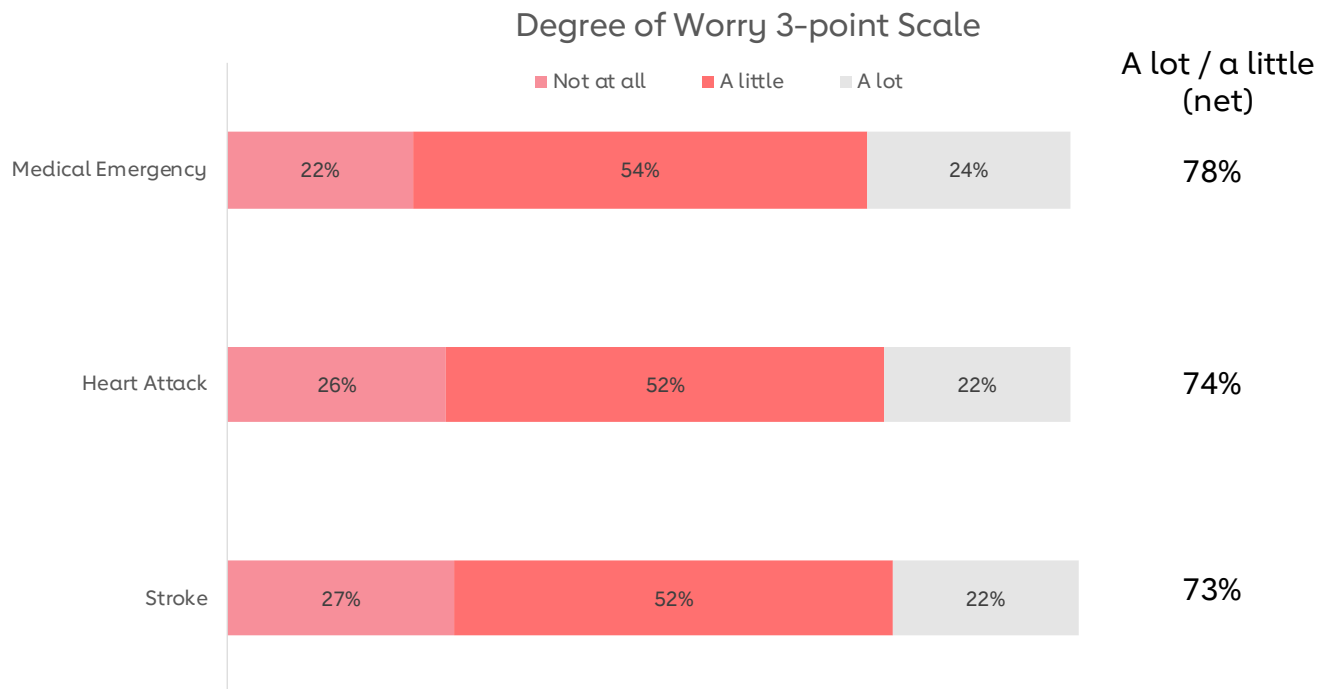
Most at-risk adults 35+ believe that hospitals are safe places. However, 4 in 10 say they would be scared to go to the hospital if they thought they were having a heart attack or stroke because they might get infected with COVID-19. And 1 in 4 would rather stay home.



Q5 To what extent do you agree or disagree with each of the following statements?

Worry About Infection

3 in 4 at-risk adults 35+ express some degree of worry (a lot or a little) about getting infected with COVID-19 if they went to the hospital for any reason. 1 in 4 worry a lot about it.

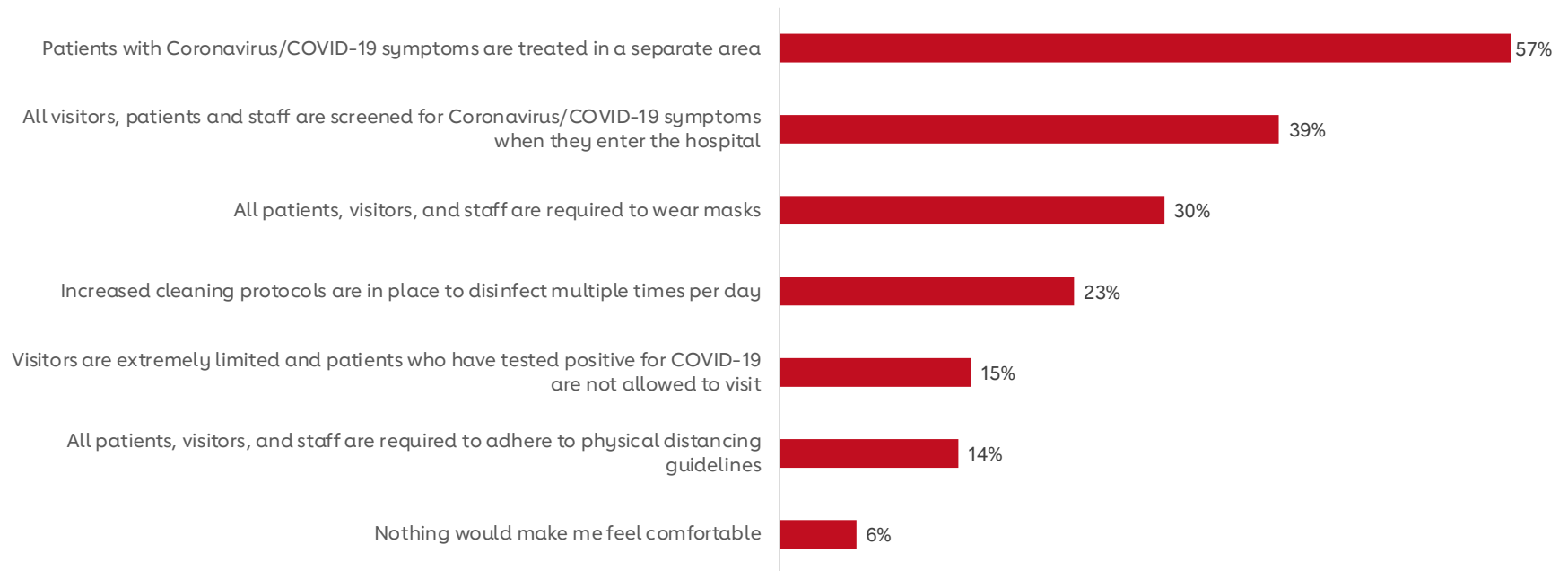


Q6 Please tell us the extent to which you worry about getting infected with Coronavirus/COVID-19 if you went to the hospital for the following reasons.

Hospital Precautions

The hospital precaution that would make at-risk adults 35+ most comfortable is if patients with COVID-19 symptoms were treated in a separate area (57%).

Precautions That Would Increase Comfort Level



Q8 Hospitals are taking precautions to keep patients safe from being infected with Coronavirus/COVID-19. Which of the following precautions would make you feel most comfortable about going to the hospital? Please select up to two items.

Race/Ethnicity

Non-Hispanic Blacks and Hispanics are significantly more worried about getting infected at the hospital compared with non-Hispanic Whites.

	Non-Hispanic White	Non-Hispanic Black	Hispanic
Sample size	1457	205	189
Call 911 first	55%	55%	52%
I would be scared to go to the hospital if I thought I was having a heart attack or stroke because I might get infected with Coronavirus/COVID-19.	40%	45%	*55%
If I thought I was having a heart attack or stroke, I would rather stay home than risk getting infected with Coronavirus/COVID-19 at the hospital.	24%	*33%	*41%
I believe my hospital would give me the same quality of care that they give everyone else.	*89%	74%	78%

Base: Total Sample n=2,050

Q3. Which of the following actions would you take first if you thought you were having a heart attack or stroke? Please select one answer. "Call 911" was one of ten answer options.

Q5. To what extent do you agree or disagree with each of the following statements? 4-point agree-disagree scale

Urbanicity

Respondents who live in urban or rural settings would be significantly less likely to call 911 if they thought they were having a heart attack or stroke compared with those in the suburbs. Those in urban settings are significantly more worried about getting infected at the hospital. They are also significantly less likely to believe they would receive the same quality of care as others.

	Urban	Suburban	Rural
Sample size	691	940	419
Call 911 first	49%	*59%	49%
I would be scared to go to the hospital if I thought I was having a heart attack or stroke because I might get infected with Coronavirus/COVID-19.	*53%	38%	41%
If I thought I was having a heart attack or stroke, I would rather stay home than risk getting infected with Coronavirus/COVID-19 at the hospital.	*40%	22%	22%
I believe my hospital would give me the same quality of care that they give everyone else.	79%	*86%	*87%

Base: Total Sample n=2,050

Q3. Which of the following actions would you take first if you thought you were having a heart attack or stroke? Please select one answer. "Call 911" was one of ten answer options.

Q5. To what extent do you agree or disagree with each of the following statements? 4-point agree-disagree scale

Sources

¹ [CDC](#), June 3, 2020

² [Society for Cardiovascular Angiography & Intervention](#), May 22, 2020

³ Strategic Insights & Design – Harris omnibus survey of 2,050 consumers

⁴ Strategic Insights & Design – Harris omnibus survey of 2,050 consumers. 41% of the 35+ aged sample (n=833) indicated having one or more of the following: High blood pressure, high cholesterol, diabetes, obesity, previous heart attack/stroke, atrial fibrillation, coronary artery disease, heart failure, vascular problems, and/or heart valve problems