



Overview:

In 2005, upon seeing the success of the Go Red For Women campaign, the American Stroke Association (ASA), a division of the American Heart Association (AHA), approached Cone to develop a cause branding campaign focused on stroke – the third leading cause of death in the U.S.

Upon researching the issue, Cone uncovered startling statistics showing that the disease is even more threatening for African Americans, who have almost twice the risk of first-ever stroke as do whites. Through internal interviews, the Cone team also discovered that: the ASA had limited resources for a broad, far-reaching cause campaign; fundraising was not immediately as pressing as awareness objectives; and the ASA was interested in developing a stronger presence in the African American market to help address critical health disparities. Based on all of these factors, Cone and the ASA decided to take a “deep and narrow” approach by designing a modern, multifaceted, and compelling campaign specifically targeting the African American community. The result is Power To End Stroke (PTES), a movement that aims to inspire real change by empowering African Americans to fight stroke from within their own community.

PTES is an aggressive stroke education and awareness campaign that embraces and celebrates the culture, energy, creativity, and lifestyles of African Americans. It unites African Americans to make an impact on the high incidence of stroke among their population. Leveraging the ASA’s existing stroke awareness efforts and the involvement of several influential ambassadors in the African American community, PTES launched in November 2005. Since the launch, PTES has garnered significant media attention, enlisted more than 1,500 community ambassadors, and formed 20 national and 200 local/community strategic alliances to spread the message of stroke awareness and prevention.

Objectives:

- Raise awareness among African Americans of their disproportionate risk of stroke
- Rally credible organizations and influentials in the community to join the movement
- Attract corporate sponsors interested in reaching the African American market



Select Elements & Tactics:

National Alliances

- *Power Ambassadors:* Enlisted national celebrity ambassadors, whose personal experiences with stroke told emotionally compelling and credible stories
- *Strategic Alliances:* Partnered with influential organizations within the African American community, such as the Congressional Black Caucus, Delta Sigma Theta Sorority Inc., and the American Academy of Nurse Practitioners

Local Alliances

- *Church Partnerships:* Partnered with churches and congregations throughout the South and Midwest, commonly referred to as the “stroke belt,” to create a powerful, faith-based message of hope to defeat stroke
- *Local Ambassadors:* Engaged local leaders to become voices against stroke at the community level and to reinforce PTES grassroots, homegrown identity; distributed customized Ambassador Toolkits with action items and resources

Awareness

- *Igniting the Power Weekend:* Held national events in May, American Stroke Month, to honor ambassadors, including: networking lunch, glamorous awards ceremony and gala, and Sunday morning service at Ebenezer Baptist Church (Martin Luther King Jr.’s former congregation) in Atlanta, GA at which the late Yolanda King delivered an address
- *Power Cities/Local Events:* Created “Power Weekend” events to be held in local cities, including: upscale event to honor local ambassadors, awareness event for general public, and Power Sunday spiritual event
- *Campaign Theme Song:* Designated theme song entitled “Keep On Pushin’,” by African American R&B group, Az Yet; distributed at PTES events and on iTunes with portion of proceeds benefiting PTES

- *Tribute Album*: Partnered with Rendezvous Entertainment to release tribute album to Luther Vandross, who died from stroke complications in 2003; produced PSAs featuring artists who collaborated on the album to raise awareness of stroke warning signs and risk factors
- *Media Partnerships*: Formed media partnerships with organizations such as *Black Health*, ABC Radio Networks, Healthy Horizons publications, and *Ebony* magazine that have engendered strong brand affinity in the African American market



Consumer Education

- *Custom Collateral*: Developed brochures, fact sheets, and other resources with a vibrant, bold color scheme, symbolizing African Americans' heritage through earthy, natural imagery
- *Family Reunion Toolkits*: Tapped into popular custom of family reunions by creating toolkits for how to infuse stroke educational information, tips, and healthy soul food recipes
- *Web Site*: Created comprehensive section on ASA/AHA site devoted to PTES, including all informational materials, up-to-date research, and resources for victims and families; also includes ShopPower.org, an e-commerce site for PTES merchandise such as hats, bracelets, gym bags, and t-shirts
- *Pledge Cards*: Distributed PTES pledge cards, a call-to-action for African Americans to pledge their allegiance to the movement and opt-in to receive additional information
- *Powerline E-newsletter*: Distributed bi-monthly to those that have taken the pledge
- *Healthy Soul Food Cookbook*: Developed a cookbook of traditional, hearty soul food recipes, adjusted to meet the AHA/ASA's guidelines for healthy eating with tips to optimize nutrition
- *Ambassador Toolkit*: Distributed thousands of toolkits conveying Power's messaging, emphasizing key pillars within the African American community: Faith-based, Community, Advocacy, Media, Celebrity, and Funding/Philanthropy
- *Stroke Connection*: ASA-distributed magazine, regularly tailored sections to African Americans



Healthcare Community Engagement

- *Research Guidelines*: Distributed latest research guidelines for stroke in minorities to arm the healthcare community with the latest information to best treat stroke in African Americans
- *National Events*: Leveraged the ASA's International Stroke Conference to incorporate research and guidelines targeted to African Americans, as well as focused educational forums for professionals on minorities' risks of stroke

Select Results:

Raise awareness among African Americans of their disproportionate risk of stroke

- More than **4 million members** of the African American community have received PTES collateral
- More than **one billion** media impressions have been generated by the campaign since its launch
- Of those that have seen the Power PSAs, **half have taken some action to reduce their risk**
- The PTES pledge has been signed by more than **350,000 African Americans** to date
- More than 700,000 people have visited the PTES Web site
- More than 26,000 phone calls were placed to the PTES National Call Center in six months

Rally key credible organizations and influentials in the community to join the movement

- More than **7,000 local leaders have signed on as ambassadors**, in addition to national figures such as Will Downing, Ida Vandross, Mark McEwen, Tom Joyner, BeBe Winans, Will Downing and others
- 20 credible organizations, including the **African Methodist Episcopal (AME) Church**, the Association of Black Cardiologists, Delta Sigma Theta Sorority, Inc., the National Bar Association, and the **Congressional Black Caucus**, have formed strategic alliances with the ASA
- Key media partnerships have been formed with publications such as **Ebony and Jet magazines**, as well as Data Centrum Communications, Healthy Horizons Publications, and the **Ad Council**

Attract corporate sponsors interested in reaching the African American market

- More than **\$1.5 million** has been raised since the campaign launched in 2005
- **Bristol-Myers Squibb/Sanofi Pharmaceuticals Partnership** signed on as national campaign sponsor
- **United Healthcare** signed on as a campaign supporter