



Appendix

**This appendix was part of the submitted manuscript and has been peer reviewed.
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Appendix to: Nehme Z, Cameron PA, Akram M, et al. Effect of a mass media campaign on ambulance use for chest pain. *Med J Aust* 2016; 206: 30-35. doi: 10.5694/mja16.00341.

Effect of a mass media campaign on ambulance use for chest pain

Supplementary Appendix

Description of the Heart Foundation's "Warning Signs" Campaign

In October 2009, the Heart Foundation of Australia piloted the 'Warning Signs of Heart Attack' mass media campaign in metropolitan Melbourne. The campaign used a multifaceted media strategy incorporating a range of digital and press mediums, including television, radio, newspaper, and social media components. A dedicated 'Warning Signs' website and social media page were also central components of the campaign, and allowed people to interactively learn the warnings signs of a heart attack and download an "action plan" that provided patients with factual advice on what to do in the event of suspected AMI prodromal symptoms (see Figure S1). The campaign was aimed at improving the community's awareness of the prodromal symptoms associated with an AMI, but also addressed several barriers to taking immediate action, including the risks associated with ignoring symptoms and the perception that symptoms are not serious enough to warrant calling an ambulance. The campaign also targeted community attitudes towards AMI symptoms by seeking to increase the number of people who would follow a heart attack action plan in the event of an emergency. The campaign targeted community awareness of chest pain and other anginal equivalent symptoms such as arm, shoulder, neck, jaw or back pain. Examples of the television advertisements can be found online (<https://www.youtube.com/playlist?list=PLhrygLMD00Es2sAsGr3eANWNqqiXHcaZR>).

Between 11th October 2009 and 3rd August 2013, a total of 294 campaign days were delivered across Melbourne (see Table S1). As campaign funding was not assured throughout the study period, patterns of campaign exposure varied. In 2009 and 2013, mass media interventions were delivered in single continuous blocks lasting 56 days and 91 days respectively. In 2011 and 2012, exposure to the campaigns were staggered across the year in 7 to 14 day periods. In 2010, there was a combination of a single intensive 21 day block and staggered periods lasting 7 days. In addition, other pro bono initiatives including stories in newspapers and distribution of promotional materials also took place during these periods. The purchasing of media was based on a concept called 'target audience rating points' or TARPS, which describes the proportion of

the target audience which is likely to be exposed to the campaign. The primary target audience of the campaign was men and women aged between 45-64 years old.

Table S1. Mass media activity in Melbourne, Australia, 2008 to 2013.

Year	Days with campaign activity	Media type	Max TARPS †
2008	No campaign activity		
2009	11 th October to 5 th December (56 days)	Television, Radio & Press	100
	18 th July to 7 th August (21 days)	Television & Radio	80
	15 th August to 21 st August (7 days)	Television & Press	35
	5 th September to 11 th September (7 days)	Television & Press	35
2010	26 th September to 2 nd October (7 days)	Television & Press	35
	17 th October to 23 rd October (7 days)	Television & Radio	35
	14 th November to 20 th November (7 days)	Television & Radio	35
	5 th December to 11 th December (7 days)	Television & Radio	35
2011	16 th October to 22 nd October (7 days)	Television only	30
	6 th November to 12 th November (7 days)	Radio only	10
2012	29 th January to 11 th February (14 days)	Television & Radio	90
	22 nd April to 5 th May (14 days)	Television & Radio	90
	1 st July to 14 th July (14 days)	Television & Radio	90
	16 th September to 23 rd September (14 days)	Television & Radio	90
2013	18 th November to 1 st December (14 days)	Television & Radio	90
	5 th May to 3 rd August (91 days)	Television & Radio	60

† Maximum target audience rating points (TARPs) during period of interest for any one media type.

Figure S1: Heart Foundation's "Warning signs" action plan.

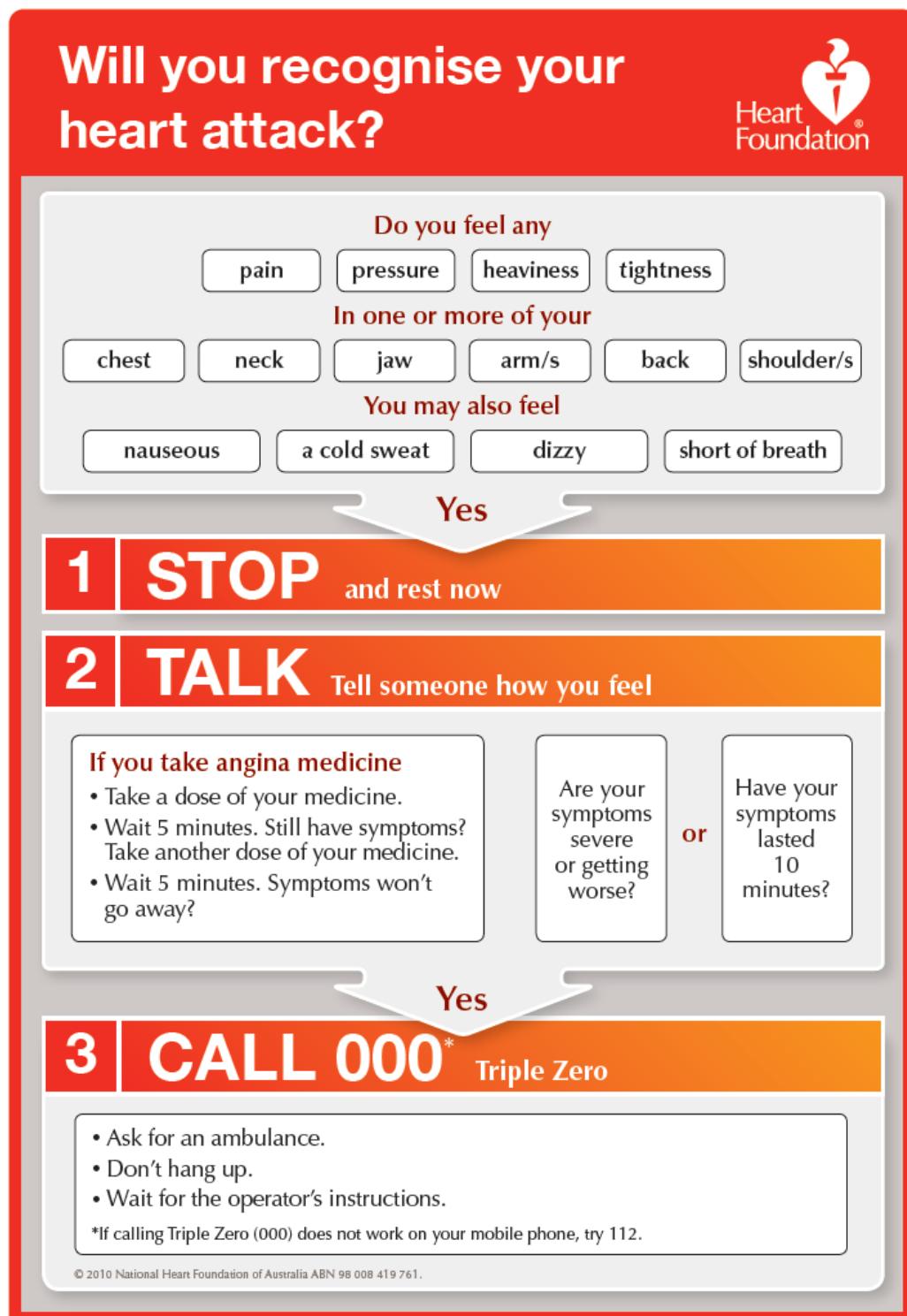


Figure S2: Impact of campaign activity on the absolute change in mean monthly ambulance attendances for various clinical presentations as assessed by paramedics.

Clinical presentations represent the principal paramedic diagnosis for each patient, and are mutually exclusive with the exception of ST-Elevation Myocardial Infarction which represents a subset of Acute Coronary Syndrome presentations. Figure ranked from highest to lowest absolute change.

