

**Title of Intervention:** Increasing Employee Awareness of Heart Attack

**Intervention Strategies:** Campaigns and Promotions, Individual Education

**Purpose of the Intervention:** To increase awareness of the signs and symptoms of heart attack and the need to use 911

**Population:** Adults employees

**Setting:** Three state health department worksites in Helena, Montana; worksite-based

**Partners:** State health department, Northwest Resource Consultants, Montana Cardiovascular Health Program

**Intervention Description:**

- Campaigns and Promotions: The campaign focused on increasing awareness of the signs and symptoms of heart attack. It encouraged individuals to call 911. Posters were placed around the worksite. Brochures and wallet cards were distributed with paychecks. Weekly email messages were sent. An email contest with prizes was held.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Computer and printer
- Space: Permission to hang posters
- Budget: Total estimated cost for intervention materials and staff time was \$1,037
- Intervention: "Act in Time to Heart Attack Signs" brochures and wallet cards for all employees, "Act in Time" posters around the worksite, computers to send out weekly email messages and contest questions, cash prizes
- Evaluation: Telephones, surveys

**Evaluation:**

- Design: Pilot
- Methods and Measures:
  - Baseline and follow-up telephone surveys evaluated knowledge of heart attack signs and symptoms
  - Responses to email contests were recorded

**Outcomes:**

- Short term Impact: Awareness of heart attack signs and symptoms increased significantly. Awareness of the need to call 911 increased significantly in women and those under 45 years old. Approximately one-third of the employees participated in the email contests.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** This low-cost workplace intervention increased awareness of the signs and symptoms of heart attack and the need to call 911. Plans are in effect to promote similar worksite interventions state-wide through the Governor's Council on Work life Wellness.

**Citation(s):**

Fogle, C. C., C. S. Oser, et al. (2004). "Increasing employee awareness of the signs and symptoms of heart attack and the need to use 911 in a State Health Department." *Prev Chronic Dis* 1(3): A07.