



Public Awareness

About NCOAA

The National Carbon Monoxide Awareness Association (NCOAA) is a non-partisan, grassroots, civic-minded organization that is focused on eradicating carbon monoxide poisoning and helping carbon monoxide poisoning survivors recover to lead a happy, healthy, and productive life.

Our vision is an end to carbon monoxide injury and death.

Background

Carbon monoxide is the leading cause of poisoning death in the United States. NCOAA estimates that only 14% of homes in the US have a functioning carbon monoxide alarm. More than 95,000 documented poisonings occur each year in the US, though we believe the number to be much greater. Raising awareness amongst healthcare professionals will increase the number of poisonings identified.

Education on Carbon Monoxide

We will create video PSAs, social media posts, advertisements, email newsletters, toolkits for public health professionals and organizations, and other content for raising awareness of carbon monoxide poisoning in the general public.

Our education/awareness campaign will utilize public health behavior change principals. Specific target groups, such as healthcare professionals and parents, will be identified for the creation of targeted educational content.

Between email lists and social media, NCOAA has a healthy online following to use in education on the prevention of carbon monoxide poisoning. We will expand this reach through the use of targeted, paid advertisements on social media.

We will recruit partners from similar organizations to assist us in the development and distribution of educational content.

One study found a survey suggesting the possible probability of missing a diagnosis of CO poisoning to currently be up to 98%¹

Evaluation

We will measure our success through the consumption of educational materials, taking note of the number of impressions and engagements we receive from emails and social media posts.

Measuring the impact of our campaigns will be more difficult but can be achieved through online polls and quizzes to determine whether the content changed awareness of basic carbon monoxide poisoning facts.

Budget

The approximate cost to do a Hill Day is \$25,000-\$50,000. This includes the engagement of public health and marketing experts in the development and distribution of content, the advertising costs for social media posts, and the organization's effort to coordinate the awareness campaign. The flexibility in the budget is based on the extent to which we are able to purchase social media advertisements.

www.NCOAA.us

1) Perren A, Marone C. Remember 'a posteriori diagnosis' of carbon monoxide poisoning. *Eur J Emerg Med* 2005;12:259-60.