



Beyond Funding:

Designing a Promotions Plan
for a National Portal
to Tobacco Cessation Quitline Services
that is Sustainable Locally

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Health Association
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Public Health Challenge

- **sus-tain'a-bil'i-ty** *n.* To keep in existence, to maintain or prolong



Presentation Topics

- **1-800-QUIT-NOW Media Campaign**
- **Steps to Sustainability**
- **Promotions Strategies**
- **Message Dissemination**





“Be A Quitter!” Media Campaign

1-800-QUIT-NOW



We can help you draw the line.

Campaign Overview

- **1-800-QUIT-NOW is a toll-free portal to local cessation services (DHHS and NNTCQ)**
- **Portal is only effective to the extent the public is aware of its availability**
- **Create and implement a plan to promote 1-800-QUIT-NOW**



Steps to Sustainability

- **Goal Setting**

**Overarching objectives
of the effort, agreed
upon by all**

1-800-QUIT-NOW

- Increase number of incoming calls to local quitlines
- Increase number of smokers counseled



Steps to Sustainability

- Goal Setting
- Situational Assessment

Target audiences

Existing campaigns

Barriers to success

Target locations

Possible messaging

1-800-QUIT-NOW

- 18-29 Year Olds, Military, and Low-Income
- Empowering, positive message about “how to quit,” not why
- Fuel promotions plan
- Identify key partners



Steps to Sustainability

- Goal Setting
- Situational Assessment
- Formative Research

**Gather essential
information from
target audience**

**Inform look and feel,
content of messaging,
& information delivery**

1-800-QUIT-NOW

- Identify name of government sponsor
- Emphasize “free”
- Feature real people
- Provide practical information on how to quit



Steps to Sustainability

- Goal Setting
- Situational Assessment
- Formative Research
- Creative Materials

**Fulfill need for
information with
compelling, “usable”
tools**

1-800-QUIT-NOW

- Dedicated microsite
- Family of print products
- Earned media
- Electronic tools
- Educational video

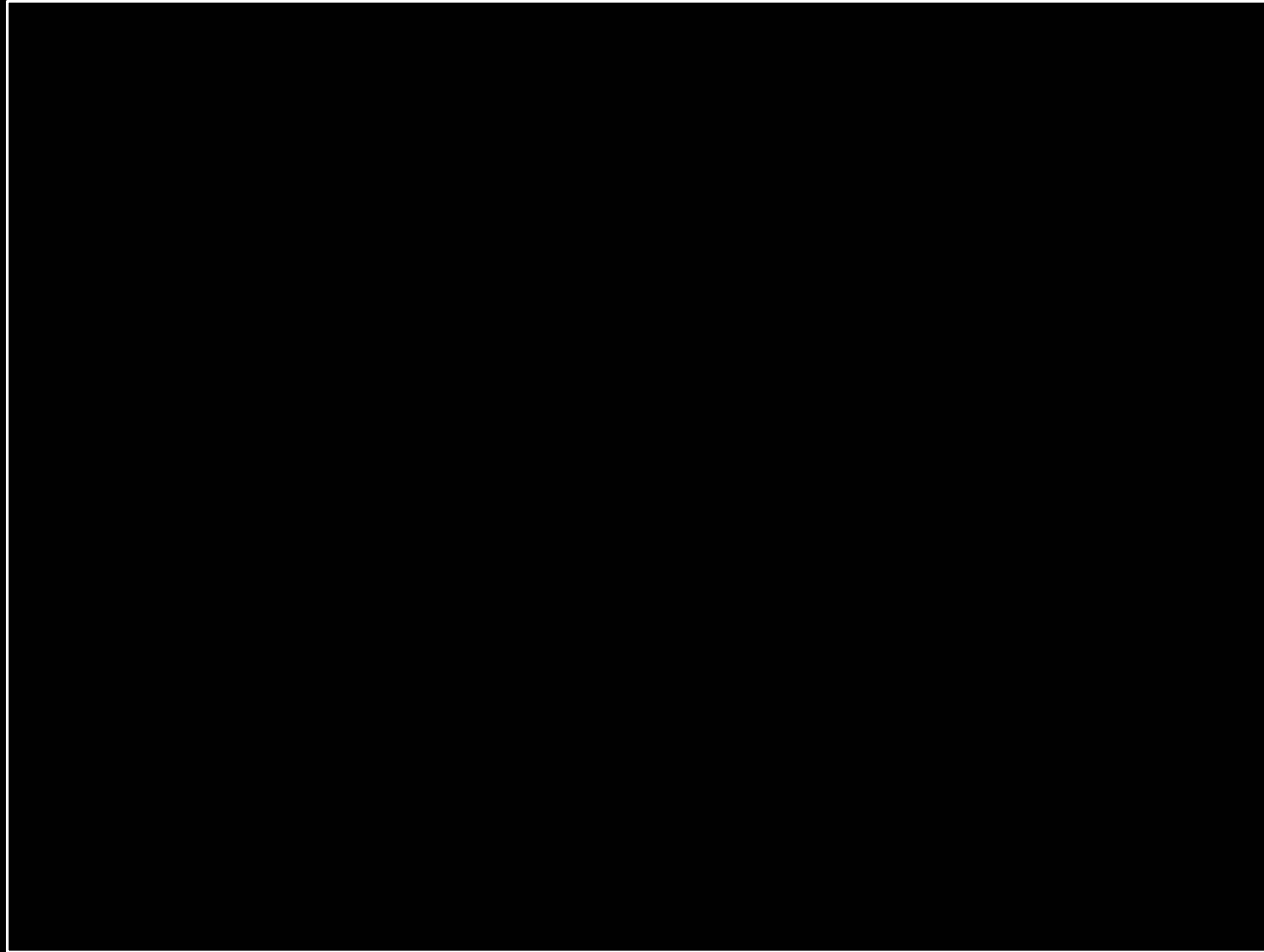


“Be A Quitter!” Media Products

- Television and Radio PSAs
- Dedicated Microsite
- Educational Video
- Display Materials
- Fact Sheet and Tip Sheet
- Brochures
- Earned Media and Publicity
- Web Promotions
- Media Buy



"I'm A Quitter!" TV PSA



“Be A Quitter!” Video

Interactive
video

The user is
always in
control of the
experience

The screenshot displays the 1-800-QUIT-NOW website. At the top, the logo "1-800-QUIT-NOW" is accompanied by a graphic of a lit cigarette with a black line drawn through it, and the tagline "We can help you draw the line." Below the logo is a video player showing a man in a headset. The video player has a progress bar and a "More info" button. Below the video player is a list of interactive video topics, each with a "Play" button.

What happens when you call 1-800-QUIT-NOW?

QUIT NOW” Challenge Blog
Real Stories About Real People Quitting

Find Services in Your Area

Press Room

FAQs

More Information on Quitting

Contact Us

Home

This site has been developed under contract for:
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health
National Cancer Institute

1-800-QUIT-NOW

Hi this is Chris... Wonderful, are you interested in getting enrolled into our program to help you quit smoking?

Question 1 of 10

Play "Why do I need a Quitline?"

Play "I'm worried I'll gain weight, can the Quitline help?"

Play "Is calling the Quitline any more effective than quitting on your own?"

Play "What if I fail, or start smoking again?"

Play "What is it going to be like for me to call the Quitline?"

Play "Does it matter how much I smoke?"

Play "Has it worked for others?"

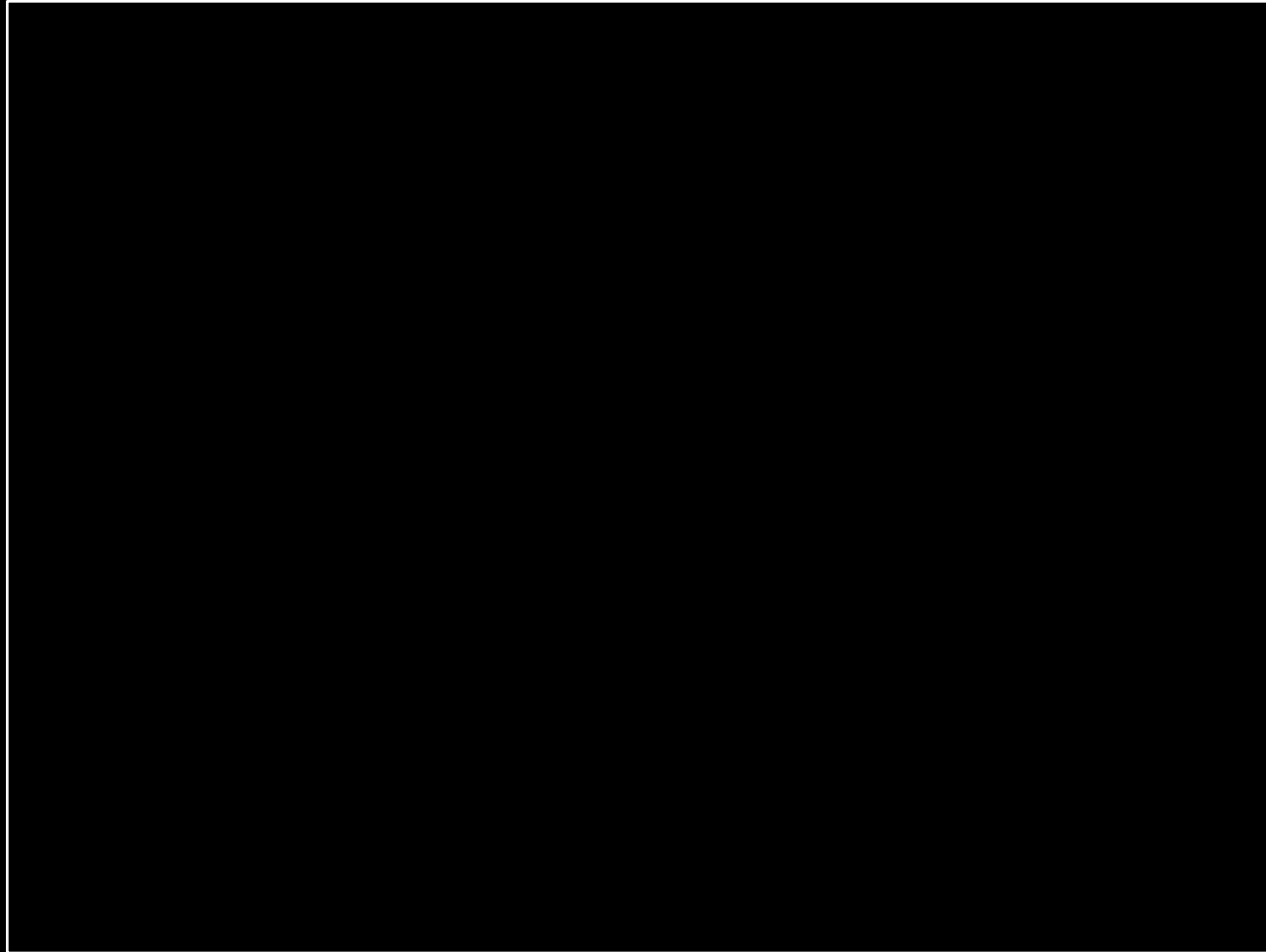
Play "Does it matter how, why or when I started using tobacco?"

Play "What is using the Quitline going to cost?"

Play "Why is quitting so hard?"

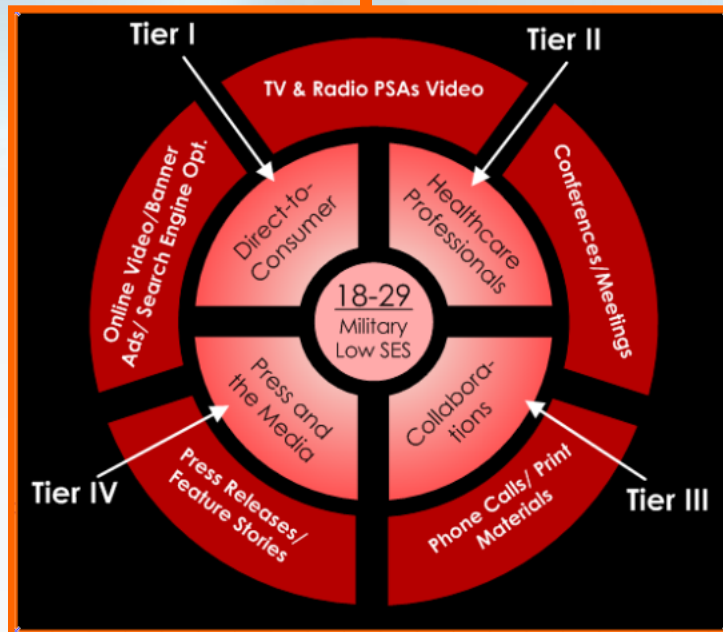


“Be A Quitter!” Video



Promotions Plan

- Identify key influencers
- Promote messaging through four tiered marketing plan



1. Direct-to-Consumer
2. Healthcare Professionals
3. Collaborative Partners
4. Media/Press



Key to Plan: Scalability

States	Final Proposed State Levels
Kansas	5
Kentucky	2
North Dakota	4
Ohio	2
Oklahoma	1
Oregon	5
Pennsylvania	3
Rhode Island	4
South Carolina	2
South Dakota	5
Tennessee	4
Texas	5
Utah	5
Vermont	4
Virginia	2
Washington	4
West Virginia	4

- Focus on Opt-In Approach
- Partners receive **ONLY** the amount of materials and messaging they want to receive or are capable of handling
- Evaluate Readiness
 - ✓ Smoking Prevalence/mortality
 - ✓ Capacity
 - ✓ Existing Promotions
 - ✓ Willingness/Interest
- Design for Scalability



Message Dissemination

- State Quitlines, Depts. of Health
- Colleges & Universities
- Dental Societies, ADA & ADHA
- Medical Plans
- Military Organizations
- Corporations
- Libraries
- TV & Radio Stations
- Display & Hand Out Materials
- e-Communications
- Air PSAs/Play Video
- Discussion Groups
- Distribute to Chapters and Members
- Web Links on Home Page
- Special Events



Results



- States Customize Materials
- Microsite Provides Information
- Partners Download Materials
- States Leverage Materials to Help Change Policy
- Smokers Access Information

Questions & Discussion

