

Partnering to Promote Quitlines

Assessment of Promotion Plan Strategies



January 2009



Overview

The coordination plan, *Partnering to Promote Quitlines: A Plan to Coordinate the Effective Use of 1-800-QUIT-NOW in National Media and Considerations for Other Promotional Strategies (Plan)*, was drafted in 2007 and early 2008 as a guideline for national media promotions of 1-800-QUIT-NOW. The Plan was created as part of the Building Consensus: National Quitline Promotions project funded by the Robert Wood Johnson Foundation (RWJF). The Plan presents a recommended approach and action steps for enhanced coordination to serve the interests and address concerns of both quitlines and national organizations. The assumptions, standards, strategies and approaches included in the Plan were based on information gathered from NAQC members and partners in 2007 and 2008.

The focus of year two (2008) of the Building Consensus project was on implementing, monitoring and assessing elements of the coordination plan to the extent possible given the environment in which national quitline promotions were taking place. This report summarizes efforts to assess and monitor implementation of the coordination strategies.

One of the original concerns about national quitline promotions was related to call surges. The RWJF grant proposal called for developing options to manage increased quitline call volumes. Although 2008 did not yield any large scale national promotions of 1-800-QUIT-NOW—thus, alleviating the need to activate a response to call surges—NAQC continued to monitor potential surge situations, notified members as needed and prepared to activate the strategies described in the full Plan (Preparing for Challenges section) if needed.

The Environment

The Building Consensus project was launched to allow the U.S. quitline community to work with national organizations such as the American Legacy Foundation on a plan to move forward with promoting 1-800-QUIT-NOW in national media including identifying options to address call surges should they occur as a result of a large scale national promotion using 1-800-QUIT-NOW. The most likely campaign to have an impact was thought to be the American Legacy Become an EX campaign. In March 2008, Legacy launched EX with a focus on driving tobacco users to prepare for a quit attempt using the Become an Ex Web site while leaving the implementation of direct response promotions (i.e. ads that include the quitline phone number) to each state. The EX campaign is intended to span several years. Therefore, a careful, low-impact launch was important to ensure quitlines were not overwhelmed with unmanageable call volumes.

In 2007, the National Cancer Institute (NCI) for its *Drawing the Line* campaign used the same model (i.e. leaving direct response ads to each individual state). This campaign promoted 1-800-QUIT-NOW and was developed to increase the number of smokers reached and counseled using quitlines. Promotional materials (available at <http://1800quitnow.cancer.gov>) were developed by NCI and made available to the states. The states then chose how best to use the ads to control call volumes. This required the states to pay for the media buys rather than one organization buying nationally. This local/regional approach proved feasible and acceptable in both the NCI and Legacy examples.

Given the need for a national response to call surges dissipated for the period of the RWJF grant, NAQC focused instead on assessing the feasibility of the Plan's elements to help inform future promotional efforts.

Assessment Strategies

Feasibility was assessed by monitoring national promotional activity, seeking member input and dialoguing with partners. Specific approaches included disseminating plan components, inviting NAQC members to provide feedback via conference calls, scheduling regular conversations with Legacy staff regarding the EX campaign launch and monitoring potential promotions and future efforts. The assessment focused on the following components of the plan:

Applying Short-Term Strategies – The 2008 EX Campaign

Ongoing conversations with Legacy staff regarding the launch of the 2008 EX campaign resulted in implementation of some short-term strategies. Although the campaign did not promote 1-800-QUIT-NOW in the ads, the number was included in some earned media efforts and was listed on the *Become and Ex* Web site as an available resource. Work related to the EX campaign yielded the following actions:

1. Sought campaign information from Legacy staff and prepared *NAQC Promotion Alerts* and *Communiqués* as information related to the EX campaign warranted.
2. Documented issues that develop related to the EX campaign (March 31-September 2008) and addressed them as appropriate.

Standard #2 – During what times of day should national ads run?

To understand the best times of day for ads to run, quitline hours of operation were compiled as a reference for promoters (Appendix I). This resource was shared with some partners to increase their understanding of the variation of quitline hours and the challenges that after-hours calls generate with the hope of informing future media buys.

Standard #5 – How much notice will quitlines receive before the launch of a national promotion?

The assessment strategy for this standard was to seek member feedback on the timing of information they received about 2008 national promotions and to learn more from promoters about the realities of providing information to fit the suggested 90-day notice. Key questions included how information provided in 2008 helped, hindered or had no impact on quitline operations and what changes members and partners would recommend. Given the minimal level of national promotions in 2008, feedback from members was limited.

In general, quitlines continue to hope for as much notice as possible prior to a campaign launch. From experience and discussions with promoters, it is clear the amount of notice will vary for each promotion and the level of available detail at each point in time will differ. For quitlines, knowing what is being planned even a year in advanced and even if tentative, can impact quitlines' state-level promotional budgets and plans. As more details become available closer to a campaign launch, information can be used to adjust staff schedules and prepare contingency plans. The initial recommendation of receiving notice at least 90-days before a campaign continues to be the ideal for quitlines.

Notification and Information Sharing

The need for specific information about a promotion is central to any coordination effort related to national quitline promotions. Notifying quitlines in advanced can help facilitate smoother management of calls, contingency planning if needed and better customer service. Without adequate notice and a certain level of detail, some quitlines may not be able to handle calls and the opportunity to help tobacco users motivated by a particular campaign may be lost. To ensure the best use of promotional dollars, NAQC drafted and refined *Information to Help Prepare for National Quitline Promotions* (Appendix I). Members and partners provided feedback on the details included in this document resulting in a more usable and realistic reference. Although it has become clear that the information included on this list will not always be available for every promotion, it continues to serve as a comprehensive ideal and helps to both shape discussions with promoters and frame communication to members.

Ongoing Monitoring

To be sure other national promotions were not launched without quitlines' knowledge, NAQC staff continued to monitor potential promotional activity based on leads from members and partners. Through existing relationships, we were able to follow up on these leads and inform quitlines as needed. We also proactively reached out during common promotional periods such as the Great American Smoke Out (GASO) rather than counting on others to provide advanced notification.

Coordination Strategies

The biggest focus of the assessment effort was to identify the best ways to coordinate the use of 1-800-QUIT-NOW to generate a manageable volume of quitline calls and to provide adequate notice to quitlines to allow them to prepare for a possible increase in calls. This focus on coordination has proven beneficial keeping in mind quitlines can realistically expect to receive varying degrees of cooperation from promoters depending on existing relationships and the nature of the promoting organizations (i.e. national networks versus public health partners).

The following areas surfaced as opportunities to enhance coordination in 2008. The promotional environment did not lend itself to testing all components of the Plan. The relevant issues and Plan components included:

- Facilitating notification
- Earned media
- Spanish language media
- Web promotion
- Information sharing protocol
- Communications protocol and outreach
- Cross-border media markets

Facilitating Notification

Enhanced communication with partners such as Legacy and ongoing relationship development proved beneficial in moving towards a shared understanding and initiating workable strategies for national quitline promotions. Frequent check-ins and reminders of the need to notify quitlines helped establish NAQC's role as a liaison to quitlines. Furthermore, we added a new section to the NAQC Web site where members can easily find background, products and communications related to national promotions. As NAQC's Web site evolves, the best place for these communications will be assessed and placement will be determined based on member input.

Notification Protocol

Experience has shown the nature of media campaigns and especially earned media opportunities contributes to last-minute opportunities. Given 1-800-QUIT-NOW is in the public domain and does not require previous permission for advertisement or promotion of it, mentions of the number will continue to appear in print, radio and television without much advanced notice.

To address the challenges that can arise from receiving short-term notice, NAQC staff created the *NAQC Notification Protocol for National Quitline Promotions* (Appendix I). This protocol was shared with NAQC members and Legacy staff and will be disseminated to other partners. Response to the protocol has been favorable and implementation will be tested more thoroughly in 2009. The protocol includes:

1. Primary and secondary contacts
2. Contact procedures
3. Assessing potential impact
4. Determining action needed
5. Preparing member communication

6. Disseminating member communication
7. Follow up

Earned Media

Earned media approaches are effectively used to promote quitlines at both the state and national levels, yet earned media present a unique set of challenges given the limited control over when and where stories run and uncertainties about exact timing. To address these challenges at a national level, the following coordination strategies were implemented and tested with Legacy:

- Identified the need for a standard “one-liner” about quitlines for use in press releases.
- Conducted regular check-ins and communications to continue establishing rapport and facilitate information exchange.
- Tested the increased use of 1-800-QUIT-NOW in earned media efforts with assessment and adjustments based on caller response.

Spanish Language Media

A unique situation related to use of 1-800-QUIT-NOW in Spanish language media materialized as a result of the launch of the *EX* campaign. The main issue was with the initial handling of calls given some states have separate phone lines for Spanish calls while others have shared numbers for all languages. 1-800-QUIT-NOW directs callers to the phone line answered primarily in English for most quitlines. Quitlines with separate lines are not equipped to handle Spanish speakers on the English line to the extent a national promotion in Hispanic/Latino media generates. In either scenario, if the volume of Spanish speakers exceeds the number of staff available to take calls in Spanish, customer service may suffer. To address this concern, NAQC provided background information to Legacy and requested notification of Spanish language media promotions when possible to allow quitlines to prepare staff, make systems changes or adjust schedules as needed.

Web Promotion

To develop a better understanding of how 1-800-QUIT-NOW currently fits into the *Become an Ex* Web site approach and identify future options for integration, NAQC initiated discussions with Legacy staff. Information gathered during those discussions clarified that the Web site’s current focus is on guiding tobacco users through an individualized process where they can locate quitting resources when ready. Telephone counseling is not presented as the only option for quitting. Future work will require an assessment of the *EX* “quit plan” to identify appropriate ways to integrate telephone counseling into the suggested approaches.

Communications Protocol and Outreach

The *NAQC Communications Protocol* was developed in 2006/2007 by the Promotions Task Force (PTF) to facilitate information exchange between state and provincial quitlines, funders, service providers and national organizations. The protocol was implemented and will continue to be used to inform members about national promotions. The primary tools used include:

Promotion Alerts - The goal of the promotion alerts is to identify potential national communication activities and quickly alert appropriate parties. These alerts include any available information about the potential initiative, including the target date for finalization.

Promotion Communiqués - The goal of the promotion communiqués is to identify confirmed promotion activities as soon as they are known. These communiqués include summary and comprehensive information about national communication activities.

To continually remind public health organizations about NAQC's role in notifying quitlines of national promotional efforts and to facilitate proactive outreach to organizations that may promote 1-800-QUIT-NOW, NAQC staff continued to develop relationships with media and promotions staff at key organizations such as the Centers for Disease Control and Prevention (CDC), the National Cancer Institute (NCI), the Partnership for Prevention, the American Cancer Society, the American Legacy Foundation (Legacy), the National Tobacco Cessation Collaborative (NTCC), the Campaign for Tobacco Free Kids (CTFK), Americans for Nonsmokers' Rights (ANR) and the Tobacco Control Network (TCN), among others. This network allows NAQC to proactively seek information about 1-800-QUIT-NOW should the need arise.

Cross-Border Media Markets

When states promote 1-800-QUIT-NOW using statewide media outlets, quitlines in bordering states can experience increased calls due to shared media markets. States that decided to run *EX* ads using 1-800-QUIT-NOW were asked to notify neighboring quitlines that may be impacted to allow them to adequately prepare for the promotional campaign. NAQC did not facilitate state-by-state communication but rather advocated for responsible notification as best determined by each state.

Impact

Experience has demonstrated that direct promotions using media generates increased calls to quitlines. What is less understood is the degree to which calls will increase. To quitlines, the actual number of calls, in the short-term, is one of the most critical elements related to promotions. Annual budgets or even monthly budget allotments for quitline services make it necessary to frequently monitor and control the number of calls to sustain funding for a full year.

Because no large-scale, national promotion of 1-800-QUIT-NOW occurred in 2008, we were not able to assess the impact of a national promotion on quitline calls or to begin establishing best practices. Instead, states that chose to run direct response ads from the *EX* campaign provided information about how they monitored the impact on their quitlines. In general, states have attempted to assess impact by tracking increases in call volumes, comparing these to similar periods of time and tracking how callers heard about the quitline. These approaches have limitations given the challenges related to establishing a causal relationship between promotions and call volumes and callers' recall of how they heard about the quitline. In addition to the states' experiences, quitline service providers have provided call volumes following unexpected increases related to promotions. These quick snapshots are usually presented as a percent increase compared to similar periods of time or a typical day.

Lessons learned about tracking impact from the few states that ran direct response ads using the *EX* campaign include:

Oklahoma

Oklahoma developed a multi-platform media campaign for FY2008. Advanced planning and open communication allowed the service provider to project staffing needs. The selected approach was to steadily drive callers to the quitline and to control the number of callers in order to stay within the quitline budget. A key part of Oklahoma's media plan was to run ads without the quitline phone number if it looked like call volumes were likely to exceed projections.

The state-level campaign included a mix of media (print, Web, TV, radio and outdoor) and earned and paid approaches. To control call volumes, the campaign tagline on television and radio was rotated between broadcast and cable. In addition to 1-800-QUIT-NOW, some of the ads included a "free patch and gum" message. These taglines were rotated as well.

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To assess impact, Oklahoma staff calculated the average number of registered callers per week and approximate calls attributed to media eight weeks prior to the launch of the campaign. Once the campaign launched, they tracked these same two items as well as documented the television, radio, outdoor and Web rotations for each week. In addition, they tracked which messages were used (quitline only or quitline plus free NRT). Staff also looked at self-reported “How heard about the quitline” to gain a sense of the impact of TV, radio and billboard ads compared to family/friends and healthcare providers (other common sources of how callers hear about quitlines). Oklahoma’s strategy was based on practical need and experience and was not designed as a scientific study.

Louisiana

Louisiana ran the *EX* radio ads with 1-800-QUIT-NOW, but did not see an increase in calls to the quitline during the months of the campaign. As in Oklahoma, staff looked at call volumes and how people heard about the quitline. They also asked callers which television ad they saw if relevant. Although many callers reported hearing about the quitline from a television or radio ad, they were not able to recall specific ads. It is important to note that the national *EX* television campaign did not include 1-800-QUIT-NOW but rather referred people to the *Become and Ex* Web site. Louisiana can also look at the area or parish from where calls are generated and match that information with media campaigns in those areas. This analysis would require follow up with local partners to identify specifically where 1-800-QUIT-NOW was included in promotions. Due to low call volume in 2008, Louisiana will be launching an intensive media campaign in January 2009.

Oregon

Oregon has not yet evaluated the impact of the *EX* campaign on call volumes due to staff changes and competing demands. When conducted, the evaluation will likely be based on work done by Craig Mosbaek to assess the association between advertising and calls to the Oregon tobacco quitline.¹ For a previous study, data were collected on advertising buys and calls to the quitline. Specific information about the advertising buys included: cost, dates aired, specific ads aired, broadcast medium (television or radio) and air times for television (i.e. daytime or evening). Caller information included: date of call, type of tobacco used, stage of change, gender, age, race/ethnicity, education level and county of residence. How callers heard about the quitline was also assessed. Researchers used these data to assign callers to particular ad buys and to calculate cost per call. The techniques described in this study could provide a model for how to assess the effectiveness of a national quitline promotion.

The state-level experiences summarized above demonstrate the challenges to assessing impact and effectiveness given limited resources, competing demands, challenges related to data collection and caller recall and lack of a standard for measuring and reporting impact. The availability of understandable impact data to help quitlines prepare and manage call volumes would be essential to generate support needed to launch a national direct response campaign. This continues to be an area of great need to better plan media buys, adjust services and appropriately budget for services and promotions.

Looking Ahead - Future Needs

The final step to assess the Plan and prepare for future work on this issue involved discussions with Legacy staff about future opportunities for coordinating national promotions. As a result of these discussions and NAQC member suggestions gathered throughout the two years of the project, the following needs were identified:

Further Refining NAQC’s Role

During the assessment process, several key questions continued to surface about the best role for NAQC given the variation in quitline models, capacity and promotion philosophies. Quitlines vary so much that determining a single best approach to promoting 1-800-QUIT-NOW nationally continues to present issues related to:

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- Responding to quick-turn-around promotional opportunities or situations.
- Defining how to best promote 1-800-QUIT-NOW in a manageable and balanced way.
- The extent to which NAQC should monitor and notify promoters about unanticipated issues related to promotions.
- How to best serve NAQC member needs given the range of quitlines represented.
- Requesting and reporting ongoing information about an existing campaign.
- Defining a gold standard for national quitline promotions and identifying partners to help promote quitlines in these ways.

A common thread that cuts across each of these issues is the need to understand the potential impact of promotions. Development of a standard impact measure could help better shape NAQC's response to promotional opportunities to best serve our members' needs. Without this, we will likely continue to struggle with how to best respond to these issues.

National Strategy

Establish a national approach to quitline promotions, which may include more than just media. The ideal would be to develop a proactive plan for quitline promotions rather than continuing to react to other organizations' efforts to promote 1-800-QUIT-NOW. This strategy could greatly improve quitline reach in the long run. The approach would need to consider availability of resources and identify a process to pay for quitline services in states unable to cover the increased costs generated by national promotions.

As with most quitline-related issues, networking and peer-to-peer mentoring are the cornerstones of developing effective strategies and identifying options that work for each unique quitline. Varied budgets, delivery models, goals, staffing approaches, hours of operation and other operational aspects point to the need for a range of options related to responding to national promotions.

Impact

Investigate and summarize current state of research on the impact of media on quitline call volumes. Use this resource as a starting point to determine a standard approach for monitoring and tracking impact in a way that helps quitlines make timely adjustments to services and media buys, helps inform future buys and increases confidence that 1-800-QUIT-NOW can be promoted in a manageable way. This information can be compiled into a NAQC Issue Paper in line with the quality improvement papers on quitline reach, quit rates and the quality framework.

Strategic Planning

Initiate a yearlong planning process to identify a feasible approach to promote 1-800-QUIT-NOW nationally. This approach must include meaningful input from NAQC members representing the different types of quitlines (i.e. budgets, delivery models, capacity, etc.) using a variety of feedback mechanisms. Pilot testing should be considered to work out best strategies and contingency plans. Developing feasible processes for determining how, when and who should decide when 1-800-QUIT-NOW can be used and when financial support for service delivery is needed will need to be included in the discussion. The recent release of NAQC's Issue Paper, *Measuring Reach of Quitline Programs*, may serve as an opportune time to initiate discussions about the use of 1-800-QUIT-NOW to increase reach nationally.

Outstanding Questions

The following questions remain unanswered but provide guidance regarding next steps to address national promotions.

National Strategy: What information, support, strategies and reassurances would quitlines need to feel comfortable with a national promotion of 1-800-QUIT-NOW?

Is a national approach feasible or is the local/regional approach the best option for moving forward?

Notification and Information Sharing: To what extent should NAQC push to gather information and notify quitlines about national promotions?

Navigating the Media Environment: Knowing that standard media practices will not always fit quitlines' information needs, how do we best work with media buyers and outlets to fit our needs?

National Spanish Portal: Would a national portal number for Spanish speakers help increase national reach to Spanish speakers and improve handling of calls from them?

Contingency Planning: How urgent is a contingency plan to assist quitlines in case an unannounced national promotion of 1-800-QUIT-NOW generates more calls than budgets will allow?

Funding for Quitline Services: What is the best approach to cover the cost of services should a national promotion generate call volumes beyond what a quitline's budget can handle? What resources and mechanisms are available for states that may not be able to pay for quitline services resulting from a national promotion?

To prevent overspending of quitline budgets, quitlines need feasible funding options to cover counseling services if surges occur. Funding sources and mechanisms and the current quitline business model continue to present major challenges to a feasible solution. The most feasible options identified during this project include:

States seek additional funding from legislatures or "local" sources or move state promotional dollars to cover counseling services.

NAQC's role would be to provide technical assistance support to help make the case for either additional funding or flexible contracting to allow for shifting of marketing dollars to support quitline operations. Resources could include fact sheets and case studies. National partners could advocate for increased quitline funding at the state and national levels.

Promoters provide funding for excess calls based on quitline budgets and the estimated increase in call volume. This option would require the development of a process and criteria to determine how funding would be requested and granted. Contracting issues would need to be addressed to implement this option. Shifting a portion of national promotion dollars to cover counseling costs should be considered.

Promoters pull ads in states that are unable to handle increased call volumes.

This option would generate additional costs that would need to be covered by either the state, national promoter or another entity.

States with limited funding create advanced contractual agreements with promoters or other organizations to cover the additional cost of providing services as a result of excess calls.

This option would require individual states to develop agreements with organizations willing to help pay for the increased demand for quitline services. In addition to national promoters, states could approach employers, health plans or other partners to participate in a cost-sharing model.

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States with limited capacity create advanced contractual agreements with an “overflow” service provider paid for by the state funder or national promoter.

This option would require individual states to develop agreements with service providers that can handle increased calls during a national promotion. The process by which overflow calls would shift to the overflow vendor as well as protocols for delivering counseling services and data sharing could be addressed during contract negotiations.

These options have not yet been tested given the need did not arise in 2008. Exploring the feasibility of each in greater detail would be essential to move towards a national approach. Funding and contractual aspects need to be fully explored and addressed.

Closing

Through this project, tremendous progress has been made in establishing relationships and opening the door to better communication and coordination of national quitline promotions. Developing a common ground is a slow process, yet progress has been made. Using proven, effective strategies to engage NAQC members in order to identify the best possible way to increase promotion of 1-800-QUIT-NOW will be critical to successfully move forward with national quitline promotions.

Appendix 1: Products (Note: to view each product, simply click on its link below)

As part of the assessment process, the following products were developed to address some of the key issues identified during the plan.

- **Hours of Operation:** Ideally, quitlines strive to answer or respond to calls from tobacco users as quickly as possible to capture callers' interest in quitting and to build on that which motivated them to pick up the telephone. When tobacco users try to contact quitlines during non-operating hours, they may get frustrated and motivation may dwindle by the time the quitline reaches them. Sometimes, reaching interested tobacco users at a convenient time can be difficult. To better understand when quitline services are available in each of the states and provinces, NAQC compiled [Quitline Hours of Operation](#) available on the NAQC Web site. In general, quitlines answer incoming calls from 48 hours per week to 24 hours per day. Most have reduced weekend hours and just under half close at 9:00 or earlier on weeknights. This reference should help promoters better understand the realities of quitline operations and plan accordingly to minimize quitlines' need to track down callers and to maximize service delivery.
- **NAQC Notification Protocol for National Quitline Promotions:** This [protocol](#) supports many of the recommendations in *Partnering to Promote Quitlines: A Plan to Coordinate the Effective Use of 1-800-QUIT-NOW in National Media and Considerations for Other Promotional Strategies* (NAQC, 2008).
 - o *Purpose:* To establish a process to notify quitlines of national quitline promotions or uses of 1-800-QUIT-NOW. Notification is important to allow quitlines adequate time to assess staffing levels, protocols and contingencies needed to handle potential call increases. For this protocol, national promotions refer to both paid and earned media that include 1-800-QUIT-NOW and have the potential to impact quitline call volumes.
 - o *Goal:* To gather enough information about national promotions using 1-800-QUIT-NOW to determine if quitlines need to be notified of a media opportunity, what information should be provided and how to best disseminate the information.
 - o *Distribution:* This protocol will be shared with NAQC members and with organizations that may promote 1-800-QUIT-NOW on a national scale. It will also be on the NAQC Web site.
 - o *Specific Protocol Components:*
 - Primary and secondary contacts
 - Contact procedures
 - Assessing potential impact
 - Determining action needed
 - Preparing member communication
 - Disseminating member communication
 - Follow up

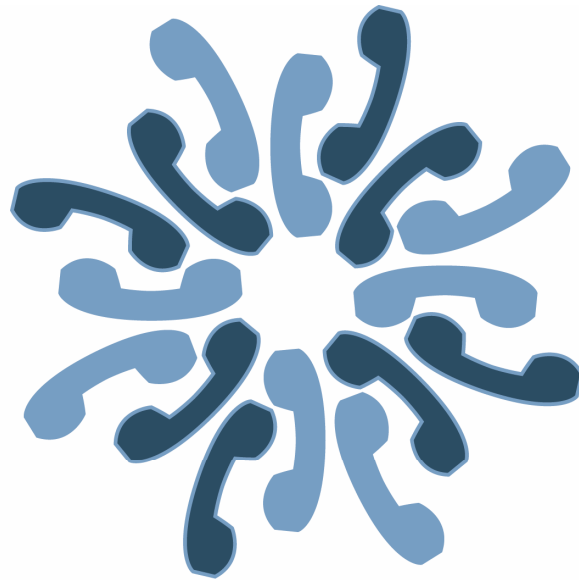
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- **NAQC Fact Sheet: [Strategies & Recommendations for Promoting Quitlines in National Media](#)**
The ideas and strategies presented in this fact sheet were developed as part of the *Building Consensus: National Quitline Promotions* project made possible through a two-year grant from the Robert Wood Johnson Foundation (RWJF). This grant allowed the U.S. quitline community to work with national organizations on a plan to move forward with promoting 1-800-QUIT-NOW in national media. The fact sheet is primarily focused on the main quitline-related issues that promoters should consider when planning a media promotion of 1-800-QUIT-NOW. It includes the guiding assumptions and standards and discussed the importance of information sharing and data collection to develop an understanding of impact.
- **Final Coordination Plan: [Partnering to Promote Quitlines: A Plan to Coordinate the Effective Use of 1-800-QUIT-NOW in National Media and Considerations for Other Promotional Strategies](#)**
The North American Quitline Consortium (NAQC), its Advisory Council, members and national partners created this plan to serve as a guideline for national media promotions of 1-800-QUIT-NOW. The plan presents a recommended approach and action steps for enhanced coordination to serve the interests and address concerns of both quitlines and national organizations. Although NAQC's Promotion Task Force² and members have identified many important strategies for promoting quitlines, this plan focuses on national media. The proposed action steps are intended to capture the opportunities national media present and to address the potential challenges such as surges in the number of calls to quitlines that media might generate. The plan is based on the need for collaboration, information and data sharing as well as striking a balance between national and state needs with meaningful communication at its core.
- **Promotion Alerts and Communiqués:** The following Promotion [Alerts](#) and [Communiqués](#) from 2008 were developed.
 - o January 2008: Oprah Show Promotes Cessation, Oprah Show Update
 - o January 2008: EX Update
 - o March 2008: EX Launch
 - o March 2008: CDC Healthy Aging Program Health Brief Features 1-800-QUIT-NOW
 - o April 2008: EX Featured in *Washington Post*
 - o October 2008: ABC *World News Tonight* Features Quitting
 - o December 2008: *Parents* magazine
 - o January 2009: NBC's Today Show and Legacy Partner on Cessation Series

References & Notations

¹Mosbaek, CH, Austin, DF, Stark, MJ and Lambert, LC. The Association Between Advertising and Calls to a Tobacco Quitline. *Tobacco Control*. 2007;16(Suppl I); i24-i29.

²To better understand promotion and create a collaborative approach to promotion efforts, NAQC formed the Promotion Task Force (PTF). This group met from 2005 through 2007 to capture knowledge, evidence and expertise about quitline promotion in Canada and the United States. Members of the PTF included American and Canadian quitline service providers, researchers and promotions experts; representatives from the state, provincial and federal funding organizations; and national and community organizations.



N O R T H A M E R I C A N
QUITLINE
C O N S O R T I U M

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