

Innovative Approaches and Proven Strategies for Maximizing Reach: Case Studies to Highlight Promising and Best Practices

OVERVIEW

The Oklahoma Tobacco Settlement Endowment Trust (TSET) and the Oklahoma State Department of Health (OSDH) Tobacco Use Prevention Service are key partners in tobacco-related efforts in their state.

Established in 1994, the mission of the OSDH Tobacco Use Prevention Service is to improve the health of Oklahomans of all ages and populations through community partnerships that prevent tobacco use among youth, reduce tobacco dependence, and promote smoke-free environments.

Established through a constitutional amendment approved by Oklahoma voters in November 2000, TSET's mission is to improve the health and quality of life of all Oklahomans through accountable programs and services that address the hazards of tobacco use and other health issues. Oklahoma is the only state to have protected the settlement money through a constitutional amendment. Only the earnings from the endowment's investments may be used.

Together, TSET, OSDH, and other important partners collaboratively implement the Oklahoma Tobacco Control Program (OTCP), helping to ensure a comprehensive strategy to address tobacco prevention and control.

By combining staff and funding resources, the OTCP has been able to create a comprehensive tobacco control program that includes a robust quitline reaching over four percent of the state's smokers, community-based programs that serve over 75 percent of the state's population, programs to address tobacco in specific populations, extensive public education campaigns, surveillance, evaluation, and research. In each of these program areas, the OTCP

partnership has proactively sought opportunities to collaborate and improve its reach and efficiency.

Specific initiatives of the OTCP include the following:

- ***Communities of Excellence in Tobacco Control***

Twenty-four community coalitions are funded to implement comprehensive programs in 38 counties and two tribal nations. Community grantees work with community leaders, schools, businesses, health care providers, and other partners to promote effective policies and programs to reduce tobacco use at the local level.

- ***Addressing Tobacco in Specific Populations***

Three ethnic tobacco education networks are funded to address tobacco use among Native Americans, African Americans, and Hispanic/Latinos. Multi-year funding is also provided to three organizations serving college students, youth and adults in low-income housing and the deaf and hard of hearing community.

In addition to these projects, the OTCP works with other state and local partners to assure that statewide social marketing and media campaigns address the needs of a variety of populations at highest risk for tobacco use and tobacco related diseases including Oklahomans of low socioeconomic status, LGBT, youth, pregnant women, and other populations at high risk for tobacco use and tobacco related diseases.

- ***Public Education Counter-Marketing Campaigns***

Counter-marketing ads are used to promote the Oklahoma Tobacco Helpline, prevent youth from starting to use tobacco, and educate the public about the dangers of secondhand smoke and other tobacco related impacts.

- ***Tobacco Stops With Me Campaign***

The "**Tobacco Stops With Me**" campaign highlights how tobacco use impacts individuals, how it influences relationships, and how each Oklahoman has a role to play in the movement to reduce the burden of tobacco use and secondhand smoke in their state.

- ***Become an EX campaign***

TSET partners with the American Legacy Foundation and other organizations across the nation in the National Alliance for Tobacco Cessation (NATC). Through NATC Oklahomans benefit from the "**Become An EX**" national media campaign and web-based cessation program, which is available in English at www.becomeanex.org and in Spanish at www.ConvierteTeEnUnEX.com.

- ***truth® campaign***

The American Legacy Foundation continues to provide Oklahoma with a "heavy dose" of **the truth®** campaign which targets youth ages 12 to 17. **truth®** has been shown to effectively reduce youth smoking by countering

the tobacco industry's marketing tactics and pro-tobacco influences on our vulnerable youth.

Oklahoma Tobacco Helpline

The Oklahoma Tobacco Helpline is intended to be a resource for **all** Oklahomans with a desire to quit smoking or using other tobacco products. All callers age 18 and over are eligible for self-help materials and up to five sessions with a quit coach, based on the preferences of the callers. In addition, insured callers are eligible to receive two week starter kits of nicotine patches or gum and uninsured callers are eligible to receive up to eight weeks of nicotine patches or gum. The eight-week benefit is provided in two shipments of four weeks of NRT and callers must continue in the multiple-call program in order to receive the second four-week shipment. Callers can re-enroll up to two times in a rolling 12 month period, beginning on the day they first enroll.

STRATEGIES TO MAXIMIZE REACH

Comprehensive Mass Media and Outreach

The TSET conducts a statewide media campaign consisting of television, radio, print, outdoor and web promotions. They have made use of various already-existing campaigns, including the "Quitting Takes Practice" ad from California and the American Legacy Foundation's "Become An Ex" ads. Periodically, a voiceover promoting "free patches or gum" is added to each of the existing television and radio ads in order to increase call volume.

The program routinely distributes press releases for the Great American Smokeout, New Year's Day, Father's Day, Mother's Day and World No Tobacco Day and sponsors numerous events associated with professional and minor league sports teams in Oklahoma.

In addition to the statewide media efforts, community grantees promote the Helpline at the local level. They place radio, print and outdoor ads and promote the Helpline through local organizations. Specific print and outdoor ads for Native Americans, African Americans, and Hispanic/Latinos using messaging most likely to resonate with

Oklahoma Tobacco Helpline Services

Callers Ready to Quit Within 30 Days	Callers Already Quit
Quit coaching in English or Spanish (other languages available through translators) plus free quit materials	Relapse prevention coaching and support materials
Two week starter kit of Nicotine Replacement Therapy (NRT), choice of patch or gum, for insured callers and eight weeks of free NRT, choice of patch or gum, for uninsured callers	
Up to five proactive counseling sessions	
Ad hoc sessions, as needed during their quit attempt	
Callers Not Ready to Quit Within 30 Days	Web-Based Services
Brief '5 R's' coaching and support materials	Web-coach offers web-based tools to any interested multiple call program participant. This is a fully integrated enhancement to the telephone-based services
Self-help materials, if desired	Web enrollment will be available by July 1, 2010

Average by Television and Free Patch Message

Message Type	# Weeks Out of 13 Week Total Buy	Registered Callers: TV	Average Call Per Week
Broadcast-Free Help / Cable - Free Patch	4 weeks	4,179	1,045
Broadcast - Free Patch / Cable - Free Help	3 weeks	4,819	1,606
Broadcast - Free Help / Cable - Free Help	4 weeks	2,535	634
Broadcast - Free Patch / No Cable	1 week	1,037	-
Broadcast - Free Help / No Cable	1 week	687	-

these populations (based on focus group research) have also been developed and used by communities throughout the state. Oklahoma believes that these targeted ads are helping to at least maintain reach levels in these communities.

Free, Free, Free

Recently the OTCP updated all of the

Helpline collateral materials based on input by focus groups of tobacco users and healthcare providers. One major change resulting from this research is that the "free patches or gum" message is now promoted on all collateral items and the word "free" is prominently highlighted in each. Several new items were included in the updated materials including tear-



away flyers (flyers that can be posted on a bulletin board and people can “tear away” the phone number to take with them), tent cards and brochure holders. The tear-away flyers have been extremely popular among community grantees.

Linking with Diverse Systems to Promote Fax Referral

The OTCP works closely with the Oklahoma Health Care Authority (the state’s Medicaid agency) to train providers on billing Medicaid for conducting the 5A’s. Trainings are conducted for providers associated with various health department clinics, tribal health clinics and other health care settings. The Helpline and fax referral system are promoted during each training session.

In addition to the Oklahoma Health Care Authority, cessation systems grants and extensive technical assistance services are provided to the Oklahoma Insurance Department, Oklahoma Department of Mental Health and Substance Abuse Services, and the Oklahoma Hospital Association. Although these four initiatives are relatively new and may not yet have had a measurable impact on call volume, the Helpline and fax referral system are promoted widely through these grants and a sustainable referral source is sure to emerge.

Oklahoma expects their cessation systems initiatives and similar systems-based strategies to be the best long-term investment and impact most on sustainability. Once referral networks are in place and a wide variety of health care providers are aware of the Helpline and proactively promoting it to their patients, Oklahoma expects to see impact from referrals from healthcare providers increase dramatically, perhaps reducing the need for mass media advertising.

KEY ELEMENTS OF SUCCESS

Use “live” and “reality” TV

It is true that television is by far the most effective means of promoting the Helpline in Oklahoma however it is also the most expensive. The ad buy is constantly coordinated with the Helpline service provider in order to measure impact on call volume and

demographics of callers against various ads and messages. One of the most important adjustments they have made is to concentrate on “live” and “reality” TV programming such as sports and shows such as American Idol and Biggest Loser. This is important because viewers are less likely to DVR the shows and more likely to see the ads. It is their hope that other promotional efforts will reduce the need to purchase expensive airtime and institutionalize the outreach efforts among various community and statewide partners.

Ensure Cultural Competence

Because Oklahoma has the second largest population of Native Americans of any state and is home to 39 federally recognized tribal headquarters, a special emphasis on outreach to Native Americans is a priority for the Helpline. Providing an Oklahoma expert to train the Helpline quit coaches in working with Native Americans from Oklahoma and in addressing ceremonial tobacco use has been of critical importance. Word of mouth is an especially critical promotional strategy among Native Americans and it was very helpful to have Native American representatives visit the Helpline in person and conduct “secret shopper” evaluation activities. African Americans, people of low socioeconomic status, and pregnant women are the focus of additional outreach efforts.

In order to ensure the effectiveness of these targeted and tailored outreach efforts, many data elements above and beyond the Minimal Data Set are collected (i.e. insurance status and name of insurance provider, tribal affiliation and tribal membership information, and income).

Keep Going Back to the Data

Oklahoma conducts ongoing reviews of data that compares promotional strategies to call volumes and “how heard about” answers from callers during the same period of time. In addition, TSET’s Communications Director often conducts “experiments” with the media buys to see which strategy results in which levels of call volume.

EXAMPLE: In focus groups Oklahoma learned that participants wanted not only to be told that they *could* quit but also *how* to quit. Oklahoma “experimented” with their media buy using various quitting ads with different messaging in order to get the most calls *and* provide information on “how” to quit. They started with a 50/50 rotation of a Legacy EX ad that uses humorous messaging about the ability to quit and an Oklahoma ad that focuses on how the Helpline works. Based on calls versus cost of buy (return on investment), they have determined that a 75 percent EX/25 Oklahoma ad mix works best for their needs.

NRT Promotes Itself

The OTCP strongly believes that providing NRT and promoting it through earned or paid media is perhaps the most effective promotional strategy available to quitlines. Additionally, NRT is an effective method of quitting, and offering it increases both satisfaction and quit rates among callers. In fact, when the Helpline began offering two-week NRT starter kits the number of complaint calls received from people who expected the “free help” to also include pharmacotherapy significantly declined.

VALUABLE LESSONS LEARNED

Remain Flexible

Critical steps to ensure that you are implementing effective mass media promotional strategies include continually reviewing, revising and comparing call volume and demographic data with identified target audiences and advertising buy plan.

The main challenges will be:

- having adequate budget;
- remaining flexible with available media products to adjust/mix your messages; and
- having a savvy media buyer willing to look at innovative ways to buy your market to meet targets while stretching the budget.

According to Oklahoma, states must be willing to try adjustments to a media buy in order to reach their goals (for instance, demographic changes like age or gender-focused or various combinations of messaging). A state should employ various messaging tools that have common themes that support one another.

EXAMPLE: Oklahoma noticed that males accounted for only 30 to 35 percent of total calls to the Helpline and decided to see if changing the media buy without adding to it could increase male callers. They started concentrating portions of the television buys on televised live sporting events such as the NCAA Sweet 16, key state college football games and NFL playoff games. They are now seeing a 40 percent male caller rate without negative effects to their overall call volume or expending more funds.

If a state has a limited promotion budget it could allocate a majority of its dollars to television advertising, limit the buy to less expensive cable stations and add a “free patch” message if NRT is available.

Helpline Logo Everywhere

One of the most important changes Oklahoma has made to its promotional efforts is ensuring that the Helpline logo is added to almost all of their messages.

Tear-off Flyer



Bags for use in Pharmacies

Below are two examples of Helpline art for the white bags that most people receive when picking up prescriptions. The Helpline logo is used on the narrow sides of the bag (where the bag expands). Oklahoma’s grantees work with their local pharmacies to supply the bags for free in exchange for the pharmacy promoting the Helpline, displaying the Helpline brochure and promoting cessation in general. 50,000 bags can typically be purchased for around \$1,000. #

Pharmacy Bags



When you're ready to quit, we're ready to help.



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CONTEXT

Utilization reach, calculated using 2008 NAQC Annual Survey data, is based on the total number of unique tobacco users calling the quitline. Please note this is not NAQC's standard calculation of treatment reach, counting only those who receive at least some evidence-based treatment, but rather is based on the number of unique smokers calling the quitline divided by the total number of smokers in each state.