



California Smokers' Helpline
1-800-NO-BUTTS

Reaching Behavioral Health
Professionals Through New
Advertising Mediums & Methods

Kristin Harms
Communications Manager
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"Necessity is the mother of invention."

— Plato (?)



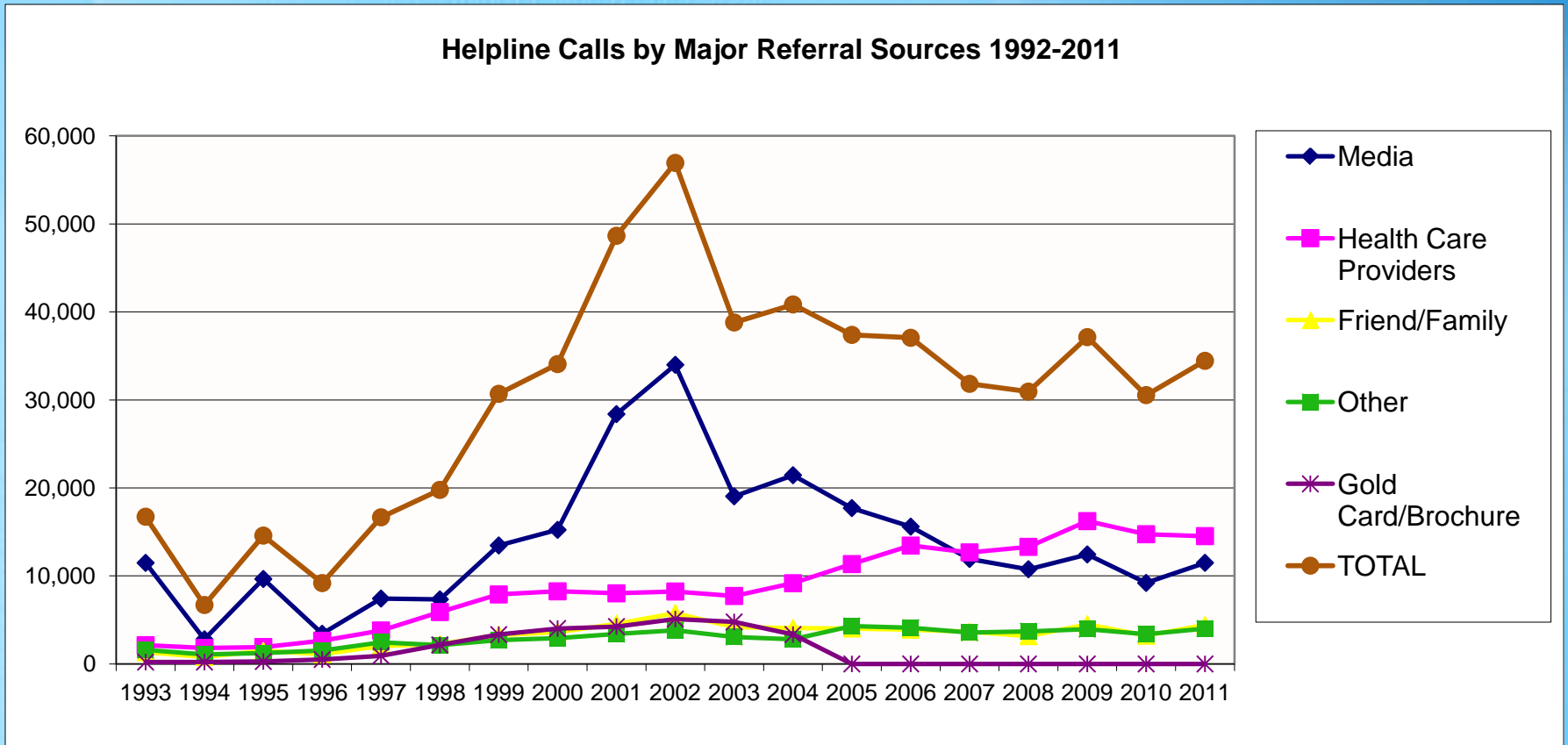
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"The things we fear most in organizations—fluctuations, disturbances, imbalances—are the primary sources of creativity."

— Margaret J. Wheatley



Referral Sources: 1992 to 2011





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Provider Advertising Campaigns



Nicotine addiction
is a disease.

And you can treat it.

ASK all your patients about smoking.
ADVISE them to quit.
REFER them to **1-800-NO-BUTTS**
for **FREE** telephone counseling.

This message was made possible by funds received from the
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Rx

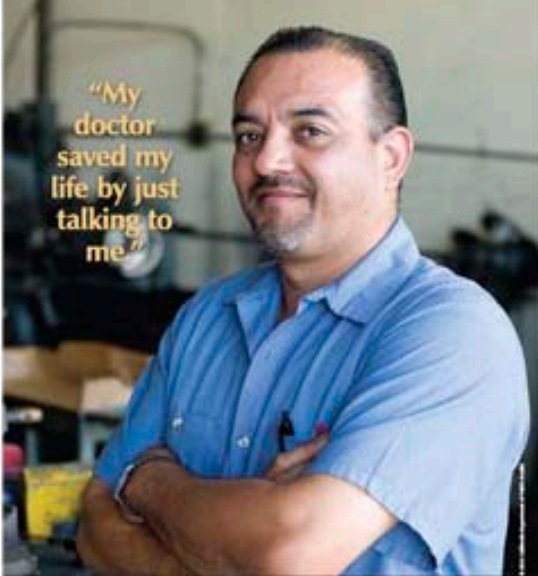
DIRECTIONS

**ASK EVERY PATIENT
ABOUT SMOKING.
REPEAT.**

FACT: MORE PATIENTS
QUIT SMOKING WHEN
A MEDICAL PROFESSIONAL
URGES THEM TO QUIT.

Ask all your patients about smoking.
Advise them to quit.
Refer them to **1-800-NO BUTTS**
for free telephone counseling.

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NoButts.org



"My
doctor
saved my
life by just
talking to
me."

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Provider Advertising Campaigns

You have a firsthand opportunity to prevent secondhand smoke.

Parents are the main source of smoke exposure in children and a major factor in whether adolescents start smoking.

ASK all your patients' parents if they smoke.
ADVISE them to quit.
REFER them to **1-800-NO-BUTTS** for **FREE** telephone counseling.

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FIRST 5 CALIFORNIA

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Pregnancy is when women are most likely to stop smoking.

You have a short window of time to impart some very sound advice.

ASK all your patients if they smoke.
ADVISE them to quit.
REFER them to **1-800-NO-BUTTS** for **FREE** telephone counseling.

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Benefits-Provider Advertising

- Less costly than consumer mass media advertising
- Multiplies quitline reach
- Educates health care providers
- Increases effectiveness of consumer messaging
- Attracts more potential customers

Challenges-Provider Advertising

- Reaching and motivating health care providers to action
- Provider is intermediary in referral process
- Measuring impact, particularly on consumer calls
- Cutting through the advertising clutter
- Changing media landscape



Target Audience: New Ad Campaign

- Drug and alcohol counselors
- Psychiatric nurses
- Licensed clinical social workers
- Marriage and family therapists
- Licensed clinical psychologists
- Physicians: family practice, internal medicine, psychiatry

Why Target Behavioral Health Professionals?

- Smokers with behavioral health conditions have smoking rates 2-4 times higher than the general population¹
- The majority of persons with mental illness and substance use disorders want to quit smoking and want information on cessation services and resources²
- Persons with mental illness and substance use disorders can successfully quit tobacco³
- Smoking cessation does not worsen psychiatric symptoms, and can actually improve them⁴
- Smoking cessation can enhance long-term recovery for persons with substance use disorder⁵



Additional Challenges

- Broad target audience
- Unproven target audience
- More education needed to motivate action



Core Message

- "People with mental illness and substance use disorders want to quit smoking, can quit successfully, and you can help them."



Campaign Objectives

- Increase awareness about the desire and ability to successfully quit smoking among patients with mental illness and substance use disorders
- Inform of the free cessation services and provider training and resources available from the Helpline
- Encourage patient referral to the Helpline when necessary

Call to Action

- Talk to your patients/clients about quitting smoking
- Visit www.nobutts.org for free training, information, and patient materials, or refer your patients/clients to 1-800-NO-BUTTS for free help quitting smoking



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Print Creative

You know he smokes. What you may not know is how badly he wants to quit.

People with serious mental illness die up to 25 years earlier, often from tobacco-related disease. Their desire to quit is stronger than you may think. Talk to them about it. For more help, refer them to 1-800-NO-BUTTS. And visit nobutts.org/quit for free training, resources, and patient materials.

Many addictions shatter lives. This one is more likely to end them.

More than half of patients in drug and alcohol treatment will die from tobacco-related disease. Smokers want to quit more than you may think. And they can. Talk to them about it. For more help, refer them to 1-800-NO-BUTTS. And visit nobutts.org/quit for free training, resources, and patient materials.

You know she smokes. What you may not know is how badly she wants to quit.

People with serious mental illness die up to 25 years earlier, often from tobacco-related disease. Their desire to quit is stronger than you may think. Talk to them about it. For more help, refer them to 1-800-NO-BUTTS. And visit nobutts.org/quit for free training, resources, and patient materials.

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Digital Ads





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Digital Ads



Campaign Channels

- Print Ads: Addiction Professional, California Psychologist
- Website Banner Ads: American Psychological Association, Medscape, Wiley Online Library
- Email: Addiction Professional e-Blasts, Advance for Nurses e-Blasts, National Association of Social Workers (NASW) e-Newsletter, Nurse.com e-Blast
- Direct Mail: National Association of Social Workers members in California, American Association of Marriage and Family Therapists members in California
- Added Value Placements



Schedule

- Print and digital advertising: February through September 2012
- Direct mail: February, April, June, and August 2012



Gross Impressions

- Print: 40,700
- Digital: 1,059,364
- Direct Mail: 51,632
- Added Value: 158,864
- **TOTAL:** 1,310,560



Campaign Offers

- Healthcare Provider Kit:
 - *Tobacco Cessation for Persons with Mental Illness or Substance Use Disorders* fact sheet
 - *Ready to Quit Smoking?* patient flyer
 - Helpline materials order form



Campaign Offers

■ Webinars

- April 24: *Smoking and Behavioral Health*
- July 31: *Latest Research & Promising Practices for Treating Tobacco in Smokers with Co-occurring Mental Illness*
- August 7: *Treating Tobacco Dependence in Smokers with Substance Use Disorders*

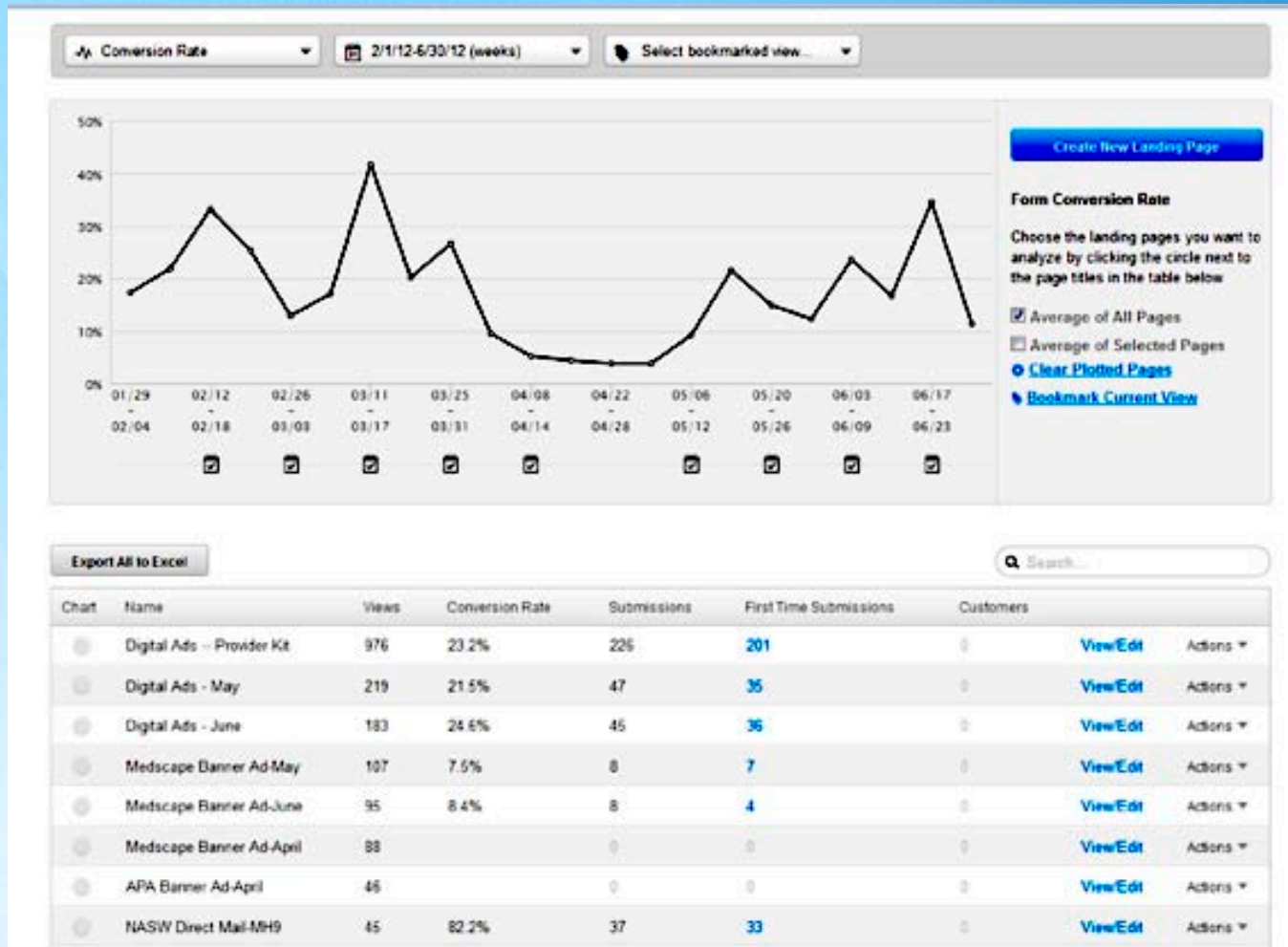


Evaluation Criteria

- Number of new leads generated
- Number of orders of Helpline promotional materials
- Number of webinar registrants

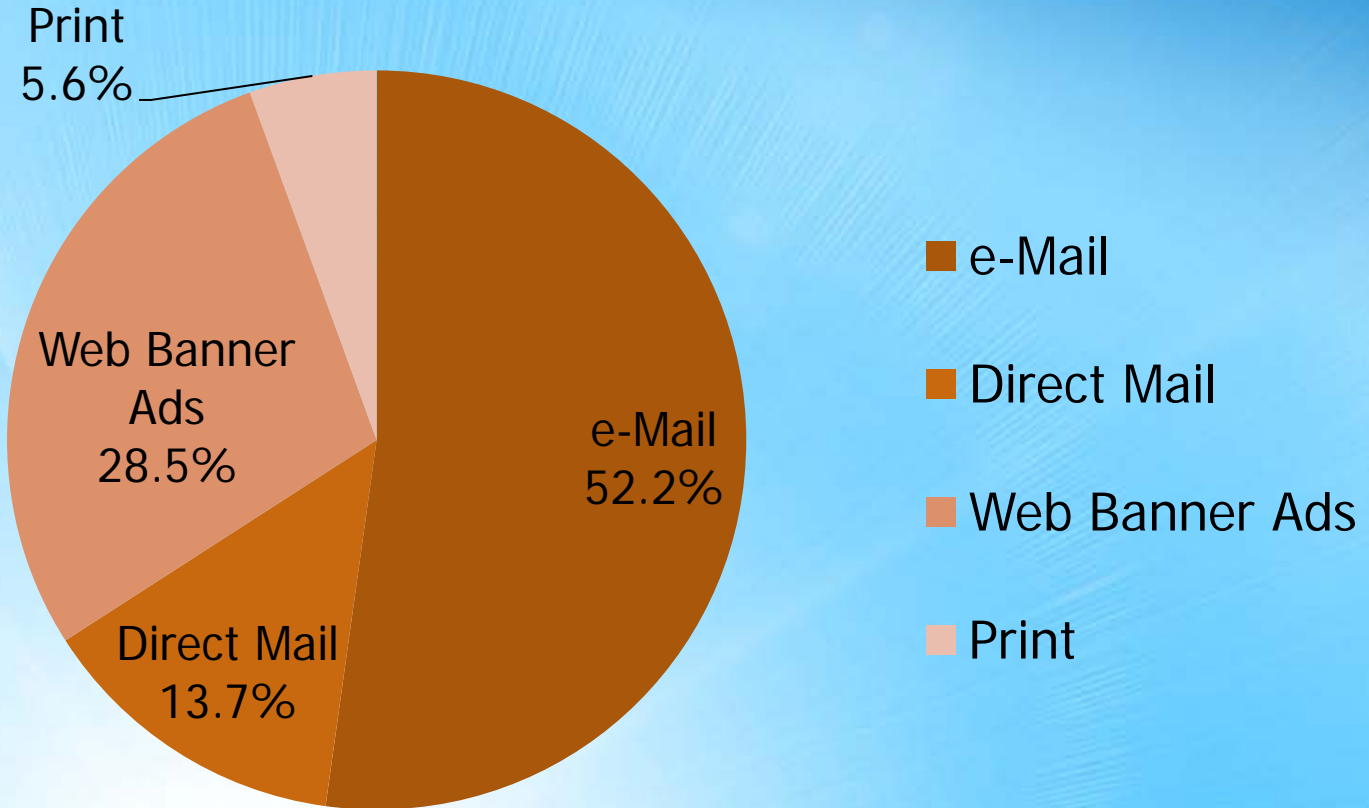


Marketing Automation



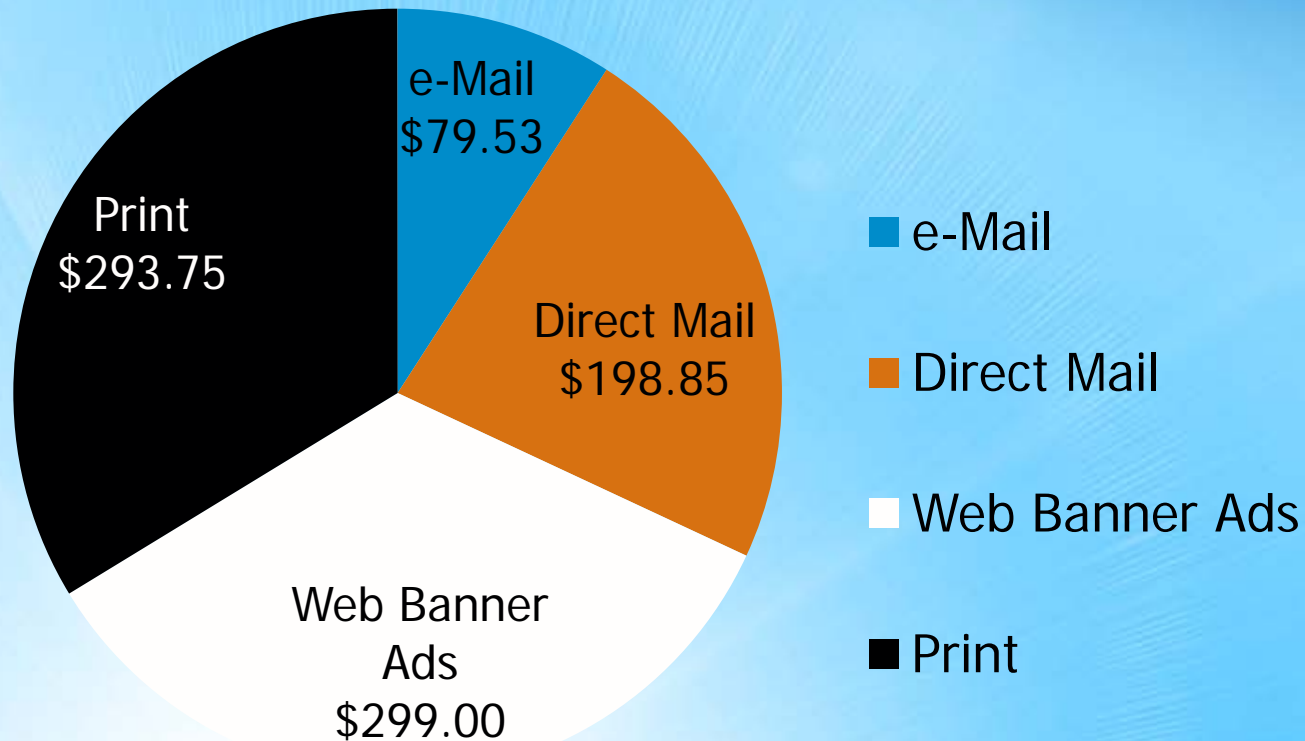


New Leads: 431



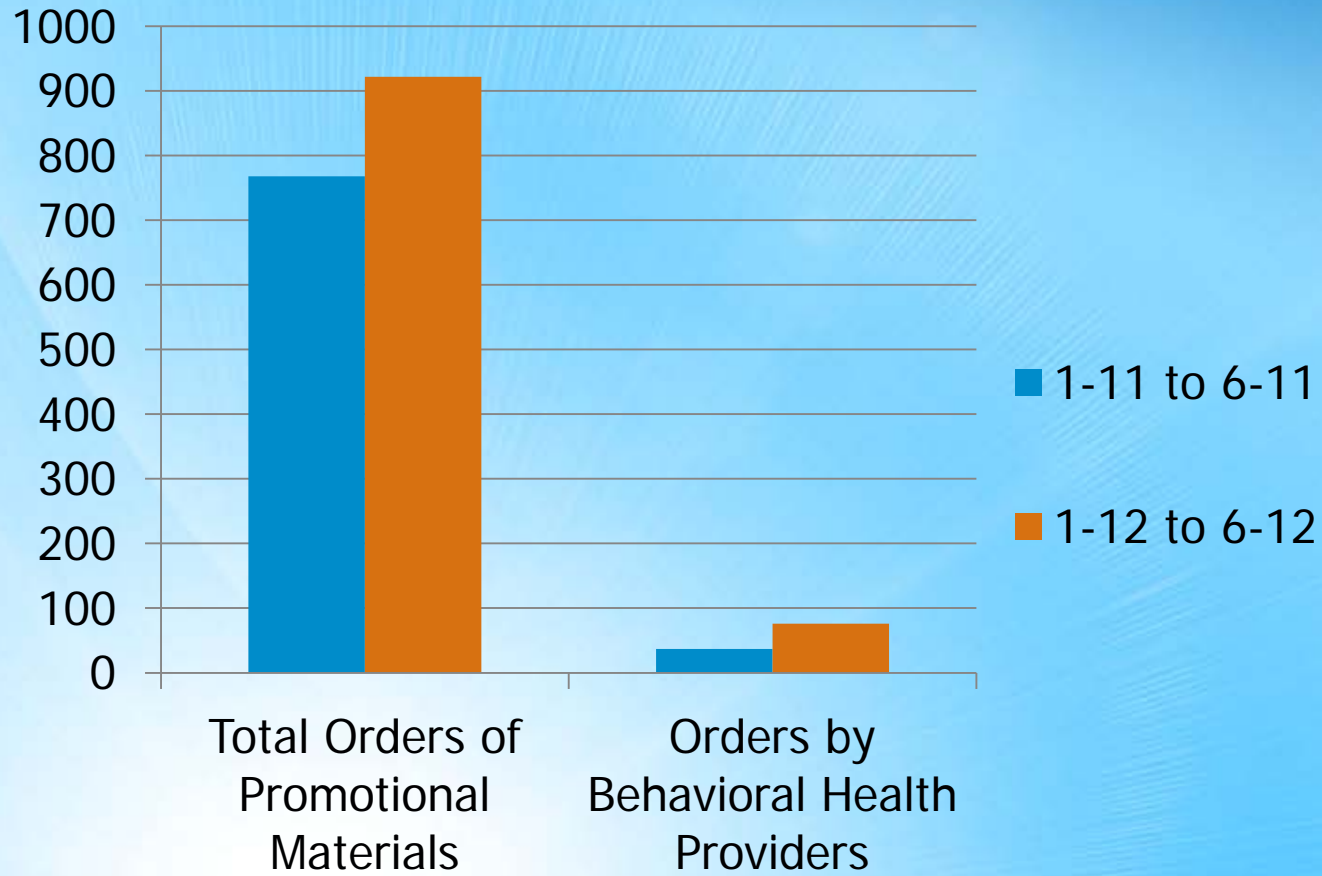


Average Cost Per Lead: \$170





New Customers



Keys to Effective Provider Advertising

- Target a specific audience with a relevant message
- Utilize specialized publishers that reach the target audience
- Combine a variety of media with more emphasis on online advertising and less on print
- Field test creative

Keys to Effective Provider Advertising

- Rotate creative frequently
- Keep campaigns short and impactful
- Offer a few relevant, compelling offers
- Develop measurable objectives
- Consider marketing automation

Future Directions

- Reduce or eliminate print advertising and increase spend on email, direct mail, and banner ads on a very carefully targeted websites
- Reduce campaign duration to 3 to 4 months
- Explore the use of social media, mobile advertising, paid Google AdWords advertising, and contextual advertising



Future Directions

- Create an e-commerce site for Helpline promotional materials that integrates with marketing automation software so that customer conversions can be more easily and accurately tracked
- Consider transitioning to a webinar program that integrates with marketing automation so that webinar registrants and attendees can be more easily and accurately tracked



Future Directions

- Utilize marketing automation to better track effectiveness of traditional outbound marketing strategies – trade shows, presentations, and other in-person events.



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Questions?



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Contact Information

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