



| Promotion, NRT Campaigns, and Media Coordination: Recommendations for States |

NAQC gathered recommendations and implementation considerations from quitline service providers and media agencies to support states in planning and implementing supplemental media activities. The following suggestions reflect operational experience and professional perspectives shared during recent discussions. They are intended to inform state planning and should be considered alongside each state's campaign objectives, available quitline services, and evaluation requirements.

Campaign Strategy and Audience Targeting

- **Define the primary audience and objectives** for each campaign, including whether the goal is to reach the general population or specific priority populations.
- **Balance targeted outreach with broad population reach.** Consider audience size, media costs, and expected cost per enrollment when selecting channels and targeting strategies, particularly for smaller priority populations.
- **Coordinate with the national *Tips From Former Smokers*® campaign** to maximize the impact of supplemental funding (Tips 2027 anticipated late February – September). Consider opportunities around the New Year, when interest in quitting is often high, and digital campaigns during March and April to reinforce national messaging.
- **Consider campaign timing carefully.** Avoid launching new media flights during holiday weeks when engagement may be lower, while recognizing opportunities associated with New Year's resolutions.

Messaging and Calls to Action

- **Promote free nicotine replacement therapy (NRT)** whenever possible. Quitline service providers consistently report that free NRT promotions increase call volume and online enrollments, although some have observed smaller increases in recent years compared with historical trends.
- **Emphasize that quitlines support people who smoke and vape.** Include messaging about available services for vaping cessation, as many people remain unaware that quitlines provide this support.
- **Address dual- and multiple-product use**, particularly among youth and young adults. Messaging should communicate that quitlines can support people using different commercial tobacco and nicotine products and meet individuals where they are.
- **Use a clear, focused call to action (CTA)** for each advertisement. Avoid presenting multiple competing options within a single message, particularly when reaching younger audiences. Align the CTA with the campaign objective and the services being promoted.
- **Consider both telephone and digital enrollment pathways.** Select the most appropriate CTA based on the target audience, media channel, and available quitline services.

Media Planning and Service Provider Coordination

- **Engage quitline service providers early in campaign planning.** Whenever possible, provide at least two weeks' advance notice of planned media buys so providers can prepare for potential changes in service demand. Digital campaigns may allow greater flexibility and shorter planning timelines.
- **Share detailed campaign plans** with service providers, including:
 - Overall campaign start and end dates and specific media flights.
 - Target populations and languages.
 - Media channels and planned calls to action (telephone, digital enrollment, NRT).
 - Expected media intensity, including pulsing strategies that can spike volume.
 - Dates of planned changes in advertising creative or media placement during the campaign.
- **Communicate changes in campaign activity.** Service providers report that new advertisements and changes in media flights can produce increases in enrollment volume, sometimes unexpectedly. Advance communication helps providers anticipate demand and interpret changes in utilization.

Measurement and Campaign Optimization

- **Identify measurable campaign objectives and outcomes** during planning. In addition to call volume, consider online registrations, text-based enrollment, and other digital engagement measures relevant to the promoted services.
- **Monitor cost per enrollment and other performance indicators** to inform media placement, audience targeting, and campaign adjustments.
- **Assess the effects of campaign timing, messaging, and media intensity** on service utilization. Coordinate with service providers to interpret changes in enrollment patterns, particularly during NRT promotions or changes in media flights.
- **Consider additional measures of digital engagement** as more people access tobacco treatment services through online and technology-mediated pathways. Distinguish between engagement with campaign materials and actual enrollment in treatment services.

To further support your planning efforts, we have included two NAQC resources:

- **[Earned Media Guide: An Overview for Quitline Programs](#)**
This practical resource is designed for state, provincial, territorial, and local government professionals working in tobacco control and quitline programs. It offers strategies, templates, and examples to help strengthen media presence, build sustainable communications systems, and highlight the impact of quitline services.
- **[Social Marketing for the Digital Age: An Overview for Quitline Programs](#)**
This guide provides practical guidance for developing and implementing digital social marketing campaigns. It is designed to help quitline programs align digital marketing strategies with program goals and priority audiences while following social marketing best practices.

Disclosure

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