ABOUT THE CAMPAIGN

In 2010, the Colorado Department of Public Health and Environment (CDPHE) received grant funding from the American Recovery and Reinvestment Act to develop an outreach campaign to motivate Medicaid and pregnant populations to call the Colorado QuitLine, an evidence-based tobacco cessation program. The consumer campaign will launch statewide Oct. 4, 2010.

This focused, evidence-based outreach campaign was developed by a work group made up of health and marketing experts and health care providers from across Colorado. The work group developed outreach tactics and materials designed to appeal to the unique barriers and life situations of the targeted populations. These materials will help educate and motivate your Medicaid and pregnant patients who smoke to call the Colorado QuitLine and quit smoking for good.

CAMPAIGN MATERIALS

The enclosed kit of campaign materials is arriving this week at clinics and offices in every county of Colorado. It contains a variety of promotional materials in English and Spanish for your use with Medicaid and/or pregnant patients, including:

- Brochures
- Posters
- Table tents
- Fax referral form
- Mommy kits (pregnant only)
- Mint packs

You may order additional campaign materials FREE from www.cohealthresources.com. Simply use the drop-down menu, search field or left-hand navigation panel to locate the materials you would like. There is no charge for shipping and the items will be delivered to you within two business weeks. Additional campaign assistance, including content for newsletters, bulletins, fact sheets and e-mail blasts, is available under the Digital Resources section at www.cohealthsource.org.

WHAT CAN YOU DO?

Colorado partners like you are the most important factor in the success of this outreach campaign. Your daily contact with pregnant women and Medicaid recipients gives you the opportunity and the credibility to refer those who smoke to the Colorado QuitLine. Please help by distributing these materials to your patients who are ready to quit smoking. Together, we can increase the number of Colorado smokers who have successfully quit tobacco.

For a successful campaign launch, we ask that your organization begin using and displaying these materials by Oct. 4th to coincide with our other campaign tactics. Shortly after the launch of this campaign, members of the outreach work group will contact your organization to follow up on your use of these materials. Other outreach tactics supporting this campaign include the “Dear Me” television campaign, online banner advertisements, bus shelter ads, a direct mail campaign and a paid search campaign.

FOR MORE INFORMATION

Representatives from the following organizations are a resource to you in implementing the campaign. If you have any questions, please contact the organization lead listed below or Mandy Bakulski at mandy.bakulski@state.co.us or (303) 692-2495.

CONTACT INFORMATION FOR CAMPAIGN LEADS

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