



Promotion Alert

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www.NAQuitline.org
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Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations and services.

EX Campaign to Begin Late March *NAQC's plans to keep members informed*

Following the American Legacy Foundation's EX Launch Briefing and Alliance Interest meeting on January 10-11, NAQC is preparing to send members a series of promotion communications leading up to the late-March launch of the EX Campaign. Based on feedback we've received from members, we are working with Legacy to gather the following information. (*We may not be able to provide all items listed here but will share information as it becomes available.*)

- Background used to create the campaign (goals and objectives, theories, pilot results and formative research)
- Information on when the ads will run and how often
- Duration of the campaign and frequency
- The "call to action" promoted in the ads
- Target audience
- Ad content
- Best estimate of potential impact on quitline calls
- *Frequently Asked Questions* and potential areas of concern
- Evaluation plan

A *NAQC Promotion Communiqué* on the launch of the EX Campaign will be sent to members by January 28. NAQC plans to send at least monthly updates after that leading up to and following the March launch of the campaign. Frequency of the communications will depend on available information.

For more information on NAQC's efforts to coordinate national quitline promotions, contact Randi Lachter at rlachter@naquitline.org.