



Promotion Communiqué

January 2008
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Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations and services.

The Oprah Winfrey Show to Promote Cessation

Potential Promotion of 1-800-QUIT-NOW on Jan. 22 Show

On Jan. 16, the *Oprah Winfrey Show* will tape a show on the health effects of smoking, encouraging viewers to quit. ***At present, 1-800-QUIT-NOW is written into the show's script.***

While there are no guarantees that 1-800-QUIT-NOW will be featured in the final show, which is scheduled to air on Jan. 22, we wanted to share all of the details known to date about this potential promotion of 1-800-QUIT-NOW. As we learn more, we will continue to share information promptly with NAQC members.

In addition to the details about the *Oprah Winfrey Show*, we are also including recommendations for quitlines for potential call volume increases. NAQC's project, Building Consensus: National Quitline Promotions and its draft coordination plan to which NAQC members, Advisory Council and partners contributed inform these recommendations. Strategies were also pulled from earlier work by NAQC and its members completed to prepare for the November 2005 ABC *Quit to Live* campaign, which followed the death of Peter Jennings.

Lastly, included in this communication are suggestions for data quitlines can collect to help track and understand the impact of national promotions of 1-800-QUIT-NOW. These recommendations are also informed by the draft coordination plan.

What We Know

- *The Oprah Winfrey Show* on cessation will tape on Jan. 16, 2008.
- At present, 1-800-QUIT-NOW is written into the script.
- The show is slated to air on Jan. 22, 2008 (*Please note: it is always a possibility that this date could change if other news and events deem a schedule change.*)
- The show will feature Dr. Michael Roizen and Dr. Mehmet Oz, who appear frequently on the show to discuss various health issues. These doctors also operate the Web site RealAge.com, which will be featured on *The Oprah Winfrey Show* Web site (<http://www.oprah.com/>).
- The RealAge Web site (<http://www.realage.com/>) will feature 1-800-QUIT NOW as part of the site's Stop Smoking Center. The Stop Smoking Center is a new resource on the RealAge site that will likely launch sometime the week of Jan. 14.
- RealAge.com's Stop Smoking Center will likely feature a link to the NAQC World Quitline Map.
- As part of the launch of the Stop Smoking Center, RealAge will be sending a "Tip of the Day" e-blast to its 8.5 million members to promote the new smoking cessation resource. RealAge has shared that its e-blasts typically generate a tremendous amount of traffic and activity.
- Sometime the week of Jan. 14, *The Oprah Winfrey Show* will feature a promotion on its Web site about the following week's shows, including the show on cessation.



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- *The Oprah Winfrey Show* and RealAge.com have been in contact with several national organizations, including CDC, NCI and The American Legacy Foundation to obtain resources for the show, including smoking-related images. NAQC has also provided resources on quitlines to share with the *Oprah Winfrey Show* and RealAge.com.

What We Are Working to Learn More About

- Estimated traffic generated by past e-blast “Tip of the Day” promotions to RealAge’s 7.5 million members.
- Whether, 1-800-QUIT-NOW is mentioned in the taped show (*Please note: Even if 1-800-QUIT-NOW is mentioned, it does not mean 1-800-QUIT-NOW will be in the final, aired show*).
- Whether the *Oprah Winfrey Show* Web site will feature 1-800-QUIT-NOW.

Recommended Operational Strategies to Handle Surges

Based on NAQC members’ experience with previous call surges and extensive knowledge of the day-to-day operations of quitlines, following are examples and information on staffing, service level and technological options that can be considered to address surges.

Staffing Options	Service Level Options	Technology
<ul style="list-style-type: none"> • Shift staff roles (e.g. all staff answer intake calls and schedule counseling calls at a later date) • Reduce the number of outbound calls scheduled for the affected time period • Bring in temporary staff for registration • Hire part-time staff • Use on-call counselors • Adjust staff schedules to cover the affected time period 	<ul style="list-style-type: none"> • Adjust counseling protocol (e.g. single session counseling or shorten call times) • Identify self-service options (e.g. ask those who want information only to leave a message) • Create a waiting list by taking down contact information only • Triage callers based on disposition (i.e. tobacco users, proxies, health care providers, etc.) or interest in quitting. • Adjust amount of NRT being offered or eligibility to receive it if limited supply is a concern • Send materials only and require call-back for counseling • Limit eligibility for counseling services 	<ul style="list-style-type: none"> • Direct callers to the Web for registration • Explore the use of Interactive Voice Response systems • Provide menu options to facilitate triage



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Recommendations for Data Collection

To continue to learn more about the impact of national promotion of 1-800-QUIT-NOW, following are recommendations for data to collect as a result of any promotion of 1-800-QUIT-NOW on *The Oprah Winfrey*:

- Total calls received by number (e.g. 1-800-QUIT-NOW, unique state numbers)
- Total calls answered live
- Number of tobacco users calling for self
- How callers heard about the quitline (may require adding an item to the response options)
- Enrollment or registration rates by type of service (e.g. brief, proactive, etc.), if possible

Other potential data to collect could include:

- When calls were received (Days of the week, time of day, other)
- Types of callers (e.g. tobacco users, proxies, health care providers, employers, other)
- Service levels (e.g. percentage of calls answered within 30 Seconds)
- Demographics (to help assess the ads appeal to different audiences: gender, race, ethnicity)
- Other promotional factors that may have contributed to call volumes during the promotion (state-level promotions (paid and earned), NRT offers, policy changes, others)

For more information or with questions, contact Brenda Bryan at bbryan@naquitline.org