

Innovating to Build Consumer Demand for Tobacco Cessation Products and Services:

An Extraordinary Opportunity

Consumer Demand Roundtable Session Two

February 1-2, 2006

Academy for Educational Development

Washington DC

The Problem:

Smokers slow to adopt proven cessation products and services – most smokers want to quit, try to quit, only 20-30% use effective cessation aids.

Our Aims:

Identify breakthrough opportunities to substantially increase treatment use and population quit rates and eliminate disparities.

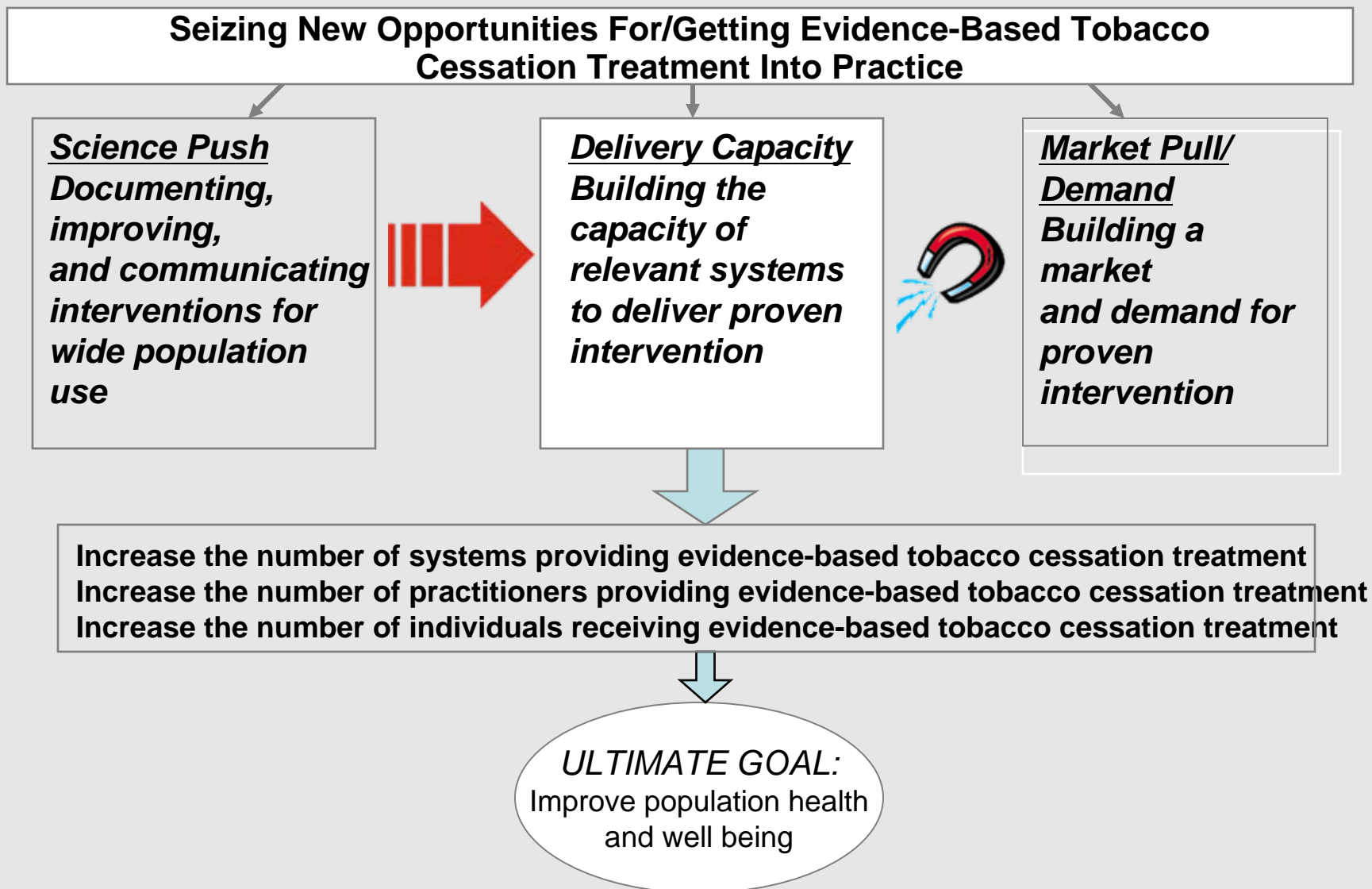
Roundtable Roadmap: Initial Plan

Session 1: Understand the problem, brainstorm solutions – focusing on the consumer (December 2006)

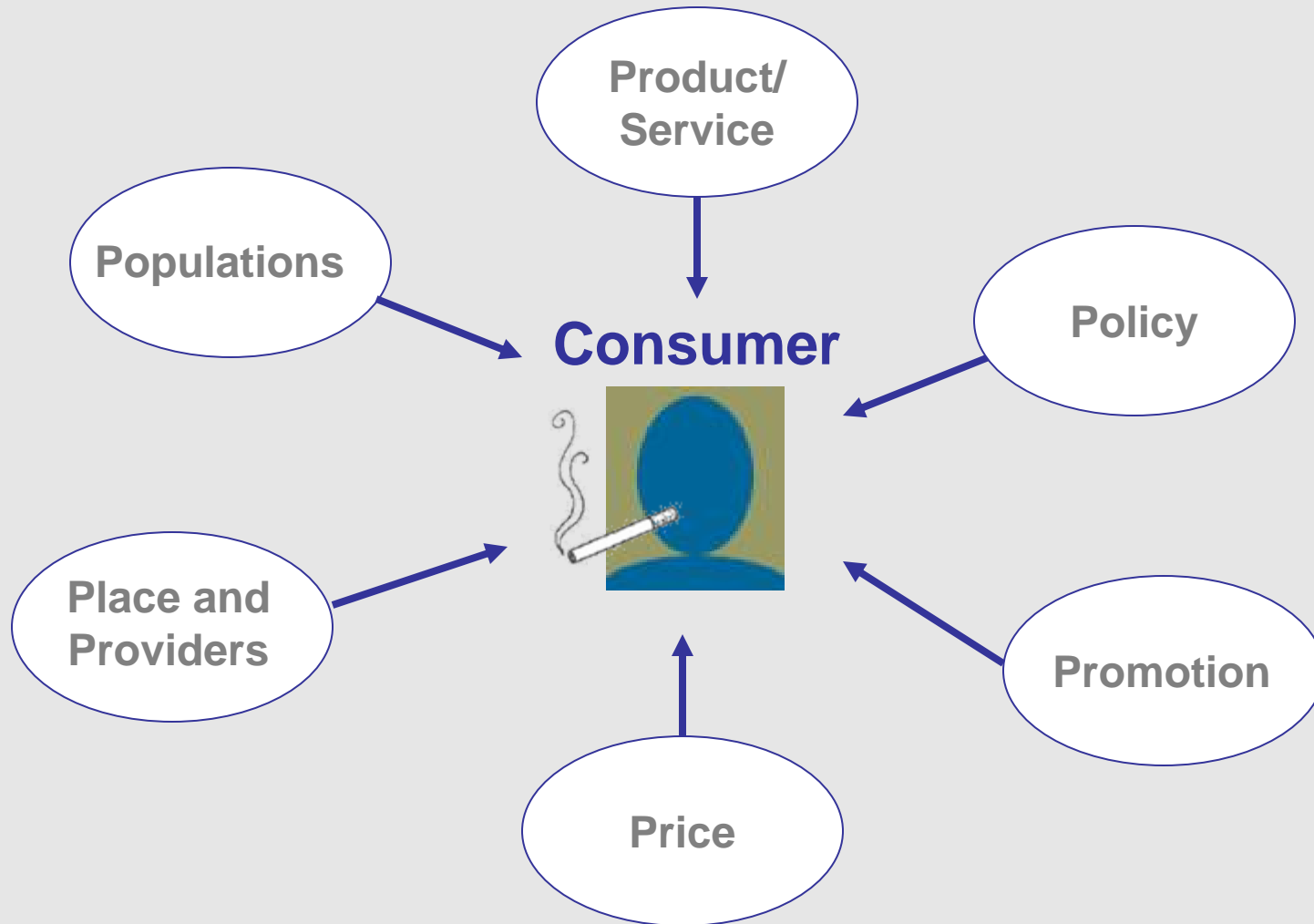
Session 2: Explore solutions – expanding the focus (February 2006)

National Conference: Catalyze changes in R&D, product design/marketing, research funding, practice and policy to make a difference within 3 years (April 2006)

Roadmap for Translating from Research to Practice



The 6 P's



Much To Be Gained From Social Marketing and Promotion

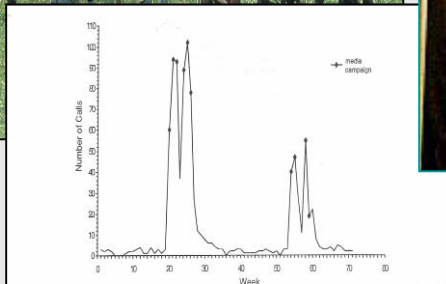
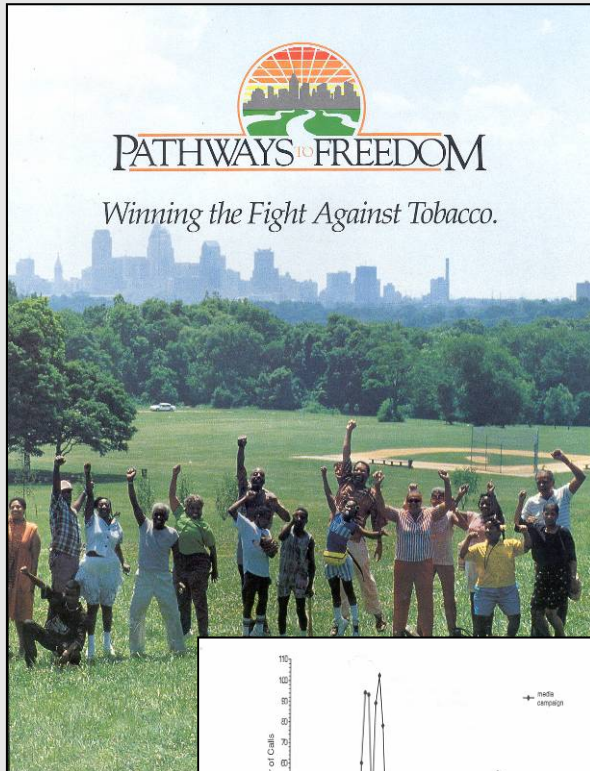


FIG. 1. Distribution of smoker calls from African Americans by week. Refer to Table 2 for dates corresponding to week number.

Robinson et al, Boyd et al, 1998



Legacy
American Legacy Foundation

*To my family,
Smoking is taking years off my life. Guess
I should be spending with you. I'm heavy.
My love for you still not go with me, it will
grow inside you all.*

*To my children,
I don't want you to be sad! Remember me,
and forgive me for leaving you so soon. When
it's over, mom will just be sleeping.*

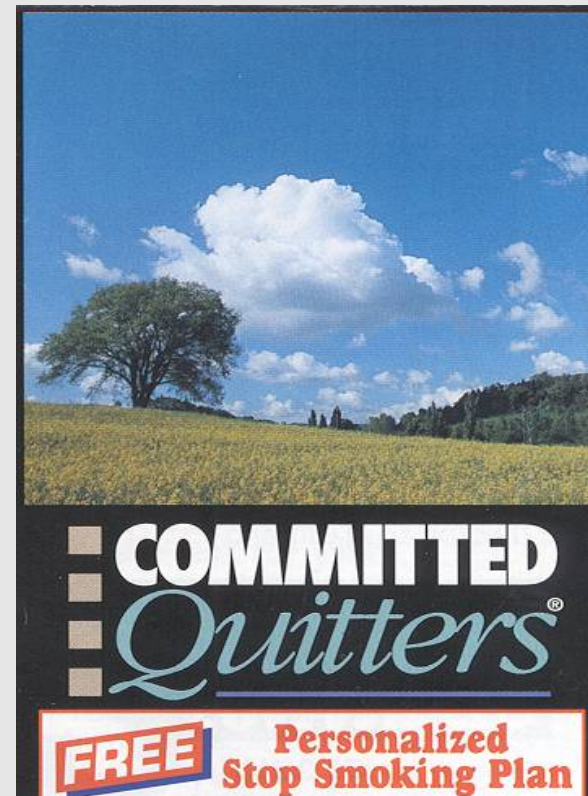
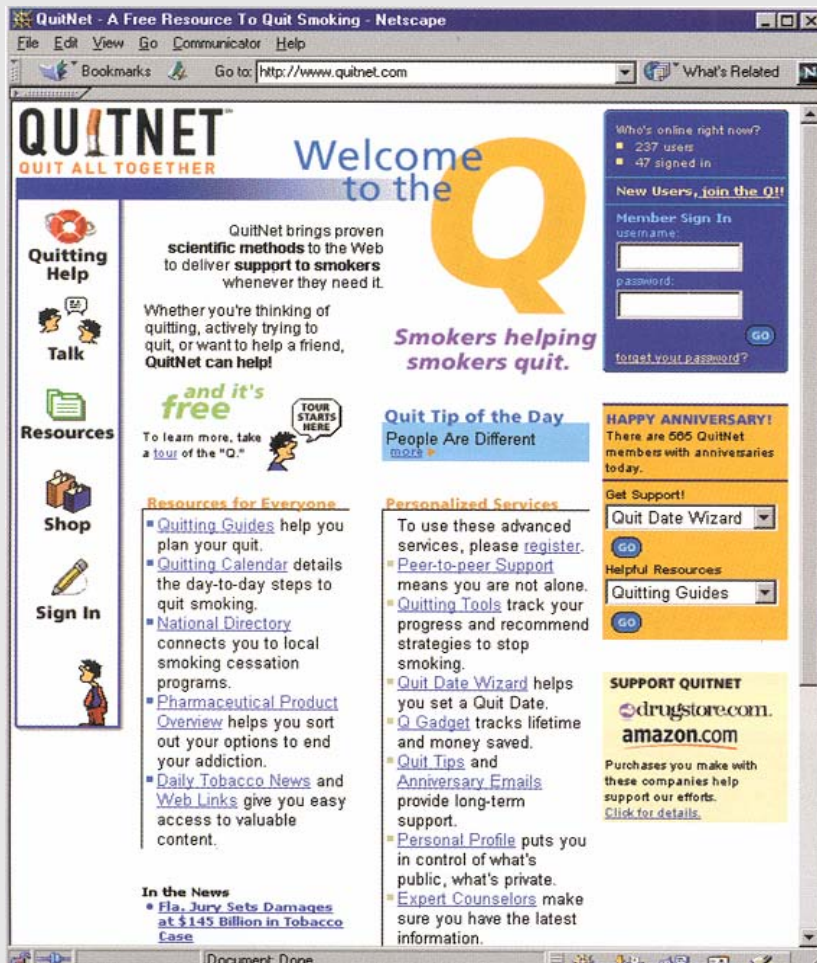
*To the tobacco companies,
My name is Clemona.
I have emphysema from smoking. You
stole my dignity. You killed the spirit of a
beautiful young woman. And she won't
get to come. For that, you should be sorry.*

*For information on quitting smoking,
call 1-800-4-A-LEGACY
or visit www.americanlegacy.org.
Every breath counts.*

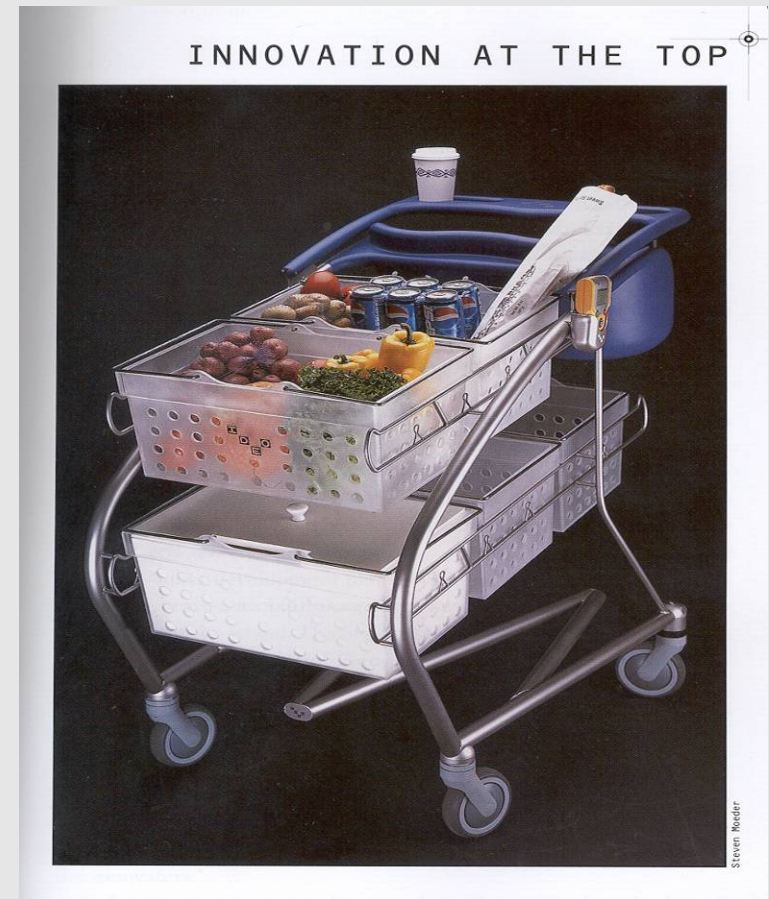
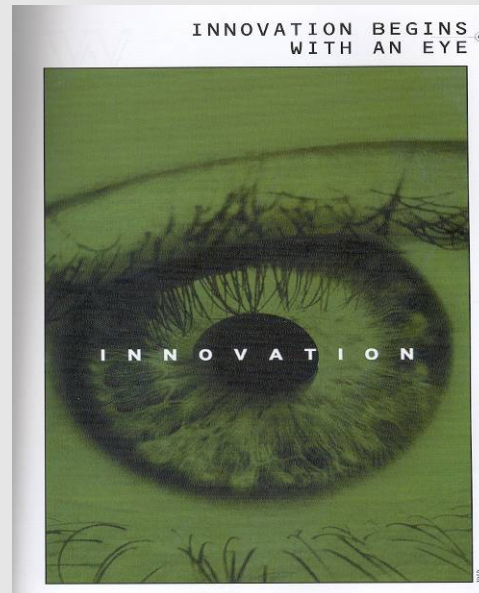
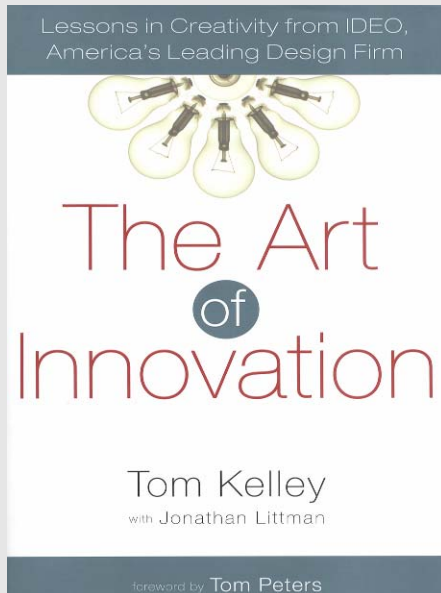
The Competition is Getting Stiffer



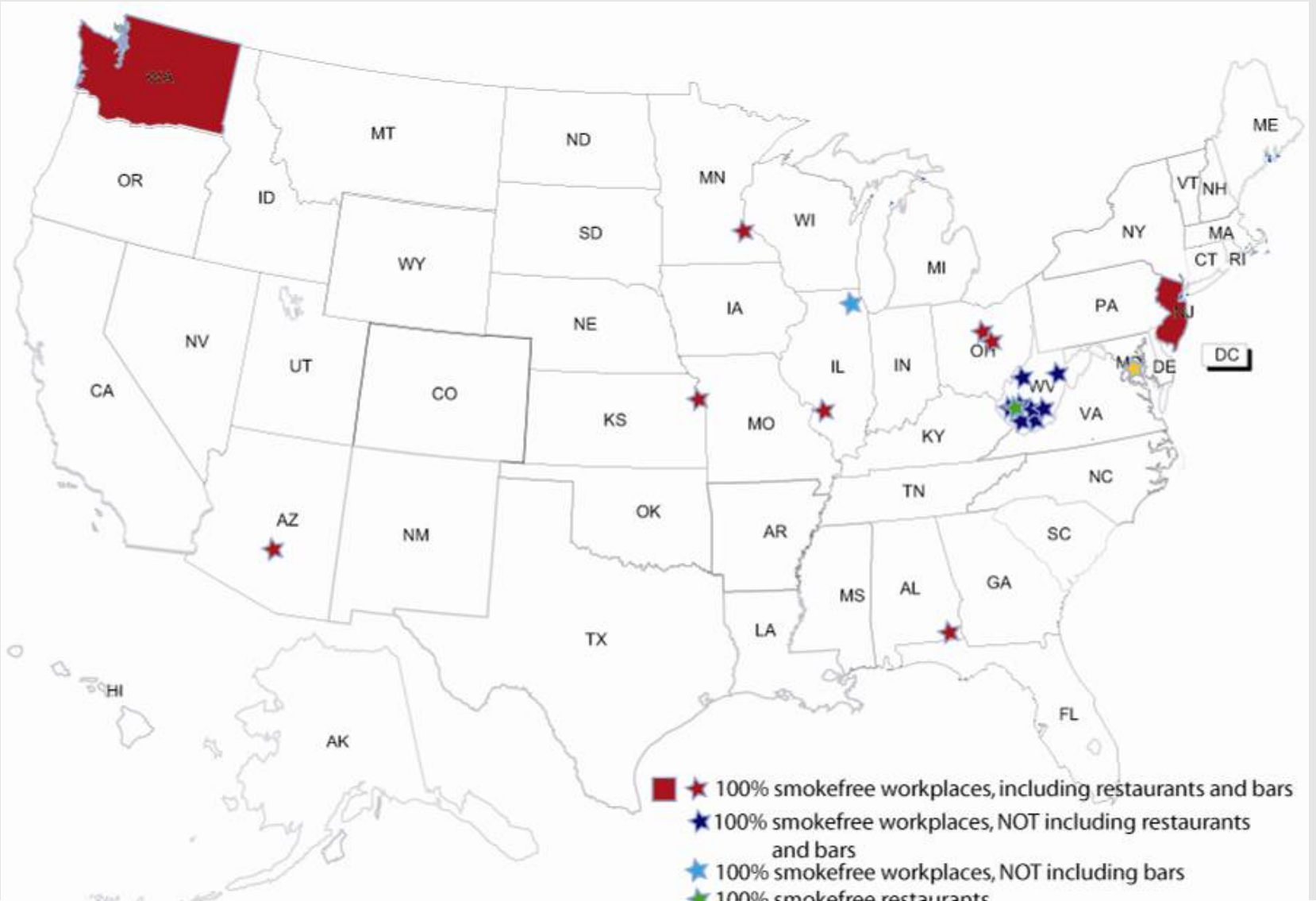
Redesigning Treatments For Wider Use and Appeal



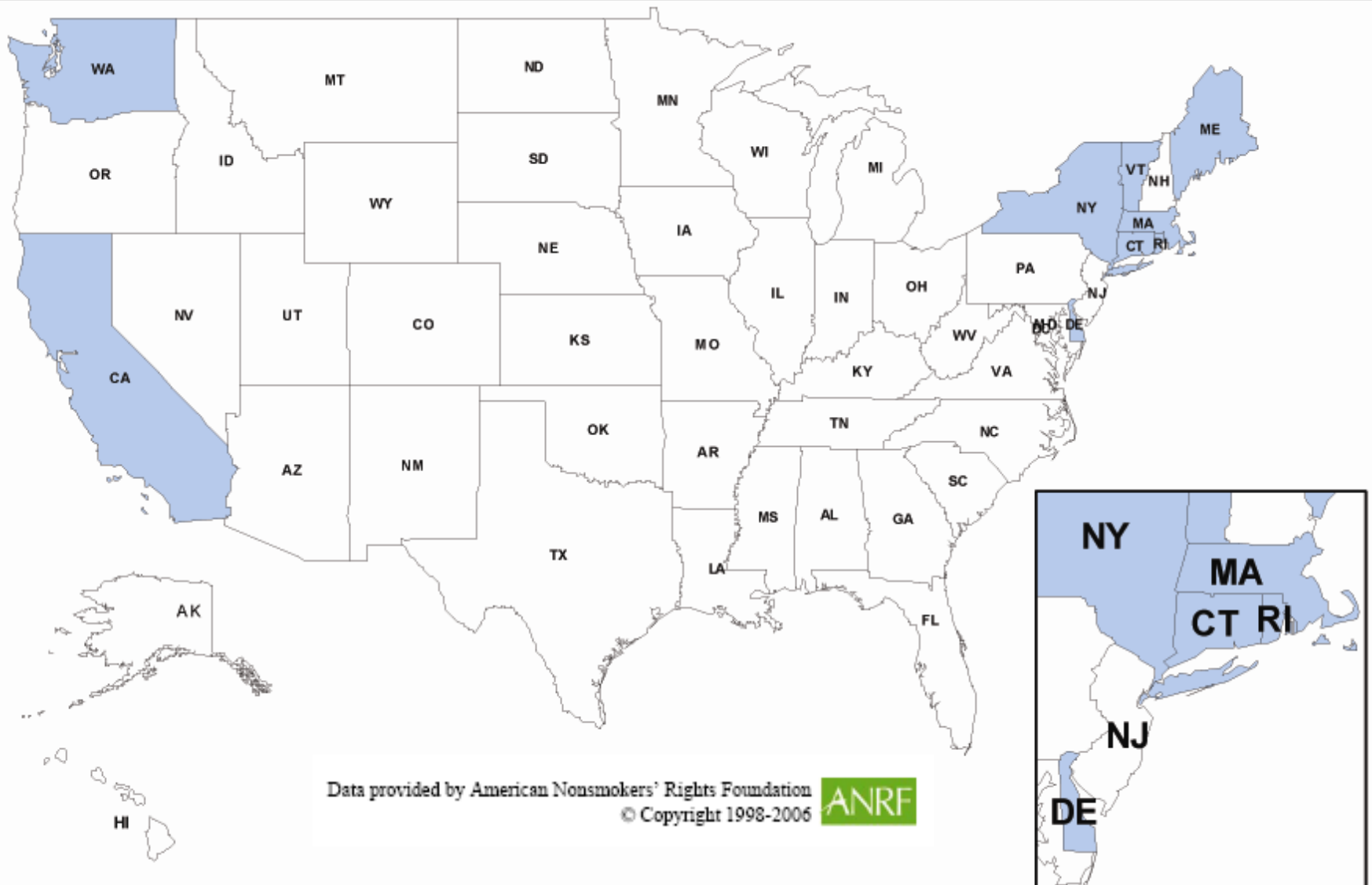
Need For Bolder Innovation: Discovering Quitters' Latent Unmet Needs



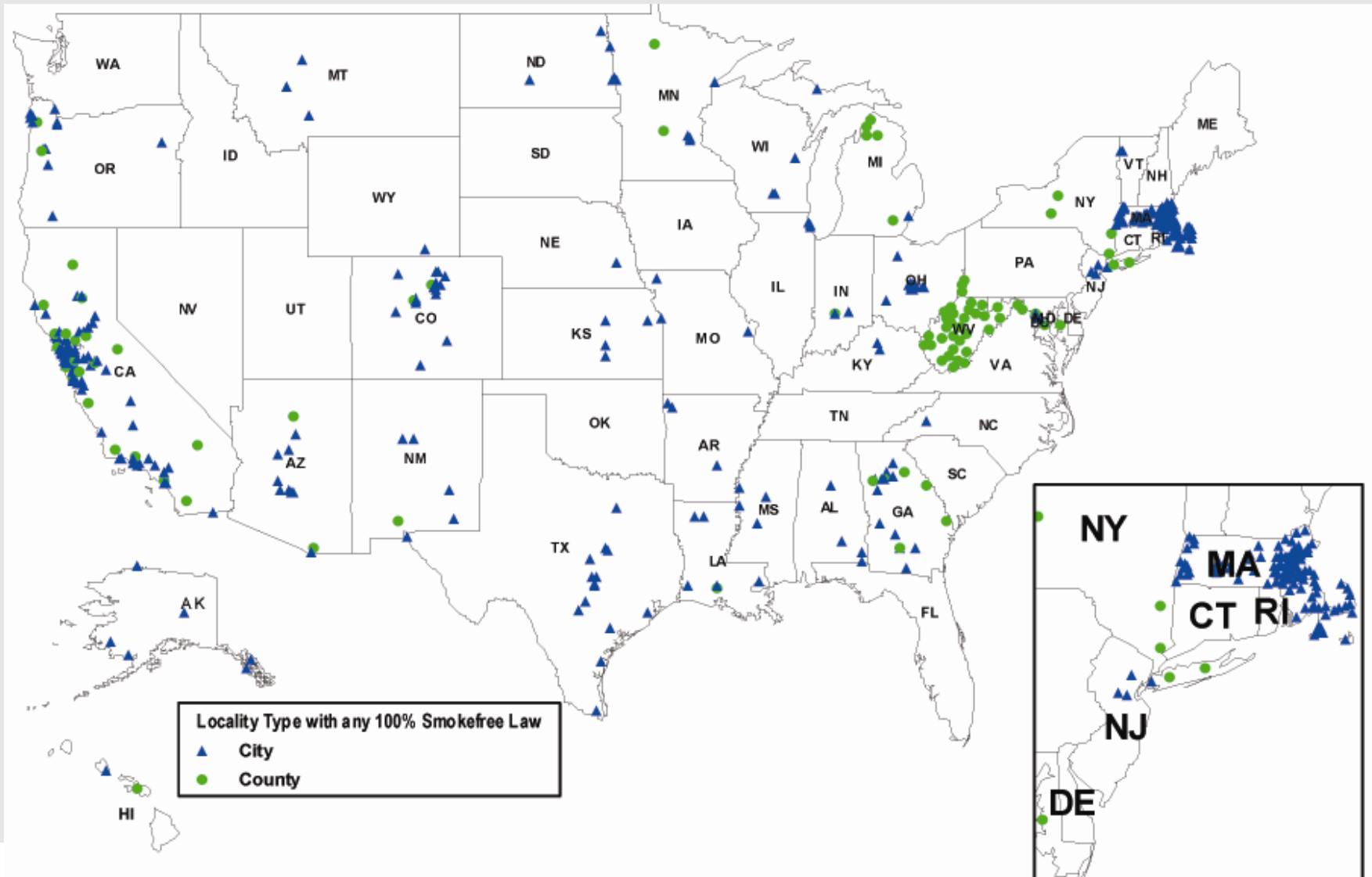
■ 100% smokefree workplaces, including restaurants and bars
 ★ 100% smokefree workplaces, NOT including restaurants and bars
 ★ 100% smokefree workplaces, NOT including bars
 ★ 100% smokefree restaurants



100% Smokefree States



Smokefree Cities and Counties 2006 any 100% Smokefree Law



Good News

- 39% of U.S. population covered by any clean indoor air law
- Moving towards a tipping point

Reaching a Tipping Point

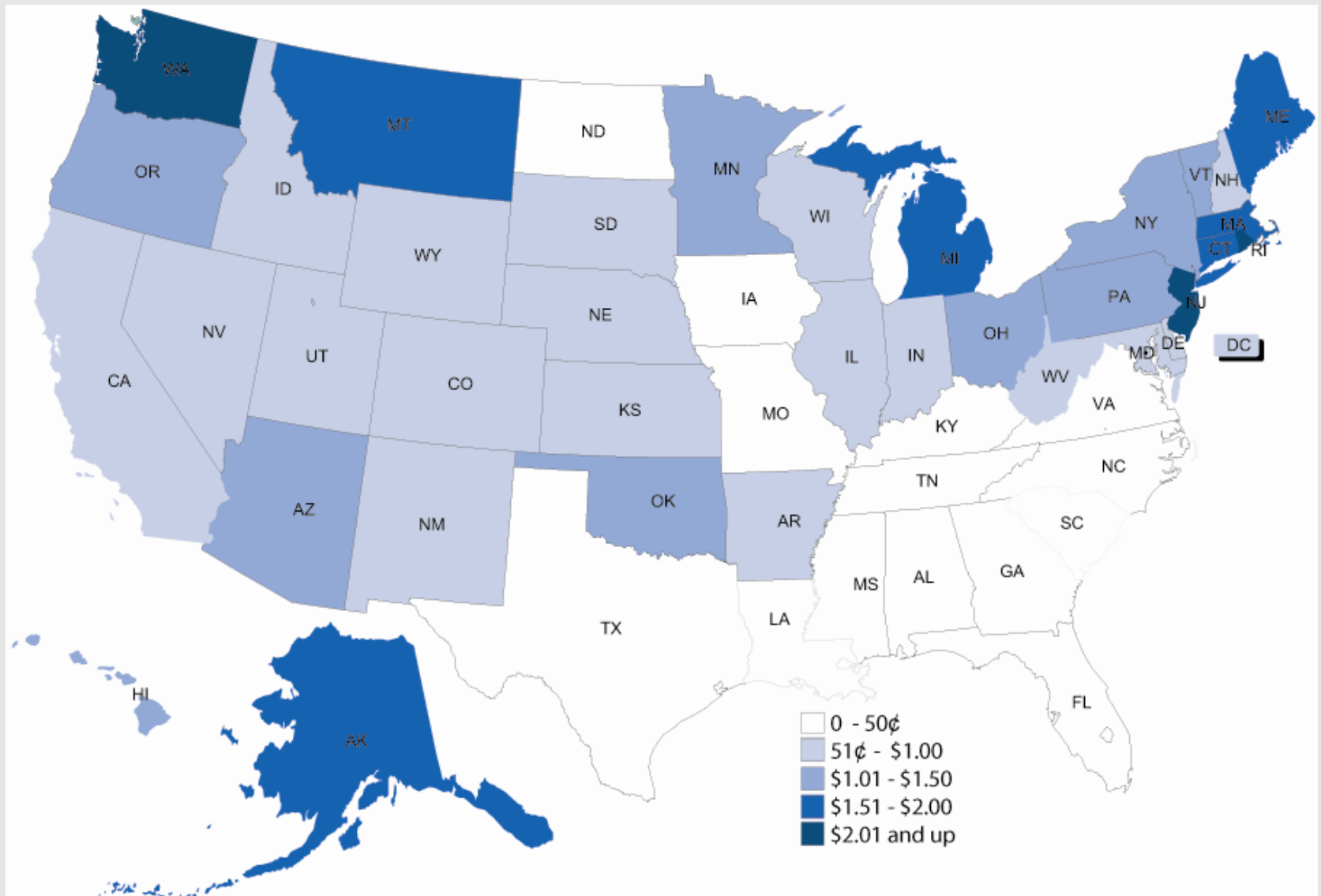
Breathe.

Proud to be the first smoke-free major hotel brand in the U.S.

This is how it should feel.SM

WESTIN
HOTELS & RESORTS®

State Cigarette Excise Tax Rates

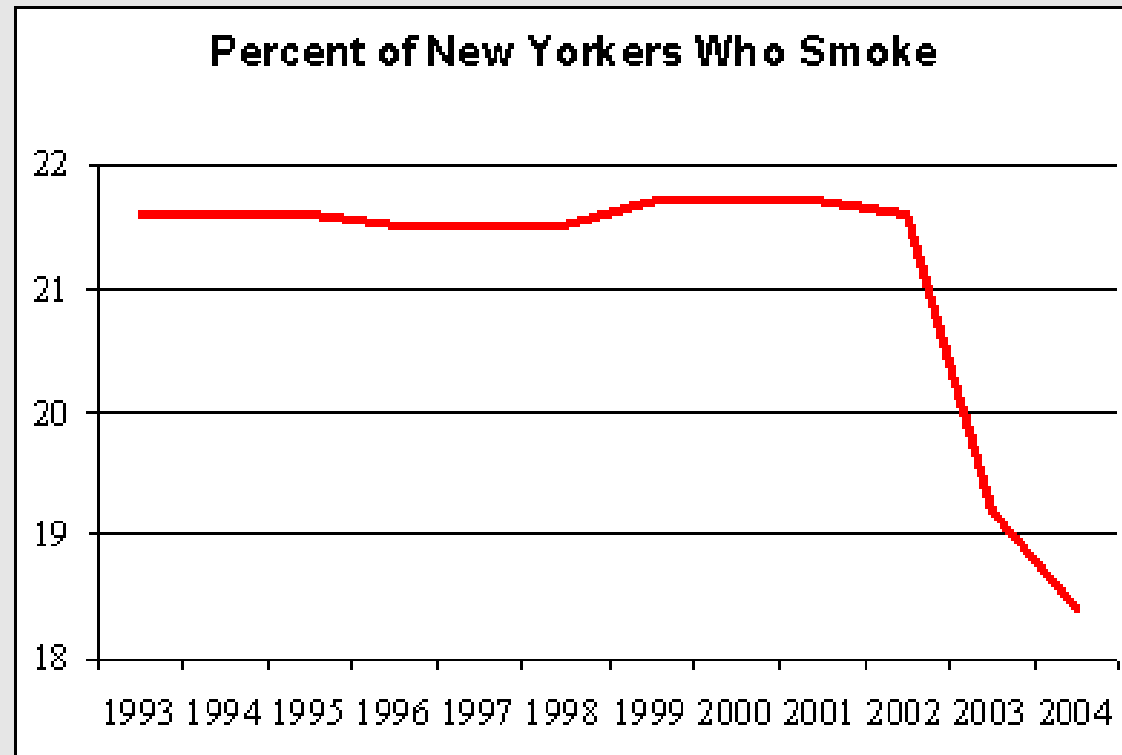


[illegible]

New York City

*“Coordinated policies and actions can stop the nation's leading epidemic. The increase in the **cigarette tax**, **implementation of the Smoke Free Air Act**, our **nicotine patch distribution program**, and public education about the health risks associated with tobacco have prevented literally tens of thousands of premature deaths.”*

- Commissioner Thomas R. Frieden, MD, MPH
NYC Department of Health and Mental Hygiene



Highlights from Roundtable 1 Discussions, Survey Results and Feedback

Reframe the cessation process -- quitting as a journey, coaching vs.. counseling, NRT misconceptions, story-telling

Establish a “seal of approval” for proven products and services

Find new ways to market cessation products/services to underserved low-income and racial/ethnic minority populations

Find new ways to "design for demand" -- to make proven products/services more appealing and engaging (involve consumers, apply IDEO design process)

Build ongoing relationships with smokers (and their supporters) to reach them before, during, and beyond their quit journey

Establish databases of smokers and reconnect with them periodically -- "viral marketing"

Improve surveillance of quitting and treatment use: what gets measured gets changed

Highlights from Roundtable I Discussions, Survey Results and Feedback (cont')

"Connect the dots"

- Link multiple different treatment products and services (quitline, medication, counseling, on-line)
- Take better advantage of policy changes (e.g., clean indoor air laws, tobacco tax increases, coverage expansions)

Increase demand among employers, insurers and health plans: the meta-consumers

Build the momentum: move from ideas to action

Find ways to embed and refine innovations in existing work -- opportunistic innovations, prototypic successes, early wins

Keep group small enough for initial consensus/progress, but expand to a wider group of stakeholders

Develop enduring leadership (funding) for the consumer demand movement

Roundtable II Agenda

Today

New background

- Quitting as a journey, engaging pre-quitters, social supporters
- Building demand among employers and health plans

Moving from Inspiration to Action

- Increasing consumer demand -- upcoming opportunities/laboratories (marketing)
- Breakthrough groups: moving from inspiration to action (varied innovations)

History in the making: Video postcards

Roundtable II Agenda (con't)

Tomorrow

Designing for Demand (and Leadership) -- IDEO (small groups)

From Imagination to Implementation: Putting innovations into practice

Reflections and Planning for April Roundtable and Fall conference

Roundtable Roadmap: Revised Plan

Session 1: Understand the problem, brainstorm solutions – focusing on the consumer (December 2006)

Session 2: Explore solutions – expand the focus, *identify innovations and opportunities* (February 2006)

Session 3: *Move forward with innovation – prototypes, results and action plans, a wider group of stakeholders* (April 2006)

National Conference: Propose and catalyze changes in R&D, product design/marketing, research funding, practice and policy to make a difference within 3 years (Fall 2006)

