



California Smokers' Helpline  
1-800-NO-BUTTS

# **California Smokers' Helpline Marketing Plan**

*Los Angeles County Department of Public Health*

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## **INTRODUCTION**

### **OVERVIEW OF HELPLINE SERVICES**

Since 1992, the California Smokers' Helpline has provided free tobacco cessation services to almost a half a million Californians wanting to kick the habit. The Helpline offers smoking cessation services including self-help materials, referral to local resources, and telephone counseling. Telephone counseling, the Helpline's most intensive service, has been proven in clinical trials to double a smoker's chance of quitting successfully.

Clients requesting telephone counseling receive up to six sessions with a counselor on a proactive basis. Helpline services are available in five different languages including English, Spanish, Chinese (Mandarin and Cantonese), Korean and Vietnamese, as well as a TDD line for the hard of hearing. There are also specialized services for teens, pregnant women, and tobacco chewers.

The service is free, confidential, and convenient to anyone in California, whether they are trying to quit, already quit, or wanting to help a friend or loved one. Hours of operation are Monday through Friday from 7:00 am to 9:00 pm and on Saturday from 9:00 am to 1:00 pm.

Helpline counselors have a range of educational backgrounds from bachelor's degrees through master's degrees in psychology, social work, or other health related fields. All counselors complete a 48-hour in-house training program and a one-month apprenticeship at the Helpline and counselors are trained extensively on the empirically validated protocol. A licensed psychologist oversees all clinical work.

The Helpline is funded by tobacco taxes through the California Department of Public Health and First 5 California and is operated by the Moores Cancer Center at the University of California, San Diego. Additional funding is provided by the Centers for Disease Control and Prevention, the National Cancer Institute, and the Tobacco-Related Disease Research Program for ongoing smoking cessation research.

## **MARKET/CONSUMER RESEARCH**

### **LOS ANGELES COUNTY SMOKING PREVALENCE**

#### **Smoking Prevalence in 2005**

- Results from the Los Angeles County Health Survey (LACHS) show a statistically significant decline in the prevalence of adult smoking, from 18.2% in 1997 to 14.6% in 2005.
- In 2005, smoking prevalence was significantly higher among men than women.
- Among men and women, prevalence was significantly higher among African Americans (26.9% and 22.9% respectively).
- However, over 70% of the 1 million smokers in Los Angeles County are White or Latino.
- Smoking prevalence was twice as high as the county average among lesbian, gay, bi-sexual, transgender individuals (32.0%).
- Adults 65 years and older had a lower smoking prevalence than adults in other age groups.
- Prevalence of smoking was lower among those living above 200% FPL than among those with lower incomes.

#### **Smoking Prevalence by Service Planning Area (SPA)**

The areas with the highest smoking prevalence were in SPA 1 (Antelope Valley) at 20.1%, followed by SPA 6 (South) at 17.5%, SPA 8 (South Bay) at 16.7% and SPA 4 (Metro) at 16.4%. In contrast, SPA 7 (East) had the lowest smoking prevalence (10.7%).

**2007 HELPLINE CALLER DEMOGRAPHICS**

<b>Age</b>	<b>L.A. County %</b>	<b>California %</b>
<= 17 years	2%	2%
18 to 24 years	12%	11%
25 to 44 years	42%	41%
45 to 64 years	38%	41%
65+ years	4%	5%
<b>Sex</b>	<b>L.A. County %</b>	<b>California %</b>
Male	54%	45%
Female	46%	55%
<b>Ethnicity</b>	<b>L.A. County %</b>	<b>California %</b>
White/Caucasian	30%	52%
Hispanic/Latin American	28%	18%
Black/African American	23%	13%
Asian/Pacific Islander	11%	7%
American Indian	2%	4%
Other/refused/blank	6%	2%
<b>Education</b>	<b>L.A. County %</b>	<b>California %</b>
Less than high school	20%	24%
High school	26%	29%
Some college or trade school	25%	27%
College or post-graduate degree	22%	17%
Refused/unknown	6%	3%
<b>How Heard About Helpline</b>	<b>L.A. County %</b>	<b>California %</b>
Mass Media	58%	34%
Health Care	27%	41%
Friend/Family	8%	11%
Other	7%	14%

## SITUATION ANALYSIS

### STATEWIDE MARKETING INITIATIVES

Historically, the California Department of Public Health Tobacco Control Program (TCP) has promoted the Helpline on a statewide basis through paid television, radio, print, and billboard advertising, and public relations campaigns in six major media markets: Los Angeles, San Francisco, Sacramento, San Diego, Fresno, and Bakersfield.

While mass media has played a central role in increasing public awareness of the Helpline, healthcare providers are also natural partners for quitlines and can play a major role in increasing their utilization. Providers who ask all patients whether they use tobacco, advise quitting, and refer patients to quitlines for comprehensive cessation counseling can have a profound impact on patient health.

Helpline Communications and Partner Relations staff have therefore focused effort on the development of partnerships with organizations in a position to refer smokers to the Helpline. Such organizations include the American Academy of Family Physicians, the California Diabetes Program, and the California Dental Hygienists Association, among others. As a result, calls generated by healthcare providers, hospitals, and pharmacies have increased dramatically, to the point that they now represent about 41% of all calls statewide and 27% in Los Angeles County.

### LOS ANGELES COUNTY MARKETING INITIATIVES

On August 2, 2006, the Los Angeles County Department of Public Health convened *It's Quitting Time L.A.!*, the first ever countywide smoking cessation summit. The goal of the summit was to develop an action plan to position Los Angeles County as one of the first urban counties in the United States to reach the Centers for Disease Control and Prevention's (CDC) Healthy People 2010 goal of reducing the adult smoking prevalence to no more than 12% (a reduction of approximately 200,000 smokers).

Summit organizers brought together 125 leaders, from approximately 70 organizations representing public health, physicians, nurses, dentists, health plans, pharmaceutical companies, universities, and retail outlets, to identify and implement effective strategies in key areas of smoking cessation, specifically pharmacotherapy and counseling.

The summit partners identified seven overarching strategies: 1) provider education, 2) employer programs, 3) media, 4) funding for cessation services, 5) youth education, 6) pharmacy support for appropriate and effective pharmacotherapy, and 7) increased utilization of the California Smokers' Helpline. During the summit, participants formed workgroups to develop action plans for the seven strategies. The action plans included specific activities, resources, and a timeline for completion.

In the months since the summit, the workgroups have met several times to complete or further refine action plans. Many have begun collaborating on a variety of activities, such as training of Community Health Plan Providers, implementing a smoking cessation program in Department of Public Health clinics, and promoting *It's Quitting Time L.A.!* and the California Smokers' Helpline through billboards,

bus ads, radio ads, County pay warrants, and local pharmacy chains. The Los Angeles County Department of Public Health (LACDPH) will also be training L.A. Care healthcare providers to encourage cessation among their Medi-Cal managed care patients. LACDPH also plans to target large employers through the Los Angeles Chamber of Commerce to promote cessation among employees.

## **CESSATION GOAL**

Reduce adult smoking prevalence to no more than 12% in Los Angeles County (a reduction of approximately 200,000 smokers) by 2010.

## **TARGET GROUPS**

The California Smokers' Helpline has traditionally served underserved populations in California, those with higher tobacco prevalence, and those disproportionately affected by tobacco disease.

Rather than target smokers directly, the Helpline has focused more on developing relationships with groups that are in a position to refer smokers to the Helpline or that can increase awareness of the Helpline among smokers. Such groups include:

- Professional organizations of physicians, nurses, physician assistants, dentists, dental hygienists, pharmacists, mental health providers, drug and alcohol counselors and more. Such organizations in Los Angeles might include local affiliates of:
  - American Academy of Family Physicians
  - American Academy of Pediatrics
  - American College of Emergency Physicians
  - American College of Obstetrics and Gynecology
  - American Society of Anesthesiologists
  - California Association of Physician Assistants
  - California Diabetes Association
  - California Dental Hygienists Association
  - California Hospital Association
  - California Pharmacists Association
  - California Primary Care Association
  - California Society of Respiratory Care
  - Pharmacy chains (Rite-Aid, Sav-On, Walgreens, etc.)
- Hospitals, clinics, and university health centers
  - Respiratory therapists
  - Emergency room staff
  - Quality assurance department
- County Public Health Programs
  - California Screening Brief Intervention, Referral and Treatment (CASBIRT) programs
  - California Sudden Infant Death Syndrome (SIDS) program
  - Maternal, Child, and Adolescent Health Program

- Perinatal Screening, Assessment, Referral and Treatment (SART) programs
- Provider Training Schools
  - Medical
  - Nursing
  - Respiratory therapy
  - Dental
  - Dental hygiene
  - Residency programs
- Pharmaceutical companies
- Pharmacies
- Small employer associations
  - Small employer associations and chambers of commerce
  - Society for Human Resource Management
  - American Society for Training and Development
- Policy makers and enforcers
- Organizations serving specific populations

## PROGRAMS AND SERVICES

The following services are available free of charge from the California Smokers' Helpline and the Center for Tobacco Cessation, both funded by TCP and housed at UCSD.

### CALIFORNIA SMOKERS' HELPLINE: 1-800-NO-BUTTS

#### Target Groups

- Current smokers
- Ex-smokers
- Friend or loved one of a smoker

#### Services

- Free self-help materials, referral to local resources, and telephone counseling.
- Up to six sessions with a counselor on a proactive basis.
- Services are available in five different languages including English, Spanish, Chinese (Mandarin and Cantonese), Korean and Vietnamese, as well as a TDD line for the hard of hearing.
- Specialized services for teens and pregnant women, as well as tobacco chewers.
- Hours of operation: Monday through Friday from 7:00 am to 9:00 pm and on Saturday from 9:00 am to 1:00 pm.

#### Free Information and Materials

*For Smokers* (available for free by ordering or downloading at [www.nobutts.org](http://www.nobutts.org))

- *Want to Quit Smoking?* brochure (available in English, Spanish, Mandarin, Cantonese, Korean, Vietnamese, and American Indian)
- *Want to Quit Chewing?* brochure
- *Take Charge Gold Card*
- *Regale Salud Gift Card*
- *Multi-language Wallet Cards*
- Fact Sheets (available in PDF format in English, Spanish, Chinese (Mandarin and Cantonese), Korean and Vietnamese):
  - Why Do You Smoke?*
  - What's in Cigarette Smoke?*
  - The Health Benefits of Quitting Smoking*

*Take Control of Cravings and Urges*

*Quitting Smoking Without Gaining Weight*

*Stress*

*Positive Thinking*

*Using the Nicotine Patch*

*Using the Nicotine Gum*

*Using Zyban*

*Using the Nicotine Inhaler*

*Quitting Chew*

*Cigars*

*Marijuana*

*Diabetes and Smoking*

*HIV, AIDS, and Smoking*

*Quitting Smoking While Pregnant*

*Secondhand Smoke*

*How Can I Help My Friends and Family Quit Smoking?*

*Secondhand Smoke and SIDS (available only in English and Spanish)*

**For Providers** (available for free by ordering or downloading at [www.nobutts.org](http://www.nobutts.org))

*Help Your Patients Quit Smoking* Pocket Guide (up to 40 guides provided free of charge depending upon the number of providers in the organization)

*Pregnant and Smoking: Want to Help Yourself and Your Baby?* brochure

*Want to Help a Teen Quit Smoking?* brochure

*Posters* (in English, Spanish, Asian)

*Ready to Quit Smoking?* flyer (PDF file)

**For Friends or Loved Ones of a Smoker**

Gift Certificate in English or Spanish

## CENTER FOR TOBACCO CESSATION

### Target Groups

- Local Lead Agencies
- Proposition 99 funded agencies

- Other community-based organizations
- Healthcare providers

### **Programs and Services**

**Trainings** (for more information, contact Kirsten Hansen at [k3hansen@ucsd.edu](mailto:k3hansen@ucsd.edu) or 858-300-1012)

- Webinars
  - Cessation 101
  - Ask, Advise, Refer
- In-Person Trainings
  - Facilitator training (*train facilitators to deliver smoking cessation classes*)
  - Train the Trainer (*train instructors to train facilitators*)
- Speakers Bureau with CME-approved courses:
  - Ask, Advise, Refer
  - Tobacco Treatment Dependence and Referral
  - Treating Tobacco Dependence Among Pregnant Women and Parents with Children 0-5

**Technical Assistance** (for more information, contact Kirsten Hansen at [k3hansen@ucsd.edu](mailto:k3hansen@ucsd.edu) or 858-300-1012)

- Developing a comprehensive cessation strategy
- Promotional approaches to increasing cessation
- Tobacco cessation in special populations
- Employer-supported cessation
- Policy approaches to increasing cessation
- Helping your patients quit smoking
- Evidence-based behavioral treatments
- State of the art pharmacological treatments
- Preventing relapse
- Aided vs. unaided quit attempts
- Evaluation of cessation programs

**Free Information and Materials** (will be available online in 2009)

- Information Sheets
- Publications
- Toolkits
- Stories from the Field and Peer to Peer Exchange

## **MARKETING AND EDUCATIONAL MATERIALS**

### **FREE MATERIALS AVAILABLE FROM THE CALIFORNIA SMOKERS' HELPLINE**

Available online at [www.nobutts.org](http://www.nobutts.org) or by contacting Kristin Harms at [kharms@ucsd.edu](mailto:kharms@ucsd.edu) or 858-300-1011)

- Helpline client testimonials
- *Click to Call* website banner ad
- Print ad
- *Ready to Quit Smoking?* flyer (PDF file)

### **LOW-COST EDUCATIONAL & MARKETING MATERIALS FROM THE TOBACCO EDUCATION CLEARINGHOUSE**

A variety of free and low-cost educational and marketing materials are available from the Tobacco Education Clearinghouse at <http://www.tecc.org> or 1-800-258-9090.

## **MARKETING STRATEGIES**

### **Local Affiliates of Provider Professional Organizations**

- Develop Performance Partnerships or collaborations (see attached case study)
- Offer CME course to providers on Ask, Advise, Refer intervention
- Design and implement proactive patient referral system
- Identify existing organizational marketing vehicles for incorporating the Helpline message such as new member kits, web sites, list servs, and print and electronic newsletters
- Submit newsletter and journal articles targeted to health professionals for inclusion in print and electronic newsletters (provided by the Center for Tobacco Cessation)
- Create co-branded marketing materials such as ads, direct mail pieces, educational materials, and give-aways
- Develop joint campaigns to motivate member providers to refer patients to the Helpline. Create a web page on the organization's website about the campaign.
- Exhibit at organizational conferences that provide opportunities to present or to promote Helpline services, establish future collaborations, and reach providers who serve California smokers

### **Hospitals, Clinics, and University Health Centers**

- Offer CME course to providers on Ask, Advise, Refer intervention
- Include Ask, Advise, Refer intervention on all hospital admission and patient intake forms
- Design and implement proactive patient referral system
- Identify existing organizational marketing vehicles for incorporating the Helpline message such as new member kits, web sites, list servs, and print and electronic newsletters
- Place a Helpline banner ad on hospital or clinic website or in electronic newsletter
- Submit newsletter articles, client testimonials and print ads targeted to smokers for inclusion in print and electronic newsletters (provided by the California Smokers' Helpline)
- Provide Helpline materials targeted to smokers for display at reception areas
- Encourage hospitals and clinics to adopt a smoke-free campus policy and to incorporate 1-800-NO-BUTTS into any "No Smoking" signs

### **County Public Health Programs**

- Offer CME course to providers on Ask, Advise, Refer intervention
- Include questions about maternal/child exposure to secondhand smoke and Ask, Advise, Refer intervention on patient intake forms
- Design and implement proactive patient referral system

### **Provider Training Schools**

- Offer CME course to students on Ask, Advise, Refer intervention
- Integrate Ask, Advise, Refer intervention into educational curriculum

### **Pharmaceutical Companies**

- Encourage sales representatives to distribute Gold Card and Regale Salud cards to clients

### **Pharmacies**

- Distribute Gold Card and Regale Salud cards to pharmacies
- Identify existing organizational marketing vehicles for incorporating the Helpline message such as web sites, merchandise bags, receipts, telephone messages, and promotional pieces to include with the sale of pharmacotherapy
- Create co-branded marketing materials such as ads, posters, direct mail pieces, brochures, educational materials, and give-aways

### **Small Employer Associations**

- Identify existing organizational marketing vehicles for incorporating the Helpline message such as new member kits, resource directories, web sites, and print and electronic newsletters
- Create co-branded marketing materials such as ads, direct mail pieces, educational materials, and give-aways
- Offer newsletter articles and print ads targeted to employers (provided by the Center for Tobacco Cessation)
- Place a Helpline banner ad on association web sites or in electronic newsletters
- Offer presentations about the California Smokers' Helpline

### **Policy Makers and Enforcers**

- Incorporate "*For free help quitting smoking, call 1-800-NO-BUTTS*" into any "No Smoking" signs developed by policy makers that have recently adopted a smoke-free policy for beaches, parks, college campuses, hospital campuses, transit waiting areas, restaurants, etc.
- Identify opportunities for policy enforcement personnel to incorporate the Helpline message into materials provided to policy violators such as warning notices, tickets, etc.
- Place a Helpline banner ad on any policy maker web sites that have adopted a smoke-free policy

## **INFORMATION AND RESOURCES**

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Tobacco Education Clearinghouse

(800) 258-9090

<http://www.tecc.org>

## **COMBINING TOBACCO CESSATION AND DIABETES AWARENESS EFFORTS TO INCREASE BENEFITS**

*Promoting tobacco quit lines to providers extends reach to people with diabetes*

### **Public Health Problem**

- Almost one fifth of the two million people with diabetes in California are smokers.
- Smoking raises blood sugar and reduces the body's ability to use insulin, making it more difficult to control diabetes.
- Controlling diabetes through tobacco cessation and other lifestyle changes can reduce the costly complications of the disease such as heart attack, amputations and blindness.
- Tobacco quit lines are a proven strategy for reducing tobacco use.

### **Program**

- The *Do you cAARd?* campaign is part of the "Be Proactive" Collaborative Diabetes and Tobacco Cessation Project of the California Diabetes Program, the California Smokers' Helpline and the California Tobacco Control Section at the California Department of Health Services. Funding for this project comes from the State-Based Tobacco Cessation Quitlines supplemental tobacco control award from the Centers for Disease Control and Prevention.
- The campaign is designed to increase the frequency with which diabetes educators and other health care providers ask about the smoking status of people with diabetes, advise them to quit and refer them to the free Smokers' Helpline (**A**sk-**A**dvice-**R**efer)
- Campaign strategies include: helping providers incorporate the Ask-Advise-Refer method into regular practice; incorporating a diabetes-specific screening question in the Helpline caller intake; providing tobacco cessation education for American Association of Diabetes Educators chapters in California; training Helpline counselors and diabetes program staff; and supplying free campaign materials. Outreach information includes announcements, articles, newsletters, and a pocket guide for providers. Information at [www.caldiabetes.org](http://www.caldiabetes.org).

### **Impact**

- The campaign resulted in a twenty percent increase in referrals to the Helpline and increased distribution of cessation and campaign materials.
- Awareness of the toll free Helpline number increased by forty percent among health care providers.
- The number of quit line callers with diabetes increased 165% over a one year period.
- When surveyed, almost two-thirds of California's diabetes educators were aware of the campaign.
- The campaign is being considered by the Centers for Disease Control and Prevention Office of Smoking and Health and Division of Diabetes Translation and the California Department of Health Services Tobacco Control Program as a model to use with other chronic diseases.

### **Contact**

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