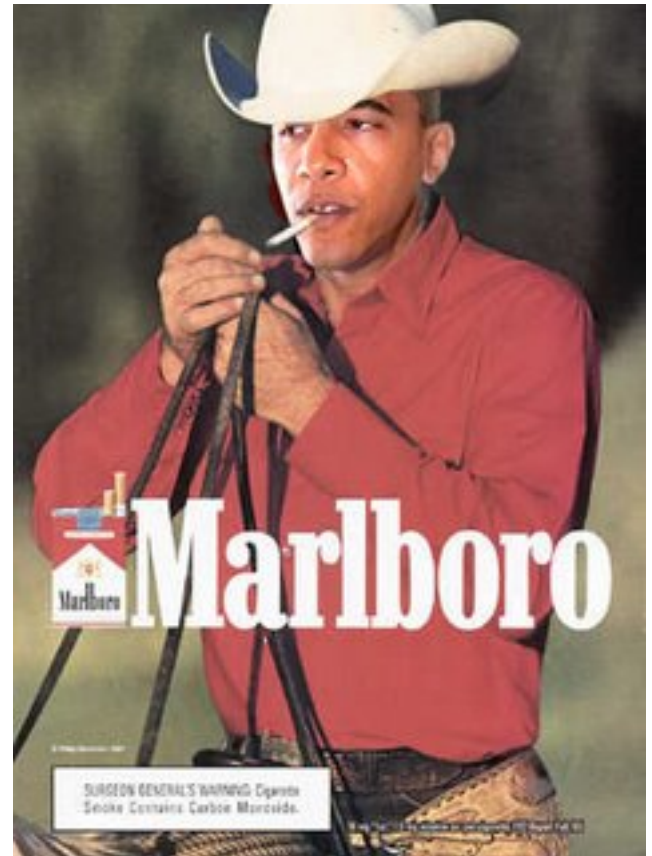


Building Consumer Demand for Tobacco Cessation Products and Services

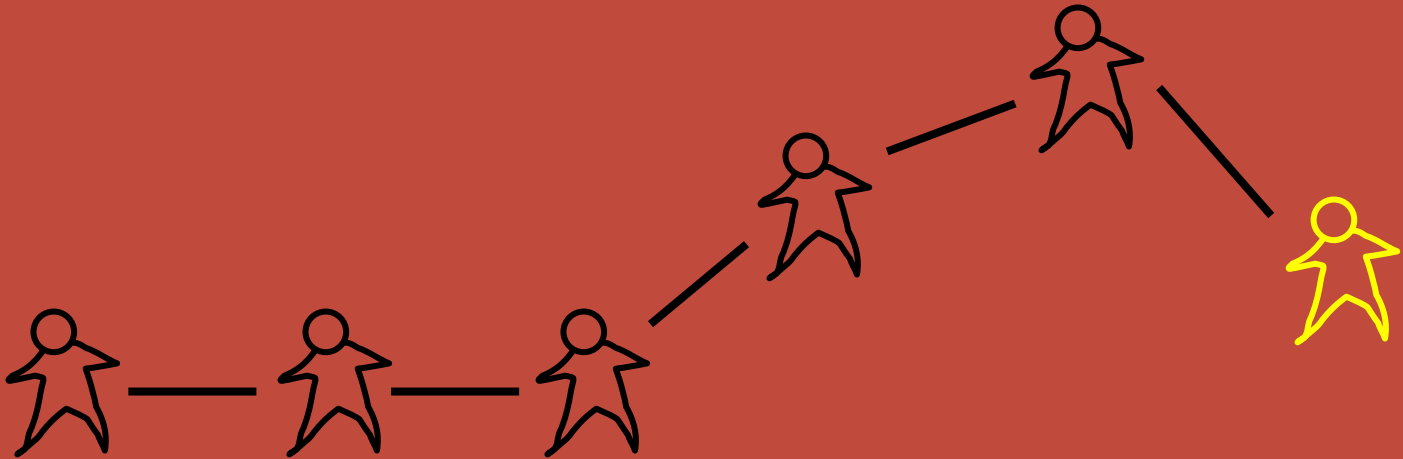
Peter Coughlan
pcoughlan@ideo.com

A bright blue sky with scattered white clouds. A sun flare is visible in the top left corner. The word "Hello!" is centered in the sky in a white serif font.

Hello!



6 experiences of separation from IDEO







Keep the Change.™

Save automatically with everyday purchases.

A Free Service – Only from Bank of America



We'll match 100% of your Keep the Change savings for the first three months.²

Automatic Savings

When you enroll in Keep the Change, you don't even have to think about saving. We'll round up every Bank of America Visa® Check Card purchase to the nearest dollar and transfer the difference from your checking to your savings – automatically – for free.¹ It's that simple.

Double Your Savings

We'll match your Keep the Change savings for the first 3 months, to the penny. After that, we'll continue matching 5% a year – every year.² You could earn a match of up to \$250 per year.

Getting Started is Easy:

Enroll now so you can start saving with Keep the Change.

- If you're a **Bank of America customer**, simply select the accounts you currently have below and

Here's how it works

You spend with your Visa® Check Card → We round up the difference and transfer to your savings → Amount charged to your checking account



\$3.43



\$4.00



\$0.57



\$10.83



\$11.00



\$0.17













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Amount charged to your checking account



\$3.43



\$4.00



\$0.57



\$10.83



\$11.00



\$0.17







How many designers
in the house?

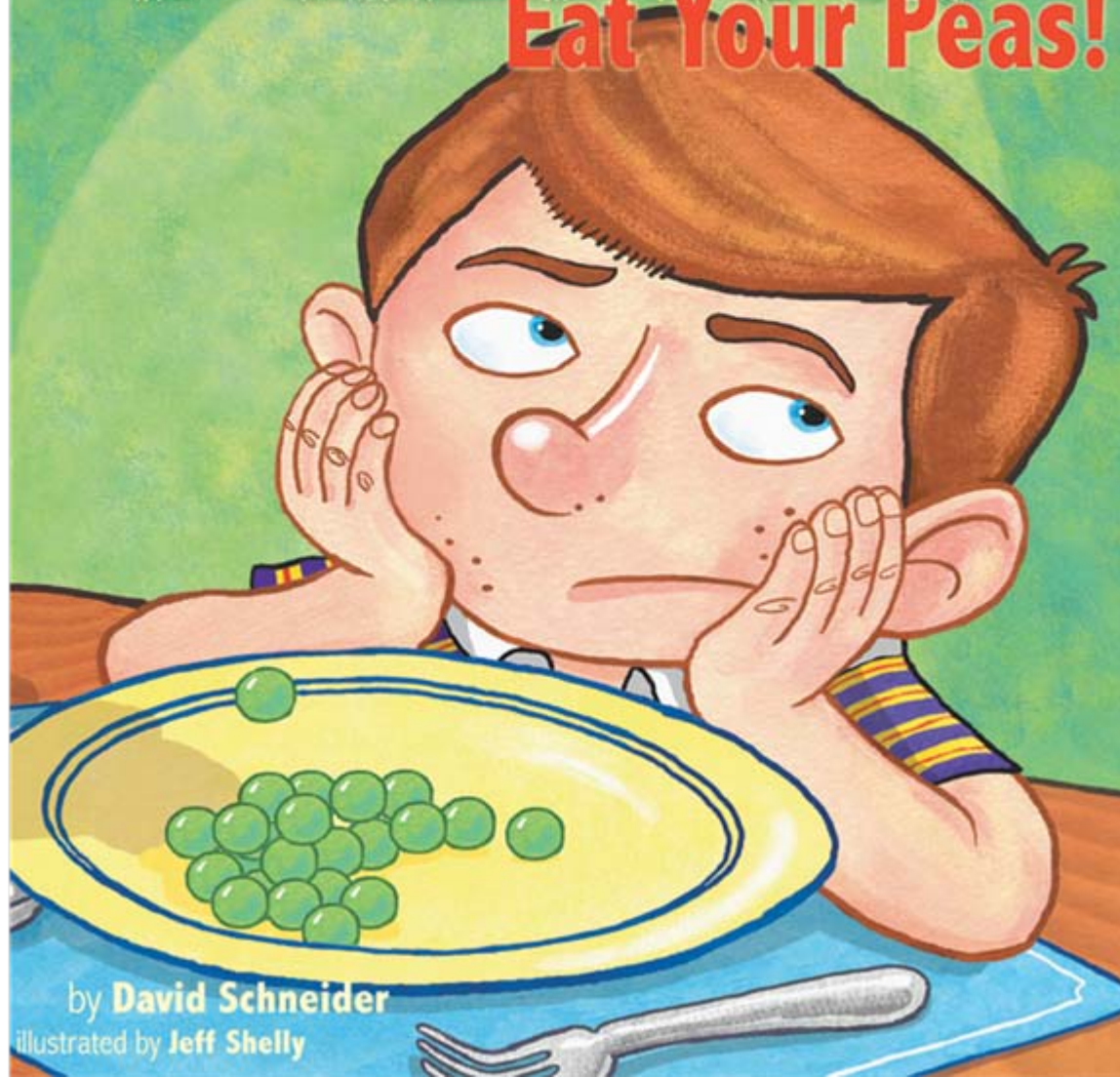
How might we increase
consumer demand for tobacco
cessation products and
services?

How might we increase
consumer demand for tobacco
cessation products and
services?!

Dillan McMillan

PLEASE

Eat Your Peas!



by David Schneider

illustrated by Jeff Shelly

By creating cessation
products and services that
people value *more than*
tobacco use

Meanwhile, what about the design of the existing tobacco cessation experience?



\$2 OFF

\$2 OFF

25%

Nicorette Nicorette Nicorette Nicorette Nicorette Commit Commit Nicorette Nicorette

Nicorette Nicorette Nicorette Nicorette Nicorette Nicorette Commit Commit Commit

Nicorette Nicorette Nicorette Nicorette Nicoderm CQ Nicorette Commit Nicorette Nicorette

Nicorette Nicorette Nicotrol Smoke Away Smoke Away Nicoderm CQ Commit Commit Commit

Nicotine Transdermal System Nicotine Transdermal System Nicotine Transdermal System Nicotine Transdermal System Nicotine Transdermal System Nicotine Transdermal System

Quit Smoking Successfully



Undo the Damage by Kicking
Nicotine in "The Butt"


Wellness
Longs Drugs



"This time I'll quit for sure!"

You probably know smokers who have tried to quit more than once. Each time they relapse, they become more discouraged. However, the more times you attempt to quit, the greater your chances of success, so keep on trying! Your healthcare professional or pharmacist can direct you to an appropriate program to help assess whether you are really ready to stop smoking. Many programs offer individualized counseling and evaluation that provide the behavior modification and support you need to break your psychological dependency.

Quitting is hard, but it's not impossible. If your healthcare professional is not willing or able to help you through the process of quitting, look for someone who will give you the support you need as you tackle your body's dependence on nicotine. To join the ranks of successful quitters, you need to give yourself every advantage you can. Become one of the growing numbers who quit smoking for good.

Will you ever be able to give up cigarettes? Yes, you will—if you get the help you need. Call your healthcare professional tomorrow and get started!

This information is developed and made available by the
American Pharmaceutical Association
the national professional society of pharmacists.

Craving Journal

Date: _____

Cigarette number	Time of day	Craving level	What I was doing	Who I was with	How I was feeling
Example	10:45 a.m.	3	at work	alone	stressed out
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					

Adapted from *One Step At A Time Program – Book 2*, Canadian Cancer Society, 1998.

Starting Week

Rx only

1 card x 14 tablets

CHANTIX™
varenicline TABLETS
0.5 mg

Please see full prescribing information enclosed.

Starting Week

SAT SAT SAT SAT SAT SAT SAT



CHANTIX
varenicline
Eli Lilly

For more information, please visit www.eliilly.com



NICODERM CQ

Recommended by doctors as the #1 over-the-counter stop-smoking treatment.

Get a free non-medicated sample + \$7 coupon.

***Required Fields**

***First Name**

***Last Name**

***Email Address**

***Password (min. 6 characters; no spaces)**

***Confirm Password**

Note: A password allows you to take full advantage of tools that can help you quit on NicoDermCQ.com, as well as special web-based offers and incentives from NicoDerm CQ and other GSK products.

***Address 1**

Address 2

***City**

***State**

***Zip**

Gender

 Male **Female**

Year of Birth



See why millions of smokers have become smoke-free with NicoDerm CQ:

- The thinnest, most flexible stop-smoking patch
- Helps you step down from nicotine gradually—so you can be smoke-free at the end of 10 weeks
- Proven more effective long-term than any other stop-smoking product

I certify that I am 18 or older. I understand that the sample I am receiving is non-medicated and that I will receive a \$7 coupon to try the real



There ARE OVER 4,000
Chemicals in Tobacco Smoke
HERE ARE SOME OF THE COMMON ONES -!

- Acetone = Flavouring
- Arsenic = Air poison in the soil
- BUTANE = Coming from natural gas
- Carbon monoxide = Bad for lungs
- Formaldehyde = Irritating flammable
- Ammonia = Clearing fluid
- TAR = sticks to surface of lungs

you can stop smoking

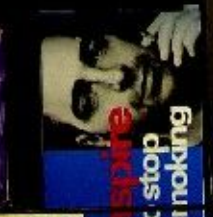
you can stop smoking

PROVEN PERSONALISED PLAN!

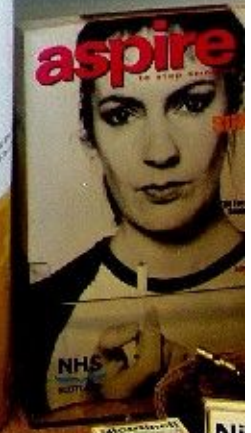


you can stop smoking

you can stop smoking



you can stop smoking



Maryland's

1-800



QUIT NOW

SmokingStopsHere.com

Speak with a
Quit Coach now!

CLICK TO CALL

Find County Resources

+Home

+County Resource Center

+Four Steps To Quitting

+The Counseling Process

+Success Stories

+Event Calendar



MAKING THE CALL IS THE FIRST STEP

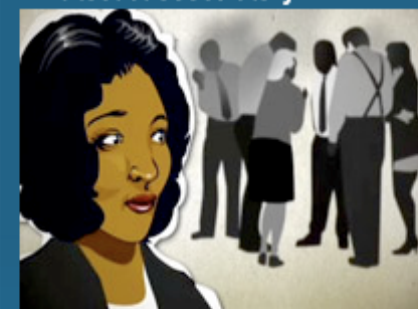
A smoke-free life begins here. First, we talk about your history with quitting. What worked? What didn't? Next, we put together a quit plan based on your experiences. Finally, we discuss medications that might work for you like nicotine replacement therapy. Now we can plan your Quit Date.

Your second call will focus on giving you extra support. Your Quit Coach™ will see how your quit has gone so far and discuss any obstacles. They'll listen to your concerns and give you the encouragement to keep you going.

In the third call, your Quit Coach™ will show they are still behind you 100%. If things are going well, they'll cheer for you. If things aren't going so great, they'll offer advice to help get you back on track.

In the fourth call, your Quit Coach will discuss if you've had any past problems quitting so you can prepare for any future challenges. And if you should ever feel any doubts or cravings, a friendly, supportive voice is just a free phone call away.

+ Latest Success Story:

[>> watch the video](#)

+ Bea, 51

"For 15 years I had been trying to quit. I tried so many different ways but the Quitline, my Quit Coach, my family, and my faith helped me to succeed. First we set a quit date, then they recommended a medication to help me and they also taught me how to deal with my cravings. I've been smoke-free for 9 months and I am happy I quit. My family and my boss are, too."

[TELL US YOUR STORY](#)

MEDICATIONS

CALL 1

CALL 2

CALL 3

CALL 4

FREE



free call
free support
free medicine

CALL NOW 1-800-784-8669



This is a free service provided by Maryland's Department of Health and Mental Hygiene



Department of Health
and Mental Hygiene

HAVE A QUIT COACH CONTACT YOU, IT'S THAT EASY

Click Here to start. It's FREE, confidential and anonymous



CLICK HERE
to order brochures

Martin O'Malley, Governor. Anthony G. Brown, Lt. Governor. John M. Colmers, Secretary.

[site map](#) / [privacy policy](#) / [contact us](#) / [e-mail to a friend](#) / [resources](#) / [order brochures](#)

MY PROFILE - NEED HELP? - EXIT



WHAT'S SNUS? * HOW TO SNUS * WHERE TO SNUS * SNUS FAQS * TELL US WHAT YOU THINK

to enjoy Snus
where

We found it all the way
in Sweden

Home of the world's best



MEATBALLS



MASSAGE



& BLONDES

C A M E L S N U S  P L E A S U R E F O R W H E R E V E R

This is the official website for Camel SNUS.
R.J. Reynolds Tobacco Company only markets its tobacco products to legal age tobacco consumers. In order to be eligible to receive

CONSUMER DEMAND

DESIGN

PRINCIPLES

**8 IDEO DESIGN PRINCIPLES FOR REDESIGNING
TOBACCO CESSATION PRODUCTS AND SERVICES**

Design principles

1. Allow them to kick the tires
2. Lower the bar
3. Make it look and feel good
4. Facilitate transitions
5. Make progress tangible
6. Foster Community
7. Connect the dots
8. Integrate with their lives

Design principle #1:

Allow them to kick the tires.



Start Losing Weight Today!

Learn to make positive changes to lose weight and keep it off.

▶ [Learn More](#)

Weight Watchers Meetings

Coaching and real-life insights to help you reach your goals.

- ▶ [Find a meeting](#)
- ▶ [Learn More](#)

**FREE
REGISTRATION!***

▶ [Click for Details](#)

Weight Watchers Online

Interactive resources to follow our plan step-by-step online.

- ▶ [Sign Up Now](#)
- ▶ [Learn More](#)

One-Week
FREE TRIAL!

▶ [Click for Details](#)

More From Weight Watchers

For your weight-loss needs

Explore [WeightWatchers.com](#)

Weight Watchers eTools

The Internet companion for meetings.

Free e-mail newsletter

Get free recipes, tips and more!

Are you from Canada?

Explore [WeightWatchers.ca](#)

Design principle #2:

Lower the bar.

Shop All Departments

Search All Departments

[Your Account](#) > **Manage Addresses and 1-Click Settings**

Click the Edit button next to any piece of information below that you'd like to adjust. Need to change an address on an open order?

When your changes are complete, [Continue shopping](#)

Click here to add a new address [Enter a new address](#)

Note: Marketplace orders will use your current 1-Click default address.

- Wendy Perchick**
Memorial Sloan Kettering
1275 York Ave Ste MG16
New York, NY 10021-6094
United States
Phone: 212-639-8214

[Edit](#)[Delete address](#)

[Click here](#) to make this your 1-Click default address.
([what this means](#))

1-Click settings and pay**Include in 1-Click dropd****How address appears in****Payment method:** No pay[Edit](#) 1-Click settings for th

- Stuart Scofield**
Professor of Photographic Illiterature

1-Click settings and pay

Design principle #3:

Make it look and feel good.

Beverage lineup

Expertly crafted.
Always satisfying.
The complete lineup of
our signature drinks.



Design principle #4:

Facilitate transitions.



The Official Change of Address Form

(* Required fields)

Type of Move

[Help](#)

- Individual
- Family
- Business


TIP: Select "Family" if everyone in your household has the same last name and everyone is moving to the same new address. If you receive mail by more than one name (maiden name, married name or nickname), select "individual" and fill out a separate form for each name.

Temporary - Check here if you plan to move back to your old address in less than 6 months. [More info](#)

Mail Forwarding Date

[Help](#)

* Start forwarding mail on

mm/dd/yyyy 

[< Previous](#)

[Next >](#)

[Change of address help](#)

Design principle #5:

Make progress tangible.

<http://www.fitlinxx.com/workout/default.asp>
[Apple](#) [.Mac](#) [Amazon](#) [eBay](#) [Yahoo!](#) [News](#) [Outlook Web Access](#) [Web TC](#) [paycheck](#) [TUBE](#) [RoomWizard](#)
[Home](#) [Find a Facility](#) [What Is FitLinxx](#) [About Us](#) [Product Tour](#) [Articles](#) [Contact Us](#)

Welcome, Peter Coughlan!

Decem

 Logoff **GO**
 My Profile **GO**

Workout Notebook

MESSAGE CENTER

 Inbox: [No new messages](#)

 Compose: [Message my instructor](#)

 Progress Reports: [October](#) | [September](#) | [August](#)

QUICK STATS (Dec 1 - 6)

FitPoints	339
Workouts	1
CV Time	0:50:00
CV Calories	232
Stations	4
Weight [lbs.]	4,890
>> Full Stats	
>> Standings	

LOG A WORKOUT

[more in](#)

1. SELECT DATE 2. SELECT TYPE

December 2005 << >>

S	M	T	W	T	F	S
				1	2	3
4	5					

[GO](#) Cardio Machine
Treadmills, etc.

[GO](#) Cardio Activity
Running, etc.

[GO](#) Strength
Free Weights, etc.

[reset to today](#)

CV Calories: This Month



232 calories =
46 gummy
bears!

Weight Lifted: This Month

4,890 lbs. =
1 Beetles!



Community

[Fit Points](#)

239 responses

[Can you think yourself thi](#)

96 responses

[weight-loss](#)

Design principle #6:

Foster community.

facebook

Home

Profile

Friends

Inbox 5



Peter is scraping screens for his MD quit presentation. a moment ago - clear

News Feed

Status Updates

Photos

Posted Items

Live Feed



Peter Coughlan is scraping screens for his MD quit presentation.

2 seconds ago - Comment



Cordy Swope is inspired in London. about an hour ago - Comment



Pim Techamuanvivit has marmalade in her hair. about an hour ago - Comment

Options



Mark Rigney at 12:37am January 22

Kinky



Chris Cowart long work day, lecture at GSB => martini & Lost. 4 hours ago - Comment



Xanthe Matychak posted an event.



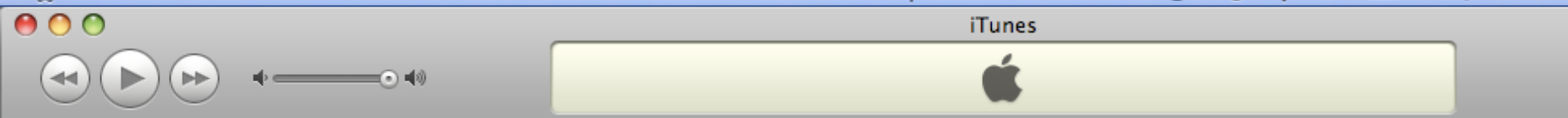
Edward Burtynsky at RIT 1/21/09

"Canadian photographer of landscape transformed by industry."

This event is planned to start at 8:00 pm on Jan 21, 2009 at Webb Auditorium (James E. Booth Memorial Building - 7A).

Design principle #7:

Connect the dots.



- LIBRARY**
- Music
 - Movies
 - TV Shows
 - Podcasts 15
 - Radio
 - Ringtones
- STORE**
- iTunes Store
 - Purchased
- PLAYLISTS**
- Party Shuffle
 - Genius
 - American Publi...
 - Marketplace ...
 - Spirituality o...
 - Open University
 - Creative Writ...
 - Rundblick: b...
 - Start writing ...
 - Music Videos
 - Recently Played
- Selected Item



- iTunes STORE**
- Music Genres
- Movies
 - TV Shows
 - Music Videos
 - Audiobooks
 - Podcasts
 - iTunes Latino
 - iTunes U
 - iPod Games
 - App Store

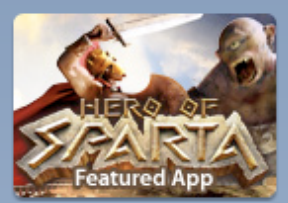
MORE IN VIDEO

- HD TV
- TV Shows Just Added
- Movies Coming Soon

- TOP TV EPISODES**
- You've Got Yale!
Gossip Girl
 - Painless

NEW AND NOTEWORTHY

Music	Movies	TV Shows	Apps	Pop
iTunes Live from Soho - EP Randy Newman	The Ballads Mariah Carey	Love Story (Pop Mix) - Sin... Taylor Swift	My Life Would S**k Witho... Kelly Clarkson	
Live Session (iTunes Excl... The Kills	Merriweather Post Pavilion Animal Collective	Noble Beast Andrew Bird	Fiction Family Fiction Family	



Nothing Selected

Design principle #8:

Integrate with their lives.



Stress Assessment Quiz

QUESTION

I get the proper amount of sleep and feel rested when I wake up.

> ALWAYS

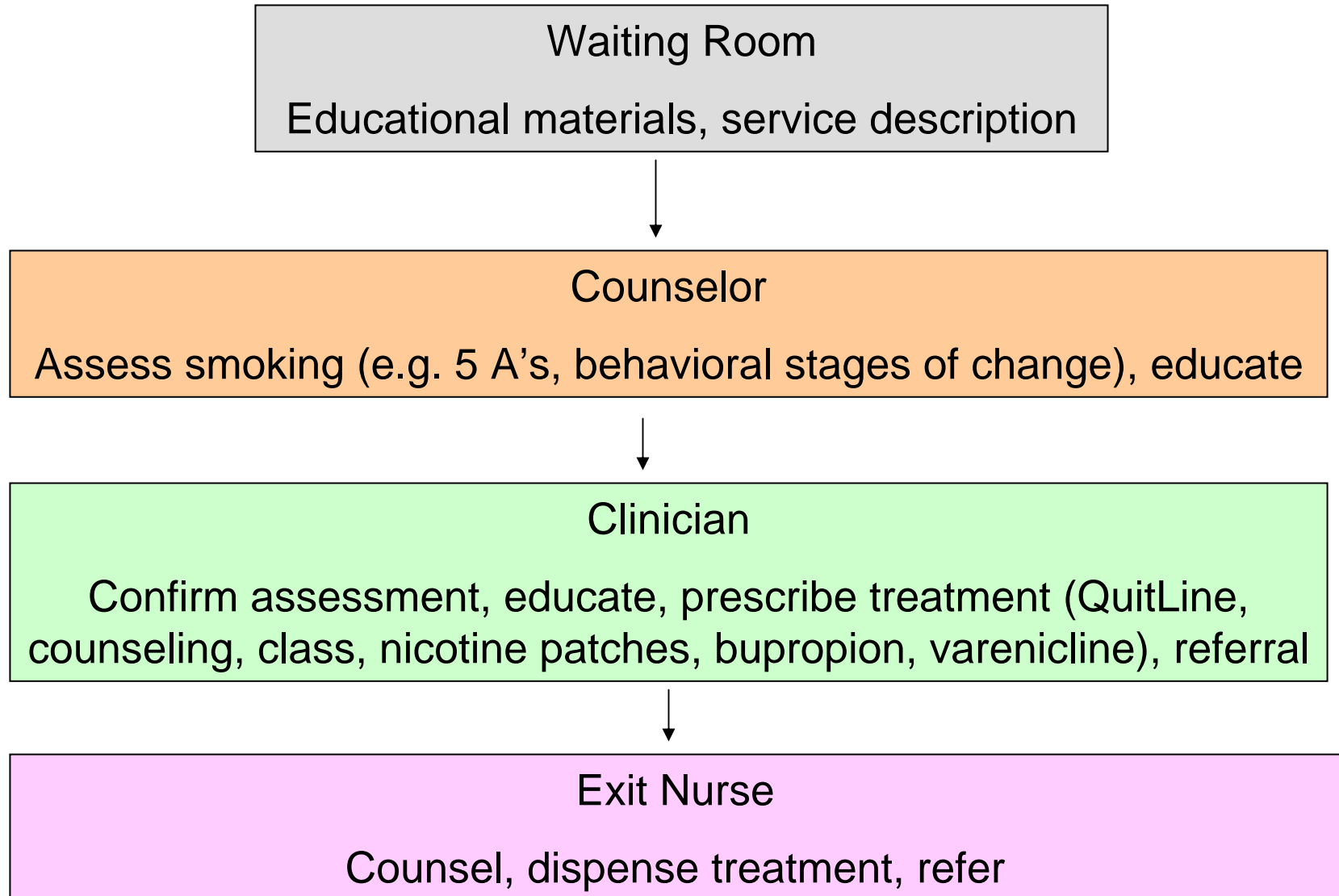
> SOMETIM

> SELDOM

START OVER

So what's the **transformation**
that's needed?

Smoking Cessation Service Integration





EDUCATIONAL
PAMPHLETS
- 2nd hand smoke
- pregnancy
- heart disease
- lung cancer
- general cancer info

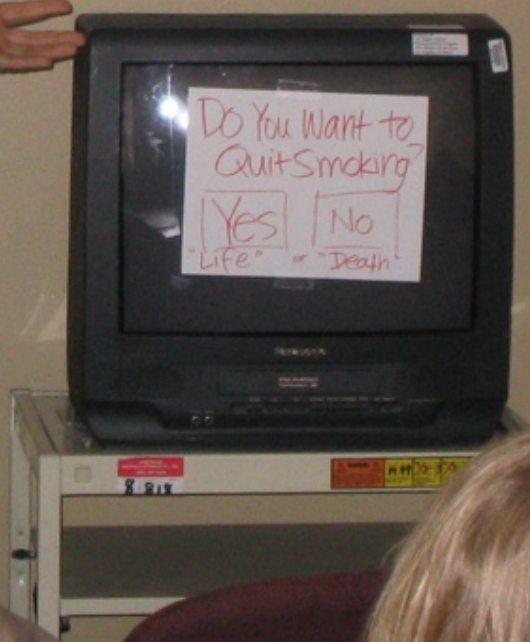
"Kwitters"
Kiosk

GUMS

LOZEN

GUMS
1 pack/day

LOZEN
2 pack/day



Do You Want to
Quit Smoking?
Yes No
"Life" or "Death"

Corner

GUMS

LOZENGES

PATCHES

BEGINNERS
MULTI-PACK

GUM
1 pack/day
=1mg

LOZENGE
2 pack/day
=2mg

PATCH
3 or more
packs/day
=3mg

JOURNEY

1. WHAT IS IT?

- Aware of the Helpers program
- Receptive to outside help
- Health related catalyst
- Know who and why you want to help

Concepts

- Referral cards

2. GET TRAINED

- Acknowledge the old way "isn't working"
- Learn how to listen
- Learn how to talk
- Understand the components of addiction
- Create plans to quit
- Role play a brief intervention
- Register with on-line forums

Concepts

- Helpers journey stress ball
- Helper's guide
- Sample quit plan
- Medications to Help Quitting pamphlet

3. GO TRY IT

- Start the conversation with loved one
- Follow up with support, encouragement

Concepts

- Calendar of Helper milestones

CONCEPTS

referral cards



A simple personalizable card explaining where and how to receive training.

2. lower the bar

6. foster community

8. integrate it with my life

speaking with a tobacco user



A quick convenient way to start and structure a conversation with a tobacco user.

1. kick the tires

8. integrate it with my life

sample quit plans



An easy to complete template for a quit plan, contains all the elements needed for successful cessation.

2. lower the bar

4. facilitate transitions

on-line forums



Portal to the helpers community for advice, support, and on-going learning

3. make it look and feel good

6. foster community

8. integrate it with my life

view of village



referral from health aide



return home



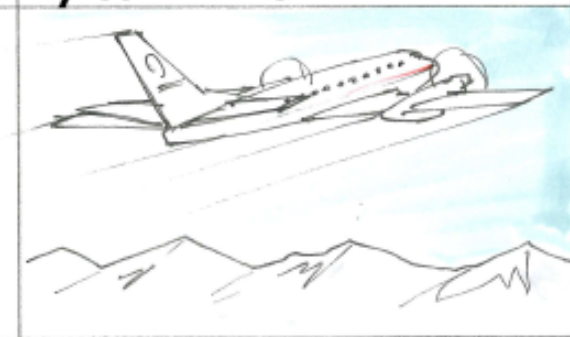
review the material



select your support



fly to ANMC



arrive at ANMC



diagnosis



consult by TTS



CANCER THE ESOPHAGUS

Esophageal cancer is also associated with smoking. The more a person smokes and the longer period of time he or she smokes, the greater his or her risk of developing cancer. Cancer of the esophagus often causes difficulty or painful swallowing and hoarseness.



CANCER



BLADDER CANCER

Just as they do in the kidneys, the chemicals in tobacco smoke, some cancer-causing, eventually end up in the urine. As urine collects in the bladder, it washes the bladder with these dangerous chemicals. Bladder

A Year's Worth of Tar

BRONCHITIS

An inflammation of the bronchial tubes that causes a flow to the lungs. The symptoms include coughing, phlegm, and chest pain.

INFLAMED BRONCHI



don't just pay for a program, pay for **performance**



experience



evidence



people



partnership



performance

[Free & Clear Difference](#)

[Quit For Life Program](#)

[Mind & Body Program](#)

[About Us](#)

What's New

Blog Post | [Top 10 Foods for Healthier Eating](#)
1.20.2009 | [View blog entry](#)

Lives Helped

21870

About Free & Clear

Free & Clear specializes in online learning supported by phone-based cognitive behavioral coaching to help employers, health plans and government agencies improve the overall health and productivity of their covered

2006-2007 "NO Cavity Club"



Great Job
Goodnews Bay!



Norman Echeck
"No Cavity Club"



Polyn Mark
"No Cavity Club"



Nancy Marshall
"No Cavity Club"
9-22-06



Simon Julius
"No Cavity Club"
9-22-06



Jeffrey Evan
"No Cavity Club"
9-22-06



Phyllis Smith
"No Cavity Club"



Fernando
"No Cavity Club"



Moses
"No Cavity Club"
10-3-06



facebook

Home

Profile

Friends

Inbox 5

quit smoking

Search

Profile Search | Friend Finder

All Results

Groups

Show results from

All Networks

Show More Filters

Displaying 1 - 10 out of over 500 group results for: quit smoking



Group:

IF WE GET 15,000 MEMBERS KIM & MARIA WILL QUIT SMOKING

Size:

1,527 members

Type:

Common Interest - Beliefs & Causes



Group:

Alex Bishop will quit smoking (cigs) if 10,001 people join this group

Size:

1,432 members

Type:

Common Interest - Self-help



Group:

Please Help! If 1,000 People join my bf will quit smoking!!!

Size:

1,442 members

Type:

Common Interest - Self-help

New:

6 More Members

THANKS!