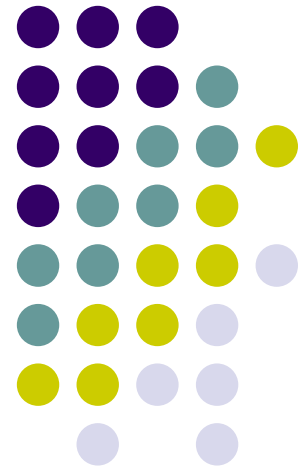
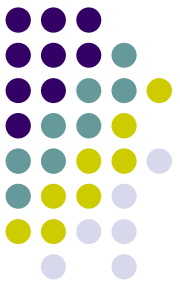


# Maximizing What You Can Do With Fewer Resources

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4<sup>th</sup> Annual MDQuit  
Best Practices Conference  
January 21, 2010

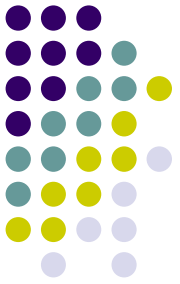




# Outline

- Ways to address several needs – Resources
- Other business models
- Discussion
  - What you're doing
  - What's been cut
  - What's working

# Earned Media at the CDCs Media Campaign Resource Center (MCRC)



- Many media budgets have been constrained
- Earned media = favorable **publicity** gained through **promotional** efforts (e.g., free PSAs)
- learn how to develop a dynamic media campaign
  - Access CDC-licensed ads
  - Choose the best ads for your target audience and goals
  - Sample press releases available for download
  - Guidance & tech assistance on how to use the materials
    - Develop a media plan
    - Negotiate with ad representatives and media outlets
    - Publicize your campaigns to other states and organizations
    - Advertise on a Tight Budget
    - Counter-Marketing Manual

## Smoking & Tobacco Use

<b>Home</b>
About This Office
Quit Smoking
Basic Information
Data and Statistics
State and Community Resources
Youth Tobacco Prevention
Tobacco Control Programs
Health Disparities
Global Tobacco Control
Publications and Products
Media Communications
Tobacco Control Media Events Calendar
Counter-Marketing
► <b>Media Campaign Resource Center</b>
Counter-Marketing Manual
Entertainment
Tobacco Control Committee

[Home](#) > [Media Communications](#) > [Counter-Marketing](#)

## Media Campaign Resource Center

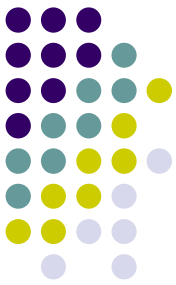


The Media Campaign Resource Center (MCRC) gives you access to CDC-licensed advertisements developed by more than 25 state health departments, nonprofit health organizations, and federal agencies. The MCRC also offers guidance and technical assistance on how to use the materials. Planning and executing a media campaign is a complex process. The MCRC helps you to

- Choose the best ads for your target audience and goal
- Localize and tag advertising materials
- Develop a media plan

# Tobacco Free Nurses Fact Sheet

## on the Joint Commission on Accreditation of Healthcare Organization's (JCAHO) Smoking Cessation Counseling Performance Measures



The Joint Commission evaluates the quality and safety of care for more than 15,000 health care organizations. In order to achieve and maintain accreditation, the Joint Commission requires accredited hospitals to collect and submit data on a variety of quality measures for patients with different diagnoses. These data can be compared across organizations. Recent measures address hospital's provision of smoking cessation advice/counseling for patients treated for acute myocardial infarction (heart attack), heart failure and pneumonia. These measures were implemented in 2002.

### Tobacco Free Nurses

([www.tobaccofreenurses.org](http://www.tobaccofreenurses.org))

provides information and resources about how nurses can help all patients with smoking cessation. The following is provided as a brief overview to the JCAHO measures for smoking cessation counseling.

### WHICH PATIENTS ARE MANDATED TO RECEIVE SMOKING CESSATION COUNSELING?

Smoking cessation advice/counseling is required for all adults (18 years

### HOW DOES JCAHO DEFINE ADULT SMOKING CESSATION COUNSELING?

A patient is considered to have received smoking cessation counseling, if there is medical record documentation indicating that a patient with a smoking history received at least one of the following:

- advice to stop smoking;
- brochures or handouts on smoking cessation;
- a smoking cessation aid such as nicotine patch, gum, nasal spray, inhaler, lozenge, or bupropion SR;
- viewed a smoking cessation video.

### WHY IS SMOKING CESSATION REQUIRED FOR THESE DIAGNOSES?

- Smoking cessation is essential for patients with these diagnoses.
- Continued smoking after a heart attack, heart failure, and pneumonia is associated with increased health risks.
- Smoking cessation may promote patients' medical recovery.
- Even brief smoking cessation

### HOW CAN NURSES IN HOSPITALS HELP IMPROVE THEIR ORGANIZATION'S PERFORMANCE?

- Ensure that tobacco use is part of standard nursing assessment and is an integral part of a system record.
- Ensure that patients receive advice to quit from healthcare providers, including nurses. This means that all patients with these diagnoses who smoke must receive advice and counseling about the most effective strategies to stop smoking, including providing skills and training, social support, and the use of pharmacotherapy.
- Use the U.S. Public Health Service *Treating Tobacco Use and Dependence. Clinical Practice Guideline*, and the Agency for Healthcare Research and Quality *Helping Smokers Quit: A Guide for Nurses*, to develop and implement interventions that are effective in helping patients quit smoking.
- Provide community-based and national resources for smoking cessation follow-up and support after hospitalization.

- Tobacco Free Nurses – Free / Downloadable Media
  - <http://tobaccofreenurses.org/media.php>
  - Resources for nursing professionals to help their patients quit smoking

# Teen Health and the Media

<http://depts.washington.edu/thmedia/view.cgi?section=tobacco&page=resources>

- Resources for work with teens
- Excellent resource for curriculum development
- *Teens, Tobacco & Media* community action tool kit
  - Media literacy as a tobacco prevention strategy
  - Designed to be delivered and presented by teens to teens



The screenshot shows the website's header with the title "Teen Health and the Media" and navigation links for Tobacco, Alcohol & Other Drugs, Teen Sexuality, Violence, and Body Image & Nutrition. The "Tobacco" section is highlighted, featuring a sidebar with links to Media Challenge, Current News, Fast Facts, Teen Projects, and Resources & Links. The main content area includes a paragraph about tobacco deaths, a photo of a young man smoking, and a quote about teen smoking patterns.

## Teen Health and the Media

► Tobacco Alcohol & Other Drugs Teen Sexuality Violence Body Image & Nutrition

Home About Us Contacts

### Tobacco

Media Challenge  
Current News  
Fast Facts  
Teen Projects  
Resources & Links

Tobacco kills more than 400,000 Americans each year—that's 1,095 Americans everyday or 45 every hour. That's more deaths than those caused by AIDS, alcohol, car accidents, murders, suicides, drugs, and fires—combined!

Despite the 1998 Master Settlement Agreement (MSA), which required 11 tobacco companies to pay \$246 billion to 48 states over 25 years, and included numerous marketing and advertising provisions, Big Tobacco is still targeting youth. Tobacco use is normalized and glamorized through sport sponsorship, popular entertainment, including television and movies, and magazines.

The ubiquity of tobacco marketing and promotion will continue until the federal government gets serious about prohibiting Big Tobacco from targeting youth with their harmful messages. As a result, teens must take action against Big Tobacco. Teens can use the same types of media that the tobacco industry uses to create their own creative anti-tobacco messages.

*"Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens...The smoking patterns of teenagers are particularly important to Philip Morris."*



# National Tobacco Cessation Collaborative (NTCC)



<http://www.tobacco-cessation.org/resources.htm>

- ACS, American Legacy Foundation, CDC, NCI, NIDA and RWJ Foundation
- Aims to improve the nation's health by increasing cessation
- Lists numerous resources and websites with relevant information

The screenshot shows the NTCC website with a green header and a black navigation bar. The main content area features two images: one of a hand holding cigarettes and another of three people in a conversation. Below the images is a welcome message and a paragraph about the organization's mission and funding. A sidebar on the right contains a 'WHAT'S NEW' section with three news items and a 'NTCC NEWS' section with a description of the newsletter.

**NTCC** NATIONAL TOBACCO CESSATION COLLABORATIVE

About NTCC Publications & Presentations Resources Media Contact Us



Welcome to the Web site for the National Tobacco Cessation Collaborative!

The NTCC is supported by the nation's leading funders of tobacco control research and advocacy: the American Cancer Society, American Legacy Foundation, Centers for Disease Control and Prevention, National Cancer Institute, National Institute on Drug Abuse and Robert Wood Johnson Foundation. The NTCC aims to improve the nation's health by increasing successful cessation among tobacco users in all U.S. populations through collaborative efforts and programs. Click [here](#) to view NTCC publications.

**Tobacco Cessation Priorities for the Nation**

To develop a new vision for the National Tobacco Cessation Collaborative, the NTCC funders met and identified long term, overarching priorities around tobacco cessation. The priorities and major strategies for addressing tobacco cessation were introduced as the NTCC Tobacco Cessation Priorities for the Nation. Click on each priority below for more information about the priority, NTCC's role in that priority and partner activities.

**WHAT'S NEW**

[Summer 2009 New Media & Smoking Cessation issue of Cases in Public Health Communication & Marketing](#)

[My QuitLine iPhone App Helps Smokers Quit with Evidence-Based Treatment](#)

[American Lung Association Report Helping Smokers Quit: State Cessation Coverage](#)

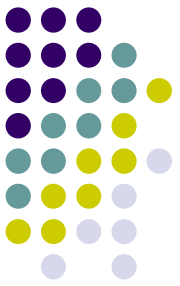
**NTCC NEWS**

*NTCC News*, the monthly newsletter of the National Tobacco Cessation Collaborative, provides the latest updates on tobacco cessation research, news, and activities.

# Become An Ex

## American Legacy Foundation

<http://www.becomeanex.org/>



The screenshot shows the homepage of the 'Become An Ex' website. At the top, there are navigation tabs: 'Learn the EX Plan', 'Do the EX Plan', and 'Join the EX Community'. A 'Welcome, Guest' message is visible in the top right. The main content area is divided into several sections:

- Welcome, fishing fans:** A banner featuring two professional anglers, Kevin Wirth and Zell Rowland, with text inviting them to join the Bassmaster Elite Series community.
- Featured Trigger: Celebrating:** A cartoon illustration of a person celebrating with a party hat, with a link to 'Re-learn your triggers >'. A 'Get Started Now' button is positioned above this section.
- Already a user? Sign-in:** A red box containing a sign-in form with fields for 'E-mail' and 'Password', a 'Remember Me' checkbox, and 'Sign-in' and 'Forgot Password?' buttons. Below this is a 'New to EX? Sign-up' section with a 'Sign-up to Become an EX' button.
- Welcome to EX:** A large black arrow graphic pointing right, containing the text 'Welcome to EX'. Below it, a section titled 'A new way to think about quitting...' explains the EX plan, which is based on personal experiences and scientific research from Mayo Clinic. It includes a 'Roll over icons to learn more about the EX plan.' instruction and a row of five icons representing different aspects of the plan.
- Community Activity:** A section titled 'Visit the Community >' showing recent activity, such as 'molzep posted a comment on this blog post This is not me! LOL.' and 'usjenniferc posted on usjenniferc's message board'.
- Recent Blog Posts:** A section titled 'All Blogs >' featuring a post titled 'New outlook...new me' with the text 'Be always at war with your vices, at peace with your neighbors, and let each new... day 2' and another post titled 'HI EVERYONE AND GOOD LUCK DAY TWO FOR ME, ON THE PATCH AS I KNOW THEY WORK ITS THE MIND THAT GIVES UP, KNOW THIS AS IV DONE IT ONCE...'.

- Online self-help program
- Focuses on identifying and coping with triggers
- Online support and support exercises
- Understanding nicotine dependence

# Links To Free Media



- photos, video, sound bites for use on blogs/websites/presentations

- <http://mashable.com/2009/08/04/free-blog-media/>

[Ads by Google](#)

[Royalty Free Pics](#)

[2009 VW CC](#)

[Search Images](#)

[Stock Photos Search](#)

[Cheap](#)



About 5 months ago [Barb Dybwad](#) 53

## 26 Places to Find Free Multimedia for Your Blog

1040  
tweets

retweet

173  
thumbs-up

Stumble!

email

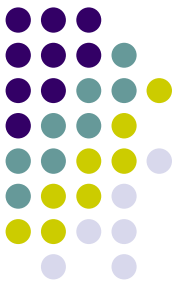
Nothing makes a blog post more eye-catching than a great header image, but not all publishers have artistic talent. And even accomplished digital creatives often crave some found material to start from or work with in a project. Luckily for all of the above, sources abound for finding a compelling photo to grab your readers' eyes and draw them in, or to locate fresh multimedia to remix.



### Creative Commons search

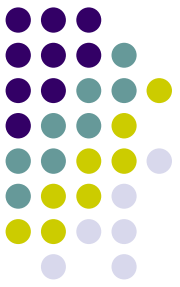


# Survey Monkey



- Use to conduct online needs assessments
- 10-item surveys can be conducted for free
- Results can be used in presentations about your county/organization

# Increasing Consumer Demand



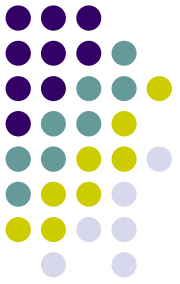
- Meet consumer demand
  - Which populations most desire treatment in your community?
  - Which have the lowest attendance?
  - Conduct a needs assessment.
  - How high is the newspaper readership in the paper in which your ads are placed?



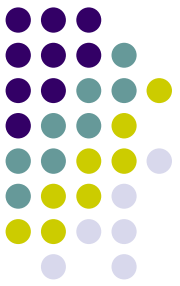
# Pool Resources

- Share resources with adjacent counties
- Merge programs
- Collaborative partnerships
  - Physicians
  - Nurses
  - Social Workers
  - Public Health Graduate Students
  - College Health Centers
  - Individuals who need community service hours

# Require minimum attendance



- Conduct closed cessation groups – minimum of attendees before starting



# Discussion Topics

- What have you cut
- What have you kept
- New ideas
- How to combine cessation and prevention activities?