



**EX and the National Cessation Alliance
The Congressional Prevention Caucus**

Cheryl G. Heaton, Dr.P.H.
 President & CEO, American Legacy Foundation
 June 8, 2007

What is Legacy?

Mission

- To build a world where young people reject tobacco and anyone can quit.

Goals

- Arm all young people with the knowledge and tools to reject tobacco
- Eliminate disparities in access to tobacco prevention and cessation services



Cessation Landscape

- More than 70% of smokers want to quit, but less than 5% do so successfully each year, and many return to smoking – usually multiple attempts occur before ultimate success.
- Evidence-based treatment approaches exist, but there is limited consumer awareness and utilization of them.
- Most smokers do not understand what it takes to quit – a comprehensive quit program including expert advice, preparation and planning.



Cessation Landscape

- “Quitlines” are now available in every state via the national portal of 1-800-QUIT-NOW.
- Smoke-free laws and tobacco excise taxes are driving consumer interest in quitting.
- Philip Morris is the major national voice promoting tobacco cessation.
- Most employers do not offer comprehensive cessation services for their employees.



IOM Report

- The Institute of Medicine just released its landmark report, ***Ending the Tobacco Problem: A Blueprint for the Nation.***
- The purpose of the report is to provide a roadmap for the country to reduce tobacco use to a point that it no longer has a significant impact on public health



IOM Recommendations: Youth Prevention

- “A national, youth oriented campaign should be funded on an ongoing basis as a permanent component of the nation’s strategy to reduce tobacco use. It should be implemented by an established public health organization with funds provided by the federal government, public private partnerships or the tobacco industry...”



IOM Recommendations: Smoking Cessation

- “State tobacco control agencies should work with healthcare partners to increase the demand for effective cessation programs and activities through mass media and other general and targeted public education programs.”
- “Congress should ensure that stable funding is continuously provided to the national quitline effort.”



Opportunity

- Provide a clear, authoritative voice for cessation that offer real “know how” from a trusted brand:
 - Close the gap between awareness of cessation services and use of them
 - Build smoker confidence by changing the accepted knowledge, attitudes and beliefs around what it takes to quit smoking



If you want to quit, this is what you want to be, and this is what we want you to stay: an EX-smoker. EX talks straight. Because the last thing you need is someone to tell you that quitting is going to be quick and easy. EX knows how hard it will be. We've been there. We know it's not just about will power. It's about arming yourself with ideas and giving you real things to do when you're fighting temptation. EX is your base. It's where you gear up. And if you slip, EX is where you go to regroup.



Overview of EX®

- **EX** is a multi-component smoking cessation campaign
- **Goal:** Increase the number of informed quit attempts
- **Strategies:**
 - Reduce barriers to successful quitting by providing and promoting cessation services
 - Increase smoker self-efficacy by changing the understanding of what it takes to quit smoking



EX Programmatic Elements

- Theoretically-based strategy
- Media Campaign (Paid and Earned)
- Drive to Services
 - Telephone Counseling (1-800-QUIT-NOW)
 - Web-based Services (BecomeAnEX.org)
 - Quit Manual
- Partnerships
 - The National Tobacco Cessation Alliance
 - State and Local Coalitions
 - Corporate Partners
- Evaluation



EX Advertising

Two-Pronged Approach

- **Direct Response**
 - Drive to services
 - Establish trust in the brand
- **Knowledge/Attitudes/Beliefs (KAB)**
 - Build smoker confidence and increase self-efficacy
 - Teach smokers that it's possible to “re-learn” life without cigarettes
 - Create building blocks for future success



Pilot Tests

- **EX** is being piloted and evaluated in four test markets
- Each site will help contribute to a comprehensive evaluation of **EX**:
 - Buffalo, NY
 - San Antonio, TX
 - Grand Rapids, MI
 - Baltimore, MD



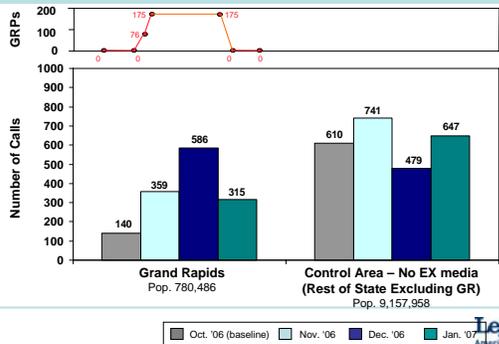
Preliminary Evaluation Results

Direct Response Campaign (Grand Rapids Pilot Test)

- **Awareness**
 - In Grand Rapids pilot, 36% of smokers were aware of **EX** after 8 weeks of advertising (at 175 GRPs/wk)
- **Campaign Goal: Drive to Services**
 - On average, the campaign generated a three-fold increase in quitline call volume compared to baseline.
 - On average, web traffic to BecomeAn**EX**.org was over four times higher when media was on-air.
- **Campaign Goal: Establishing EX brand as credible**
 - Smokers were highly receptive to **EX** messages.
 - Cessation attitudes were more favorable among smokers aware of **EX** compared to those unaware of **EX**.



Monthly Call Volume for Phase 1 by EX Pilot City



Confirmed Ad Awareness

Respondents	Sample size	% Confirmed Awareness (one or more ads)*
Overall	N = 159	35%
Smokers	N = 105	36%
Former smokers	N = 26	33%
Never smokers	N = 27	30%

*Confirmed Awareness is our most conservative measure. 56% of the sample had Aided Awareness (unconfirmed) of one or more of the ads or the EX tagline.



Taking EX National

- National Tobacco Cessation Alliance
 - Unprecedented public/private partnership of states and national organizations
 - Collective funding of a sustained national tobacco cessation campaign
- Legacy Commitment
 - Serving as a catalyst to establish the Alliance
 - Will hand off ownership to member organizations
 - Will provide matching funds to encourage state participation



Alliance Rationale

- Demonstrated success of tobacco-focused media campaigns
- National media campaigns will be more cost-effective than many individual state campaigns
- States leverage their investment in tobacco cessation services



Corporate Support

- Become a member of the Alliance
- Bring **EX** to employees
 - Work with Legacy to customize **EX** to your workplace via information distribution, access to services and employer support
- Spread the word!