

## Designing for Demand:

Core Principles for Building Consumer Demand for  
Tobacco Cessation Products and Services

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## Cessation in America

- 44.5 million Americans still smoke.
- 70% say they want to quit.
- Most who try to quit fail.
- Less than 5% of smokers quit each year for at least 3 months.

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## Cessation in America

- Helping more smokers quit represents an extraordinary opportunity to improve the nation's health and reduce health disparities.

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## Cessation in America

- Most smokers try to quit on their own.
- Using proven cessation aids can double or triple quit rates.
- Only 20-30% use effective cessation aids.

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## Addressing this Challenge

- National Tobacco Cessation Collaborative (NTCC) hosted three Consumer Demand Roundtables and a national conference.
- NTCC is funded by ACS, CDC, Legacy, NCI, NIDA and RWJF to identify and address gaps through special initiatives.
- [www.tobacco-cessation.org](http://www.tobacco-cessation.org)
- [www.consumer-demand.org](http://www.consumer-demand.org)


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## ConsumerDemand

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<p><b>Roundtable Members</b></p> <p>David Abrams, PhD, NIH OBSSR Linda Bailey, JD, MH, NAQ Consortium Matt Barry, MPA, Center Tobacco Free Kids Amanda Graham, PhD, Brown University David Graham, Pfizer Karen Gutierrez, Global Dialogue Pablo Izquierdo, MA, Elevacion Ltd. Katherine Kemper, MBA, GlaxoSmithKline Tim McAfee, MD, MPH, Free &amp; Clear Myra Muramoto, MD, MPH, U. Arizona Joachim Roski, PhD, MPH, NCOA Saul Shiffman, PhD, U Pittsburgh Victor Strecher, PhD, MPH, HealthMedia, Inc. Susan Swartz, MD, MPH, Maine Medical Ctr. Frank Vocci, PhD, NIDA Dianne Wilson, SC African-American Tobacco Control</p> <p><b>Expert Advisors:</b> Elizabeth Barbeau, Dianne Barker, Sean Bell, Bill Blatt, Mary Ann Bright, Peter Coughlan, John Hughes, Gary Giovino, Danny McGoldrick, John Pinney, Connie Revell, Dawn Robbins</p>	<p><b>Planning Committee:</b></p> <p>Carlo DiClemente, PhD UMBC (Chair) C. Tracy Orleans, PhD, RWJF (Co-Chair) Todd Phillips, MS, Acad. Educational Development Elaine Arkin, RWJF Stephanie Smith, PhD, MPH, Princeton/RWJF Kay Kahler Vose, MA, Porter Novelli</p> <p><b>Major Funders/Advisers</b></p> <p><b>ACS:</b> Bettina Lanyi <b>CDC:</b> Corinne Huston, MD, MPH Ann Malarcher, DrPH, Karen Stener, MPH <b>Legacy Foundation:</b> Amber Hardy Thornton, MPH, CHES, Cheryl Heaton, DrPH, Bill Furmanski, MPH, Helen Lettlow, PhD <b>NCI:</b> Cathy Backinger, PhD <b>NIDA:</b> Frank Vocci, PhD <b>OBSSR:</b> Patty Mabry, PhD, Brad Wibel, PhD <b>RWJF:</b> Marjorie Paloma, MPH, Joseph Marx</p>
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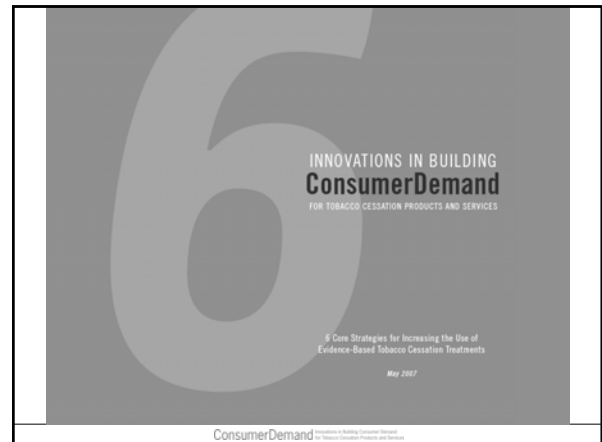
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## Goal of the Roundtables

- Identify key strategies and breakthrough opportunities to substantially increase treatment use and population quit rates.

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### **Consumer Demand:**

The degree to which smokers and other tobacco users who are motivated or activated to quit know about, expect, seek, advocate for, demand, purchase, access and use tobacco cessation products and services that have been proven to increase quitting success.

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### **Building Consumer Demand:**

*Six core strategies for building demand among smokers for proven tobacco cessation products and services include:*

1. Viewing smokers as consumers and taking a fresh look at quitting from their perspective.
2. Redesigning evidence-based products and services to better meet consumers' needs and wants.
3. Marketing and promoting cessation products and services in ways that reach smokers—especially underserved smokers—where they are.
4. Seizing policy changes as opportunities for “breakthrough” increases in treatment use and quit rates.
5. Systematically measuring, tracking, reporting and studying quitting and treatment use—and their drivers and benefits—to identify opportunities and successes.
6. Combining and integrating as many of these strategies as possible for maximum impact.

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## 1. Viewing Smokers as Consumers

- Developing a better understanding of quitters’ preference and needs.
- Focusing on the consumer experience.
- Understanding the quitting journey and engaging smokers all along the way.

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## 2. Redesigning evidence-based products and services

- Using consumer-centered design principles.
- Ensuring products and cessation materials follow health literacy principles.

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### 3. Marketing and promoting cessation products and services in way that reach smokers

- Engaging smokers in new ways and in new places.
- Telling a story is more powerful than simply sharing facts and information.
- Using evidence-based promotion principles.
- Using new forms of marketing to reach smokers.
- Correcting misperceptions about what works and what doesn't.

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### 4. Seizing policy changes as opportunities for cessation

- Stimulating and harnessing the treatment demand that is generated by tobacco control policy changes.
- Expanding tobacco cessation treatment access and coverage.
- Allocating MSA bonus funds for tobacco control.

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### 5. Systematically measuring, tracking, reporting, and studying quitting

- Using longitudinal cohort studies.
- Funding consumer demand research.

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### 6. Combining and integrating these strategies

- New York City
  - Increased the excise taxes by \$1.81
  - Went smokefree in 2002
  - Promoted the quitline
  - Provided free NRT to 35,000 smokers
- From 2002-2004, percentage of NYC adults who smoke dropped from 21.6% to 18.4%.

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### 2. Redesigning evidence-based products and services

- Less current capability in tobacco control
- Engaged IDEO, a leading innovation and product/service design firm
- RWJF-funded IDEO design projects
  - Apply consumer-centered design principles
  - IDEO consulted with two organizations to create and test prototypes of treatments to more successfully engage and assist smokers

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