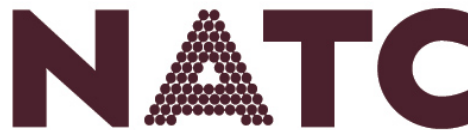


Introducing EX[®]:
*Developing and Piloting
an Adult Tobacco Cessation Program*

Michael Caldwell, MD, MPH
Dutchess County, NY Department of Health



National Alliance for Tobacco Cessation

Developing EX[®]

- **Consumer Research**
 - Six cycles with over 1,500 respondents
 - Qualitative and quantitative
- **Cessation Resources**
 - National, state and local cessation experts
 - Stages of Change Model
 - Addiction Theory
 - Cessation materials/research/literature
- **Input from the Field**
 - Expert working groups provided feedback, ideas



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.

“We Know It’s Hard to Quit”

- **Direct Response Ads**

- Targets committed quitters who are ready to quit and currently trying
- Builds brand as credible
- Promotes services
 - Voice Over emphasis for 1-800-QUIT-NOW



“Re-learn Your Life”

- Preparation Ads
 - Targets a broad audience of potential quitters
 - Focus on building confidence about quitting
 - Did not highlight 1-800-QUIT-NOW as prominently as the Direct Response ads



EX[®] Program

- **BecomeAnEX.org**
 - Online support and information
- **Consumer education materials**
- **1-800-QUIT-NOW**
 - Toll-free, state-based telephone counseling
- **Campaign extensions**
 - Via state, corporate, and health care professional partners



Evaluation

- Assess ad and brand awareness and receptivity
- Track Service Utilization
 - 1-800-QUIT-NOW calls
 - Registrants and visits to the website
- Evaluate EX book efficacy and receptivity
- Explore relationship between exposure to ads and:
 - cessation attitudes and beliefs
 - confidence in quitting
 - quit attempts.

Pilot Results

- Positive response to EX ads and brand across all sites and across race/ethnicity
- Demonstrated ability to increase consumer demand for quitlines and website
 - Increased call volume 5-11 fold
 - High demand for web cessation services
- Statistically significant changes in some key attitudes among those aware of EX campaign
- No statistically significant changes in self-efficacy or quitting behaviors, but trends call for cautious optimism