



PUBLIC HEALTH

**ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON**

The EX Campaign: Washington's Story

Mary C. Selecky, Washington State Secretary of Health
September 12, 2008



WA Tobacco Prevention Efforts

- Tobacco quit line
 - Information, counseling, quit plan, resources
 - Tailored services for pregnant women
- Adult smoking rate declined
 - 22.4 percent in 2000 to 16.6 percent in 2007
 - 235,000 fewer smokers
 - \$2.1 billion saved in future health care costs

WA Involvement in EX Campaign

- Founding Alliance member
- Ongoing efforts to assist smokers
- State collaboration critical
- Targeted state-specific radio ads
- National EX TV ads and WA state-specific ads



Incorporating EX Campaign

- EX-branded coffee truck
- Enhanced EX media buy
- Partnering with bowling centers
- Spanish EX radio ads in ten counties
- Clinic distribution of Spanish cessation books





Sasquatch Music Festival

- Presenting sponsor of '08 Sasquatch
- Existing partnership with concert promoter
- Prevents tobacco marketing to kids at concerts

ex™ BecomeAnEX.org

SASQUATCH! 2008 SIDE STAGE SAT

ex™ BecomeAnEX.org

SASQUATCH! 2008 SIDE STAGE SUN

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The Gorge in George

- 50,000 young adults – 3-day concert
- Heavy exposure to EX brand
- EX logo on Sasquatch Web site
- EX slap bracelets and frisbees





Value and Results in WA

- Too early for accurate quit data
- Working closely with other states
- Better mileage for our cessation dollars
- Spanish-language cessation pages



The Future

- Grow Alliance relationships
- Win-win situation for us
- Better chance smokers will use services
- Evaluation

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