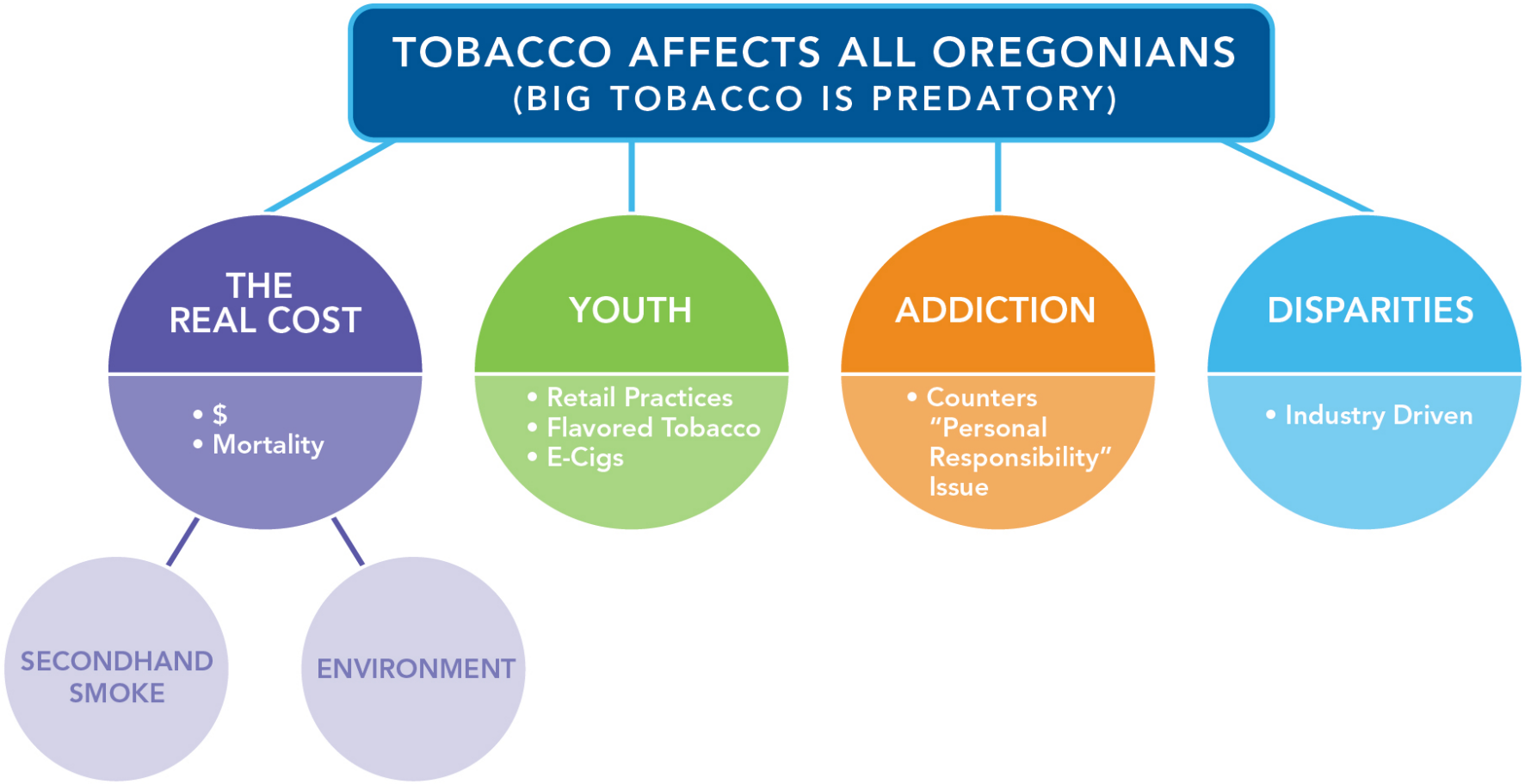
# TID Transmedia Campaign

Oregon Health Authority
PUBLIC HEALTH DIVISION

SMOKEFREE oregon

# Our framework


TOBACCO AFFECTS ALL OREGONIANS
(BIG TOBACCO IS PREDATORY)
THE REAL COST
• $
• Mortality
SECONDHAND SMOKE
ENVIRONMENT
YOUTH
• Retail Practices
• Flavored Tobacco
• E-Cigs
ADDICTION
• Counters "Personal Responsibility" Issue
DISPARITIES
• Industry Driven

CHEVRON
Chevron
10-653
OREGON-1936
OREGON-1937
23-309
OREGON-1938
186-529
307-619
REGON-1939

# Print ad concepts

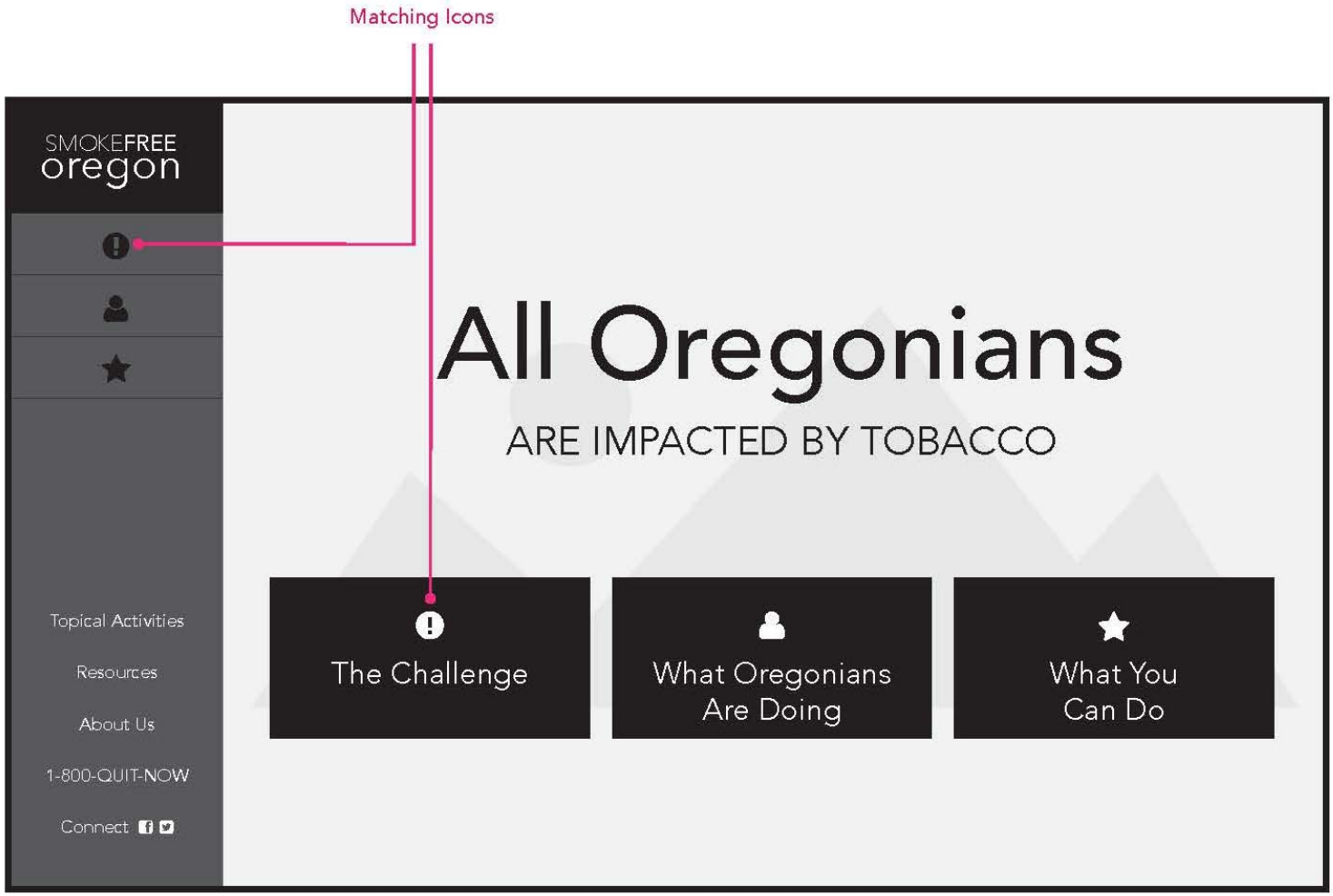
*Presentation sponsored by the Health Promotion and Chronic Disease Prevention Section of the Oregon Health Authority*

# Social media

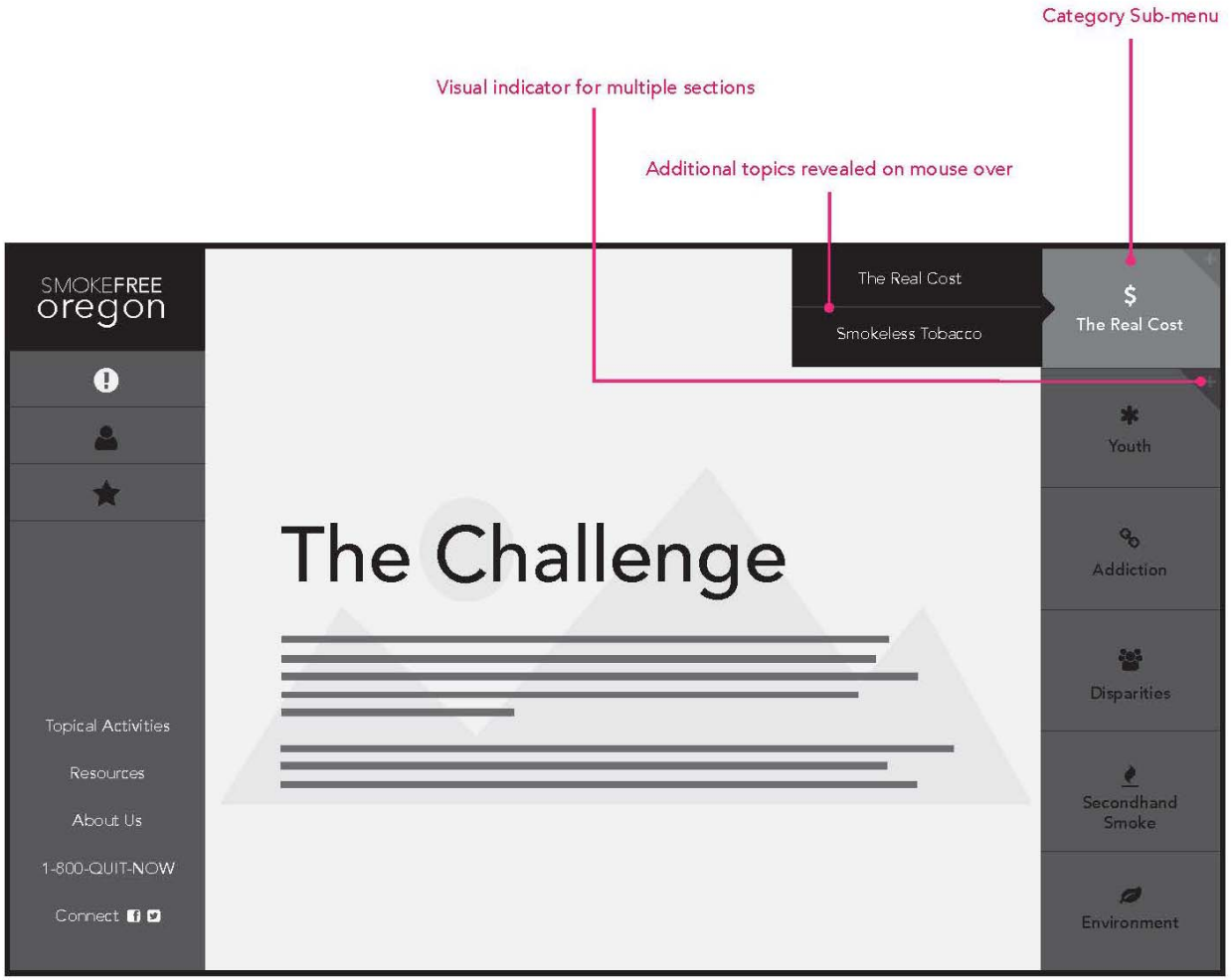
*Presentation sponsored by the Health Promotion and Chronic Disease Prevention Section of the Oregon Health Authority*

# Website

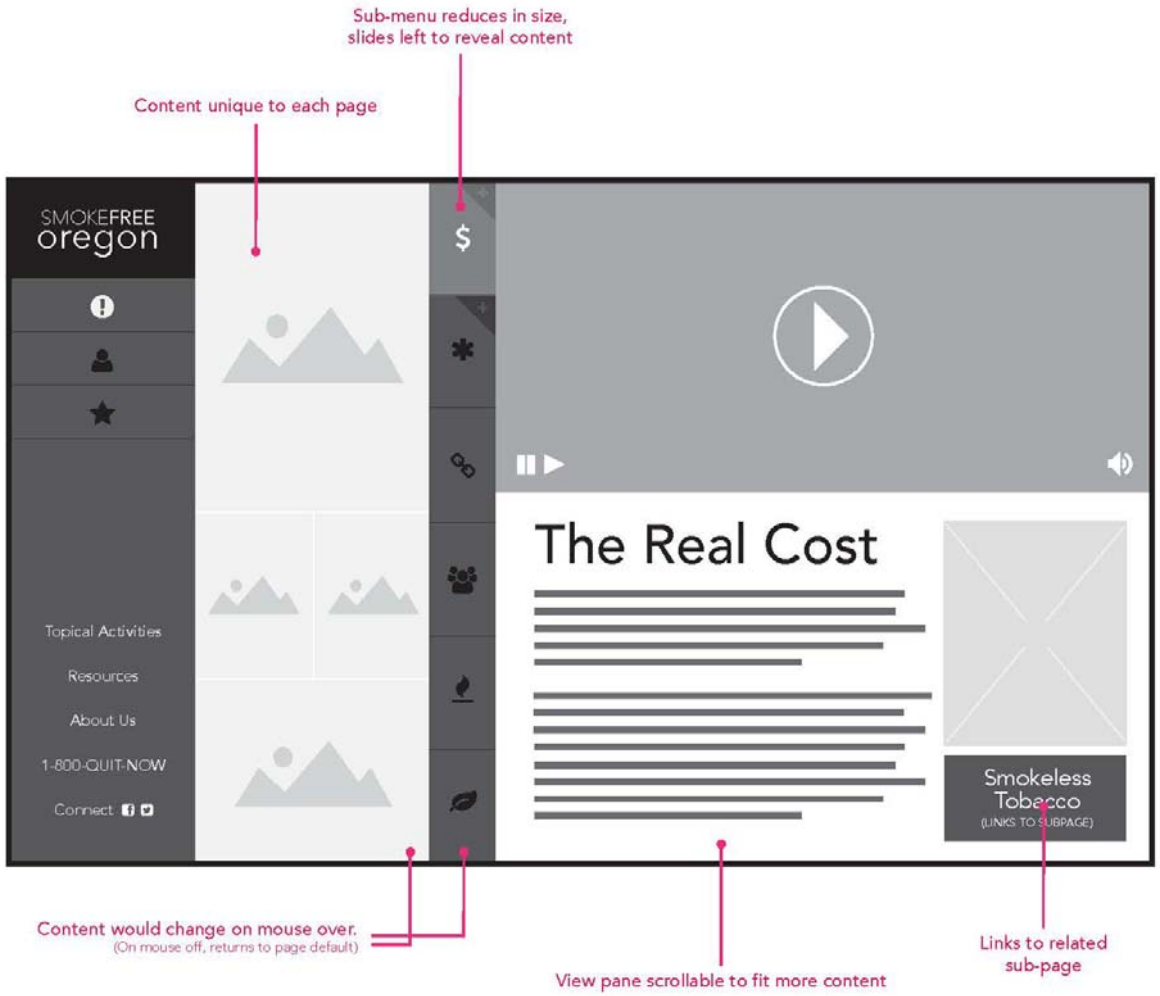
A


Matching Icons
SMOKEFREE
oregon
All Oregonians
ARE IMPACTED BY TOBACCO
Topical Activities
Resources
About Us
1-800-QUIT-NOW
Connect
The Challenge
What Oregonians Are Doing
What You Can Do

A


Category Sub-menu
Visual indicator for multiple sections
Additional topics revealed on mouse over
SMOKEFREE oregon
The Real Cost
Smokeless Tobacco
$
The Real Cost
Youth
Addiction
Disparities
Secondhand Smoke
Environment
The Challenge
Topical Activities
Resources
About Us
1-800-QUIT-NOW
Connect

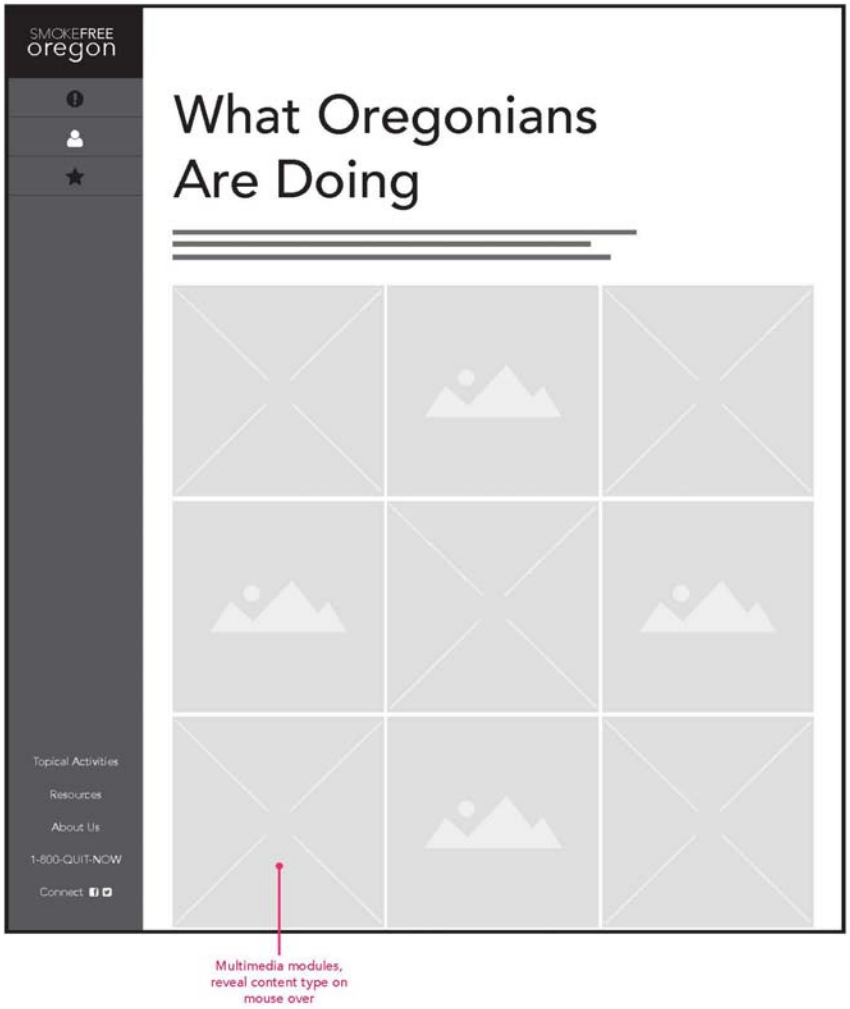
A


Sub-menu reduces in size, slides left to reveal content
Content unique to each page
SMOKEFREE oregon
Topical Activities
Resources
About Us
1-800-QUIT-NOW
Connect
The Real Cost
Smokeless Tobacco
(LINKS TO SUBPAGE)
Content would change on mouse over.
(On mouse off, returns to page default)
View pane scrollable to fit more content
Links to related sub-page

A

SMOKEFREE
oregon
Topical Activities
Resources
About Us
1-800-QUIT-NOW
Connect
What You Can Do
Help Someone Quit
Smokeless Tobacco
Find Out What's For Sale In Your Neighborhood
Promote Smokefree Places
Help Someone Quit
Protect Our Youth
Support Targeted Communities

A


SMOKEFREE
oregon
What Oregonians
Are Doing
Topical Activities
Resources
About Us
1-800-QUIT-NOW
Connect
Multimedia modules,
reveal content type on
mouse over

# Earned media & grassroots

# The Candy Jar

# The Candy Jar

- Tobacco products that look, smell and taste like candy are targeting our youth.
- Media teaser will help reporters experience flavored tobacco products in a clever, attention-grabbing manner.

# The Walk

# The Walk

- Fun activity for communities to look at tobacco retailers located near their local schools.
- Adds qualitative element to grantees who engaged in retail assessments.
- Opportunity to generate earned media for walk as well as assessment results.

# The Banner

St Helens
Ridgefield
Battle Ground
Scappoose
Mt Vista
Hockinson
Silver Star Scenic Area
Orchards
Vancouver
Mill Plain
Washougal
Tillamook State Forest
Hillsboro
Beaverton
Milwaukie
Tualatin
Oregon City
Sandy
Wilsonville
Canby
CELEBRATING
SMOKEFREE
PLACES IN OREGON

SMOKEFREE
oregon
ANOTHER SMOKEFREE PLACE

# The Banner

- Celebrate the smokefree venues in your own community.
  - Banner, badge for your website, Smokefree Oregon locator map
- Build momentum for other smokefree places with media coverage.
- Inform visitors this is a smokefree venue.

# The Quiz

# The Quiz

- Coordinate with a local festival or other highly-attended summer event.
- Make retail assessment data interactive and bring TID facts to life.
- Capture video of both the event and the reactions of the audience and share with media.

# SMOKEFREE oregon

coates kokes

Oregon Health Authority