2011 Grantee and Contractors Meeting
Counter-Marketing: The future of media relations and advertising in tobacco control

Example: Helping Benefit Oregon Smokers Coalition, Goals and Audience Map

Communication goals:

- o All health plans understand and adjust their benefit as needed to reach outcome goals.
    - o Plans agree that applying these recommendations will improve quality and shared responsibility for smokers, ultimately serve the good of the community.
    - o Standardization across plans is improved.
    - o The effect of the benefit is maximized because the recommendations are aimed at effectively helping people quit.
    - o There is a shared understanding of the evidence base for cessation, how smokers quit, and what works best. This promotes use of best practices.
    - o Those plans that are restricted to the $500 lifetime benefit modify r their structure to more closely align with the recommendation.
- o The recommendations are adopted as a best practice guide and standard of care for all groups that provide healthcare so that any new benefits are more aligned with HBO recommendations.

Audiences and drivers:

Summary of priority outreach for next 6 months:
- Oregon-based health plans
- Employers
- Larger benefit purchasers

Providers of Care	Drivers for engagement:

Health Plans
 	
Providers & associations
 	
Program providers (ALA, QL)
 	
Oregon Health Authority
 	
Consultants & Brokers
 	
Oregon Education Benefit Group
 	
OHIP improvement committee
 	
OMA
	• Oregon law requires minimum health plan coverage. These recommendations help to maximize the effectiveness of employer/health plan investment.
	
	• "Benefit of the benefit"
	
	     o Cost savings/ROI-prevention of COPD and other chronic conditions related to smoking
	
	     o Improve consumer satisfaction
	
	     o Show collaboration

	o Supports evidence based practice o Population based, costs shared across population o Opportunity to engage smokers as to benefits available; o Ability for providers to know that there is similar coverage for patients around SC benefits regardless of health plan– and thus are more encouraged to have the discussion about quitting – again • Brokers/Consultants able to educate employers of a similar approach across health plans that will facilitate care for their employees. We will all win if the individual quits.

Employers	Drivers for engagement:
Oregon Business Association (OBA) Business Alliance Chambers of Commerce Oregon Business Council (OBC) Associated Oregon Industries Oregon Healthy Kids Insurance Brokers Employers (large and small) OAB ONA OPC	• Minimum benefit is required by Oregon law. Following HBOS recommendations will help to maximize results thereby: • Increasing cost savings-prevents absenteeism • Improving employee satisfaction • Supporting worksite wellness • Reducing second hand smoke exposure • Encouraging employers and employees to be actively involved in the health of their employees; • Realizing associated cost savings related to smoking cessation. (These come in both direct healthcare costs and in indirect --lost productivity and increased disability from

AQI	associated conditions -- chronic lung disease, cardiac disease, and cancers -- tobacco's big three. For younger population, highest risk is probably increased prematurity and costs associated with this.) • A healthy workforce helps control your rising medical costs and helps increase productivity and reduce absenteeism. These recommendations can improve success.
Consumer-Focused	**Drivers for engagement:**
Patient advocates Pharmaceutical companies Policy advocates Schools and PTA's Pharmacy purchasing groups Health Leadership Council	• Improves and standardizes coverage and support for smokers to quit • Supports health equity: all Oregonians have access to an effective benefit • Evokes confidence/efficacy that quitting is possible, with best practices applied across health plans • Highlights health benefits of quitting • Cost savings • Reduction of prevalence of smokers in OR • Supports healthy communities • Supports increased screening and treatment for youth • Pharmaceutical companies profit from medication revenue from appropriate use.