Quit Tobacco—Make Everyone Proud

www.ucanquit2.org

The Quadruple Aim: Working Together, Achieving Success
Michelle Graham Hicks, Program Manager
24 January 2011

DoD - TRICARE® Management Activity and the Veterans Administration
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<td>Military Health System, TRICARE Management Activity, 5111 Leesburg Pike, Skyline 5, Falls Church, VA, 22041</td>
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| 19a. NAME OF RESPONSIBLE PERSON                        |
Quit Tobacco—Make Everyone Proud

www.ucanquit2.org
The Quadruple Aim

- The MHS Value Model

Readiness
Ensuring that the total military force is medically ready to deploy and that the medical force is ready to deliver health care anytime, anywhere in support of the full range of military operations, including humanitarian missions.

Experience of Care
Providing a care experience that is patient and family centered, compassionate, convenient, equitable, safe and always of the highest quality.

Per Capita Cost
Creating value by focusing on quality, eliminating waste, and reducing unwarranted variation; considering the total cost of care over time, not just the cost of an individual health care activity.

Population Health
Reducing the generators of ill health by encouraging healthy behaviors and decreasing the likelihood of illness through focused prevention and the development of increased resilience.
PROBLEM

• Junior enlisted active-duty personnel are more likely to use tobacco than older, higher-ranking service members or civilians.
PROBLEM

Smoking Rates by Service

- All Services, All Ages: 30.4%
- Army: 43.3%
- Marine Corps: 44%
- Navy: 38.4%
- Air Force: 28%
- Coast Guard: 35.6%

Male 18–25
Female 18–25
PROBLEM

Smokeless Tobacco Use Rates

<table>
<thead>
<tr>
<th>Service</th>
<th>Male 18–24</th>
<th>All Personnel</th>
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<tbody>
<tr>
<td>All Services, All Personnel</td>
<td>13.6%</td>
<td></td>
</tr>
<tr>
<td>Army</td>
<td>21.1%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Marine Corps</td>
<td>25.2%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Navy</td>
<td>14.4%</td>
<td>9.8%</td>
</tr>
<tr>
<td>Air Force</td>
<td>13.4%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Coast Guard</td>
<td>18.5%</td>
<td>12.5%</td>
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www.ucanquit2.org
TARGET AUDIENCE

Primary

• Active duty, enlisted personnel, E1s-E4s, 18 to 24 years old.

Secondary

• Veterans and retirees.
• Key intermediaries, including health professionals.
• Family members and friends.
CAMPAIGN OBJECTIVES

- Drive those who are ready to quit tobacco to website for support and resources.

- Increase awareness of the negative health and performance effects of tobacco.

- Motivate quitting.
PERFORMANCE MEASURES
Process ► Output ► Outcome Measures

**Increased awareness:** Materials developed
► Materials distributed ► Awareness on surveys

**Decreased acceptance:** Materials developed
► Materials distributed ► Acceptance on surveys

**Motivation to quit:** Materials developed
► Materials distributed ► Motivation on surveys
CAMPAIGN STRATEGIES

• **Messages & graphics** to brand campaign:
  - Quit Tobacco—Make Everyone Proud
  - www.ucanquit2.org ✓

• **Web site:**
  ✓ - Personal support
  ✓ - Customizable tools
  ✓ - Cessation strategies & information
  ✓ - Opportunities to engage
CAMPAIGN STRATEGIES

- **Use of variety of channels** to reach target audience.

- **Partnership development** to expand reach of campaign.
PROMOTIONAL STRATEGIES

• Web site content development & marketing
• Public relations & advertising
• Partnership outreach & support
• SMS campaign/social networking
Tactics:
Web, Partnerships, PR, Advertising
WEB SITE: www.ucanquit2.org

Tools To Help You Quit

• Train2Quit
• QuitPlan
• Help Locator
• Quit Calendar
• Savings Calculator
• Quit Blog
• Medication Information
• News and Articles
• Campaign Materials
• Games
TRAIN2QUIT

- Interactive step-by-step process to help users quit tobacco.
- Personalized, self-paced, free.
- Available 24/7/365.
LIVE CHAT

• One-on-one real-time Live Chats.

• Staffed by trained tobacco Cessation Coaches.

• 24/7 access.
WEB 2.0 SERVICES

Mobile Text Messaging
• Emphasis: Use quit tobacco tools and resources at www.ucanquit2.org

Social Networking
• Facebook, MySpace, Twitter, YouTube.
CAMPAIGN MATERIALS

Multimedia

Promotional

Print
CAMPAIGN MATERIALS (Navy)

THERE IS PRIDE IN QUITTING TOBACCO.
YOU ARE TAKING A STAND. CONTROLLING YOUR LIFE. TAKING RESPONSIBILITY.

—You Admiral M. Robinson, Jr. MC, USN
Chief, Bureau of Medicine & Surgery

We can help you quit smoking or chewing. Do it for yourself. And everyone who cares about you. Visit www.ucanquit2.org

QUIT TOBACCO.
make everyone proud

She'll be just as happy when you quit tobacco.

QUIT TOBACCO.
make everyone proud

QUIT TOBACCO.
make everyone proud

QUIT TOBACCO.
make everyone proud

www.ucanquit2.org
PARTNERSHIP OVERVIEW

Goal

Expand reach of campaign by developing strategic and tactical partnerships.
PARTNERSHIPS

Navy

- Naval Station Great Lakes—bootcamp & training
- Supporting smoke-free submarines & facilities
- Liberty Center promotions
- Graphics & content for print materials
- 300+ material orders sent to large CONUS/OCONUS commands, ships, and submarines
PARTNERSHIPS

Air Force

- Links, emails, articles on Air Force Portal
- Support & technical assistance to HAWCs
- Customized articles & print materials
- Message dissemination to HAWC via AF SGO
- Campaign materials sent to every AF HAWC
PARTNERSHIPS

Army

- Train2Quit development & evaluation.
- Installation-level support & technical assistance.
- Army.mil articles & AKO embedding.
- Army-wide requests for materials fulfilled.
- Material orders sent to health professionals.
PARTNERSHIPS

Marine Corps

- 2010 Focus groups/formative evaluation of messages and materials.
- Semper Fit (SF) & Single Marine (SM) briefings.
- SM-and SF-targeted marketing.
- Campaign materials sent to Marine Corps health and wellness professionals.
PARTNERSHIPS

Coast Guard

- White Zone support: More than 60% of USCG without MTF access.
- Live Chat & Train2Quit.
- Health promotions briefings & campaign education.
- Development of senior leader posters, testimonials.
- Materials sent to USCG health promotions staff.
PARTNERSHIP SUMMARY

• Support for service-specific needs & initiatives.

• Ongoing dialogue & needs assessments.

• Dissemination of messages and materials (in response to partner needs).

• Campaign and cessation feedback & focus groups.

• Identification of new opportunities.
PUBLIC RELATIONS
PR & Media Outreach

- Support GASO, GASpO, and other events; promote Web site tools/services.

- Disseminate news releases, articles to military media.

- Targeted distribution of video and radio PSAs.

- Pitch materials to editors; build relationships.

- Provide source material to TRICARE for news stories, interviews.
ADVERTISING

Targeted Advertising

- Computer stations—Czee network.
- Place-based media buys—posters in gyms, banners, etc. (GASO, GASpO support).
- At-cost advertising in military exchanges.
- Those Who Serve TV news segment sponsorship.
- Flagship print ads.
ADVERTISING MATERIALS

READY 2 QUIT TOBACCO?
Let us help you stay on track.

Go to www.ucanquit2.org
and find out how to get your personal cessation coach.

Text UCAN to 35350
www.ucanquit2.org

U CAN pile up the cash and get more stuff when you quit tobacco.

When you’re ready, we’re here to help. www.ucanquit2.org

QUIT TOBACCO. make everyone proud

www.ucanquit2.org
PR & ADVERTISING MONITORING

• Search and capture clips.

• Track usage to identify papers that regularly use materials.

• Estimate value of articles & PSAs by calculating newspaper and radio ad costs.

• Track online advertising.
Evaluation:
A Look at the Results
EVALUATION OVERVIEW

Goal

To measure increases in the knowledge of tobacco effects, in the awareness of the campaign, and the reach of the campaign through partnerships and promotion.

**Metrics:** Web site traffic, Live Chat numbers, Train2Quit program enrollments, campaign reach, and survey data.
EVALUATION HIGHLIGHTS

• **Train2Quit**—**Over 2,400 enrollees** to date, with promotions generating a 110% increase in enrollments.

• **Czee**—Splash page/banner viewed over 3.2 million times; Over 24,000 Czee referral visits to the Web site.

[www.ucanquit2.org]
EVALUATION DATA: WEB VISITS
MATERIALS DISSEMINATION

• Over 200 installations have received materials.

• Over 120 Reserve, Guard, Coast Guard, and VA centers received materials.

• More than 480 health professionals requested materials.
What You Can Do

• Tell everyone you know who uses tobacco, to go to www.ucanquit2.org and enroll in Train2Quit.

• Go to www.ucanquit2.org to learn more about the available tools and resources.

• Organize an event/participate in GASpO.
Thank you!

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