



Summary of Marketing Initiatives by Other States

Compiled by Janet Brandes

Note: This is not meant to be a complete and comprehensive list of all initiatives in all states.

Arkansas used a marketing contractor to determine effective marketing strategies and identified primary and secondary audiences and purposes of a marketing plan for each Idaho-"marketing and strategies for action to be addressed later".

Indiana plans to conduct a public forum to inform key stakeholders of the strategic plan. Potential partners will be identified and meetings will be conducted to secure collaborative commitments to the plan.

Michigan identified organizations that seemed most appropriate to adopt each of the strategies; planned to co-sponsor a disparities conference with Tobacco-Free Michigan (on hold); developed a "highlights" sheet to provide info to partners on the strategic plan; and plan to "provide and disseminate materials language-appropriate, culturally sensitive and geographically specific".

Nebraska created a "buy-in" grid for coalition members to "transform commitment into action".

New Mexico developed a graphically attractive version of the plan and an overview; dissemination to state and local policy makers, community groups, etc.; and a workgroup to spearhead an effort to promote the existence and importance of the strategic plan.

Pennsylvania plans to make a plan available via internet and issue press releases. Other plans call for face-to-face, hosted events, personalized mailings, and regional meetings. Jennifer Keith stated, "Unfortunately we don't have a formal marketing plan in Pennsylvania."

Utah "will address marketing later".

Vermont's responsibility for marketing lies with DOH. They will have a statewide rollout of the plan via statewide partners meeting.

Washington developed "community specific" dissemination plans and messages to be created and distributed by community members through community channels. They also identified audiences to be reached, best means of reaching them and key messages and provided "disparities updates".

Wisconsin has the most developed plan with the "grid" worksheet. The workgroup met with two marketing analysts from a multi-cultural communications firm and developed an internal plan that included identification of audiences, what action should be taken, benefits, the message and the messenger.