

**Kansas Tobacco Prevention for Specific
Populations Workgroup Marketing
June 2007**

A marketing plan for the *Kansas Tobacco Prevention Strategic Plan for Specific Populations: "Everyone Benefits"* has several goals:

1. To create awareness of the plan's existence, its importance, and how individuals/organizations can be involved in tobacco prevention efforts for specific populations.
2. To raise community knowledge of tobacco-related health disparities in general, e.g., what "disparity" means, the extent of the problem, who experiences tobacco-related health disparities, etc.
3. To create "buy-in" for the strategic plan. "Buy-in" would include securing specific organizational commitments to assist with strategic plan implementation.
4. To identify and recruit action team members willing to work on each of the strategic plan goal areas.

Specific Tasks:

1. Identify key audiences for dissemination of the plan.
2. Develop key messages for each audience. Involve specific population groups in pre-testing of messages for tailored materials. Consider usage of brainstormed messages suggested by Workgroup.
3. Determine best media for each audience, e.g., strategic plan document, brochure, commitment pledges, one-page action outline, PowerPoint presentation, presentation guide for community groups, tailored letters, telephone call scripts, etc.
4. Identify targeted communications channels, e.g., special presentations, conferences, special mailings, etc.
5. Gather and disseminate targeted brochures and information from other states and national organizations. Provide information on how to obtain this information directly, and how to customize such information with the toll-free Kansas Tobacco Quitline, when appropriate.
6. Develop and disseminate marketing materials.
7. Assess marketing efforts.

Primary Audiences:

Includes those with a statewide reach, as well as the Workgroup. Materials to be distributed may be more "mass produced" vs. tailored for a specific audience.

- Kansas Tobacco Prevention for Specific Populations Workgroup members, and their affiliated organization
- State agencies and programs, e.g., KDHE Tobacco Use Prevention Program grantees, Healthy Kansans 2010, Center for Health Disparities, Social and Rehabilitation Services (SRS), etc.

- Statewide organizations and coalitions, e.g., Kansas Comprehensive Cancer Partnership, Tobacco Free Kansas Coalition, American Cancer Society, American Lung Association,
- Health-related professional organizations, e.g., Kansas State Nurses' Association, Kansas Public Health Association, Kansas Association of Local Health Departments, Gay and Lesbian Medical Association, Kansas Association for the Medically Underserved (KAMU), etc.
- Statewide specific population communities: faith-based (Hispanic Diocese), athletic corporations (NASCAR), etc.
- Foundations: Kansas Health Foundation, REACH, Sunflower Foundation, United Methodist Health Care Foundation of Greater KC, etc.
- Food Banks

Secondary Audiences:

Includes more specific and targeted segments of the population, and requires more tailoring of marketing materials.

- Local specific population communities: faith-based, athletic organizations, disability coalitions, etc.
- Health care professionals (physicians and nurses) and health care educators within local health departments, hospitals, not-for-profit organizations, Veteran's Administration, Disabled American Veterans, etc.
- County and city commissioners and other local policy-makers, e.g., League of Municipalities, Kansas Association of Counties
- Chambers of Commerce (Hispanic, etc.)
- University health profession organizations, e.g., Kansas State Nurses Association
- Safety net clinics/federally qualified health clinics
- HUD

Potential Marketing Materials to Be Developed:

All materials will display the toll-free Kansas Tobacco Quitline information.

- Tailored Letter(s) from KDHE Secretary Bremby and Kansas Tobacco Prevention for Specific Populations Workgroup
- Strategic Plan (full copy)
- Executive Summary
- Targeted PowerPoint presentation package
- Article for placing in local organizational newsletters
- Fact sheets specific to populations
- Directory of resources (data, models)
- Web site Links
- One page Talking Points
- Return "pledge/commitment" cards

Measures of success:

- Continued involvement by Kansas Tobacco Prevention for Specific Populations Workgroup members in action teams and follow-up meetings.
- Number of signed commitment cards from organizations

- Increasing action team membership will indicate commitment and buy-in to the strategic plan
- Action team objectives are being met and shared with other action teams
- Number of articles published in journals, newsletters, etc.
- Involvement by members of specific populations targeted by the plan
- Pre- and post-test awareness surveys to be delivered at trainings, conferences, etc.
- Types and numbers of disciplines involved in action teams
- Increased funding