

BreatheND

Saving Lives, Saving Money with Measure 3.

Tobacco Prevention and Control Executive Committee

Center for Tobacco Prevention and Control Policy

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TO: Local Public Health Unit Administrators
Local Tobacco Prevention & Control Program Coordinators

FROM: Center for Tobacco Prevention and Control Policy
Donna Thronson, Health Communications Coordinator

DATE: October 22, 2010

Building a Comprehensive Communications Strategy

This guide, *Building a Comprehensive Communications Strategy*, outlines the health communications requirements for local grantees and includes the following areas:

- Requirements for Local and State Public Education Coordination
- Requirements for BreatheND Logo and Tag Line
- Requirements for Newsletters, Publications and Promotional Opportunities
- Requirements for Communicating the Message: Saving Lives, Saving Money with Measure 3

Background

With great success, we have just completed the first year of implementing our five-year plan, *Saving Lives -- Saving Money: North Dakota's Comprehensive State Plan to Prevent and Reduce Tobacco Use 2009-2014*. To move forward and continue our success and to most effectively reach these ambitious shared policy goals requires strategic use of health communications interventions, including paid public education. Currently, the Center for Tobacco Prevention and Control Policy is investing significant funds in both statewide and local paid public education, in accordance with *CDC's Best Practices for Comprehensive Tobacco Control Programs 2007*.

The Center's funding for statewide public education includes direct funding for the current fall-winter 2010-2011 radio and television campaigns. The Executive Committee also funds the local grant program that requires all local public health units to invest in statewide public education through the Center, with health units' contributions determined by a population-based formula.

By working together, we can reach the most people enough times to educate and build support for comprehensive smoke free places and the burden of tobacco in North Dakota -- while spending the least amount of money.

Requirements for Local and State Public Education Coordination

The Center also funds any additional local radio, television, newspaper/print and other paid advertising included in local workplans. To maximize our collective efforts, the Center requires **LPHUs to coordinate all local public education with the Center's efforts**. This coordination will assure a consistent – and more powerful -- message.

Contracting Creative Development and Paid Public Education Messages:

Prior to entering into any contract with any *individual or agency to develop creative or place paid public education*, the local public health unit **must request approval** from Donna Thronson, Health Communications Coordinator, Center for Tobacco Prevention and Control Policy, at dothronson@nd.gov or 701.328.5131.

Rationale: Creating and adequately testing ads requires an investment beyond the budget of any local public health unit. Creation and testing of ads is most cost effective when done collectively through the Center. Donna Thronson, the Center's Health Communications Coordinator, will review all proposed local public education and will help to ensure state and local efforts and costs are not duplicative.

Prior to developing any **radio, television, newspaper/print, billboard or other advertising creative**, the local public health unit should contact Donna Thronson, the Center's Health Communications Coordinator, and tap into the Center's expertise and public education contractor: dothronson@nd.gov or 701.328.5131.

Rationale: The Center's ad agency has a wealth of knowledge regarding effective tobacco prevention messaging and optimal public education placement strategies. The Center and your health unit together will ensure state and local paid public education is coordinated for maximum reach and frequency, without unnecessary additional costs.

Quitline and Quitnet Public Education Coordination:

Because some of your local health communication plans include Quitline and Quitnet public education, you must coordinate this advertising with the Department of Health Tobacco Prevention and Control Program. To work together on state and local Quitline and Quitnet paid public education, please contact Michelle Walker, Cessation Coordinator, at mlwalker@nd.gov at 701.328.2315.

FOR QUITLINE AND QUITNET TO BE MOST SUCCESSFUL – A DEMAND TO QUIT MUST BE CREATED: Demand for the Quitline and Quitnet is created by *communicating the harms of secondhand smoke and the harms of tobacco use*. Once you have established this base, you are ready to move into advertising the Quitline.

Coordinating advertising from other paid sources:

If your health unit is developing or placing paid advertising funded by a source other than the Center, we encourage you to coordinate with other local and state efforts for the most effective reach, frequency and return on investment.

Your knowledge of local media outlets, your communities and the people in your health unit service area is invaluable in increasing support for the policies in our comprehensive state plan. We appreciate your efforts. By working together, we can purchase the right amount of paid public education statewide and locally to reach the most people with a highly effective message.

BreatheND is the official website and logo of the Center for Tobacco Prevention and Control Policy. ***Therefore, it is paramount that all LPHUs incorporate the BreatheND logo and tag line – Saving Lives, Saving Money with Measure 3 - into all communication materials and public education produced by the LPHUs.*** The logo is available at: www.breathend.com under the “about us” tab, located at the “BreatheND Measure 3 Recipients.”

Where should the BreatheND logo and tag line be used?

- Local newsletters: both tobacco prevention and general health.
- Local public health unit websites.
- Local advertising: radio, TV, newsprint.
- Local Quitline and Quitnet advertising, when paid for using Measure 3 funds.
- Communication tools to policymakers.
- Any opportunity that may come along, such as posters, local sponsorships, etc.

WHY MUST I INCORPORATE THE BREATHEND LOGO AND TAGLINE INTO MY COMMUNICATIONS?

The Center’s goal is to educate constituents on how Measure 3 funds are being used to diminish the toll of tobacco in our state and communicate the need to maintain a comprehensive statewide tobacco control program. ***The BreatheND logo and tag line is a powerful message for getting people "on the same page" so that clarity and cohesiveness can emerge.*** It’s about communicating who you are, identifying the meaning in what you do and provides reassurance that Measure 3 funds are being used to reach our goals in the most efficient and effective manner.

Requirements for Newsletters, Publications and Promotional Opportunities

In addition to the BreatheND logo and tagline, the Center also requires each local health unit to incorporate the following into all newsletters, publications and promotional opportunities:

Before you begin your newsletter or publication:

To assure your newsletters are on target with messaging, *forward your story ideas to the Center.* Donna Thronson, the Center’s Health Communications Coordinator, will advise on how to create the most effective messages possible for your target audience.

Newsletter Sidebar:

Include the following message into a sidebar within your newsletter –

Measure 3 provides funding to (health unit name here) to diminish the toll of tobacco in our state by addressing the number one preventable cause of death and disease: tobacco use.

Newsletter Footer – include with BreatheND logo:

Include the following message within your newsletter –

*BreatheND is the official website and logo of the Center for Tobacco Prevention and Control Policy, a division of the Tobacco Prevention and Control Executive Committee. **In 2008, North Dakota voters passed a statewide Initiated Measure 3 that created the Tobacco Prevention and Control Executive Committee and requires a portion of the money North Dakota receives from tobacco settlement dollars to be used for tobacco prevention and control programs.** The Tobacco Prevention and Control Executive Committee is charged with implementing North Dakota’s comprehensive state tobacco prevention plan: Saving Lives – Saving Money.*

General Health Newsletters:

In the event you do not publish a tobacco specific newsletter, designate a portion of your general newsletter for “tobacco prevention” and incorporate the BreatheND logo, tagline and at a minimum, incorporate the “sidebar” language.

Promotional Opportunities and Sponsorships with space limitations:

To be used in the event of limited spacing for promotional opportunities and sponsorships:

Example:

Sponsored by Upper Missouri Health District and funded by BreatheND ~ Saving Lives, Saving Money with Measure 3.

Requirements for Communicating the Message: Saving Lives, Saving Money with Measure 3

The Center’s primary message is to ***educate constituents on how Measure 3 funds are being used to diminish the toll of tobacco in our state and communicate the need to maintain a comprehensive statewide tobacco control program.*** A comprehensive statewide tobacco control program is a coordinated effort to establish smoke free policies and social norms, to promote and assist tobacco users to quit, and to prevent initiation of tobacco use.

Communicating the Goals:

In order to utilize Measure 3 dollars in the most effective way, North Dakota has developed a Comprehensive State Plan based on **CDC BEST PRACTICES** and is centered around FOUR major goals:

- 1) Preventing initiation of tobacco use among youth and young adults
- 2) Eliminating exposure to secondhand smoke
- 3) Promoting quitting tobacco use
- 4) Building capacity and infrastructure to sustain evidence-based tobacco prevention and control programming

Communicating Measure 3:

- In 2008, North Dakota voters passed a statewide Initiated Measure 3 that created the Tobacco Prevention and Control Executive Committee and requires a portion of the money North Dakota receives from tobacco settlement dollars to be used for tobacco prevention and control programs.
- It requires that \$9.3 million annually be used to fund a *comprehensive statewide program* to **SIGNIFICANTLY REDUCE TOBACCO USE IN NORTH DAKOTA** over a matter of years, rather than over decades and lifetimes.

Tips for Success: Communicating Saving Lives, Saving Money with Measure 3

It is critically important that all of our communications efforts go towards positively reinforcing BreatheND – Saving Lives, Saving Money with Measure 3.

- Be positive, consistent and keep it simple. Always go back to the core messages. ***Our primary job is to “sell” the successes – Saving Lives, Saving Money with Measure 3.*** Communicate your local successes and goals to all stakeholders: community members, policymakers, public education, etc:

AVOID THE USE OF NEGATIVE PHRASES AND WORDS, such as:

- *Smoking ban*: instead choose words like *smoke free*.
- *Right to smoke; business rights; going out of business and job loss scare tactics*: avoid these phrases entirely – keep the message POSITIVE and focused on HEALTH:
“Everyone has the right to breathe clean air in workplaces and public places.”

AVOID REPRINTING A NEWS ARTICLE THAT FEATURES NEGATIVE WORDS FROM THE MEDIA OR OPPOSITION: this only strengthens the opposition. It is the opposition’s goal to divert the discussion away from health! ***Instead, focus your stories on health and the right to breathe clean air.***

WHAT IS APPROPRIATE TO REPRINT?

- Letters to the Editor that advocate for health and right to breathe clean air
- News releases and/or information that support the Center’s goals and progress being made at the local, state and national level.
- If you do reprint, make sure the credits are referenced and that you have permission to reprint the story: reprinted with permission from XXXX.

- Set the communications agenda by always staying on message. Message discipline = offense. Off message = defense. When we stay on message, we are in control when we tell our story.
- Never forget that BreatheND is about **SAVING LIVES AND SAVING MONEY!**
- Put a human face on Measure 3: incorporate your local, personal stories into all communication efforts.

Tips for Success when Communicating with Policymakers

- Highlight one or two CDC Best Practice accomplishments in each area. (Measure 3 funding is to be used for CDC Best Practices only).
- Take ownership of your accomplishments! Use possessive pronouns like “our” and “we.”
- Give credit to legislators for their role in appropriating the funding. Use pronouns like “your” and “our.”
- Quantify each example with NUMBERS that show how many people are being helped. Numbers, even small numbers, are tangible and add credibility to your statements.
- Emphasize that this rate of progress would not be possible without Measure 3.
- Use each local accomplishment as a way to EDUCATE about the health/economic improvement that will result:
 - Health and economic benefits of smoke free policies.
 - Health and economic benefits of increasing a tobacco tax.
 - Most education needs to be done on policy approaches: *Focusing only on systems change will not get people to quit in large numbers without smoke-free policies and high tobacco prices.*
- **Remember to THANK your local legislators for appropriating funds for Measure 3.**

Questions or Comments

If you have any questions or comments, please contact Donna Thronson, Health Communications Coordinator, Center for Tobacco Prevention and Control Policy, at dothronson@nd.gov or at 701.328.5131.

For additional information on health communications interventions, please refer to: *Best Practices for Comprehensive Tobacco Control Programs*, U.S. Centers for Disease Control & Prevention, 2007; *The Role of the Public Education in Promoting and Reducing Tobacco Use*, National Cancer Institute, 2008.