



Getting Your Message to the Right Audiences

Communications Strategies that Deliver

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- Communications Planning Overview
- Free and Low-cost Communications
- Extending Statewide Campaigns
 - SHIP StoryMap
 - Youth Anti-vaping
 - Quit Partner
- Takeaways and Questions

Communications Planning Overview

Core Components of a Communications Plan

Goal

- High-level, what are we trying to do?

Audience

- Who do we need to reach?

Objectives

- How will communications help in achieving our goal?

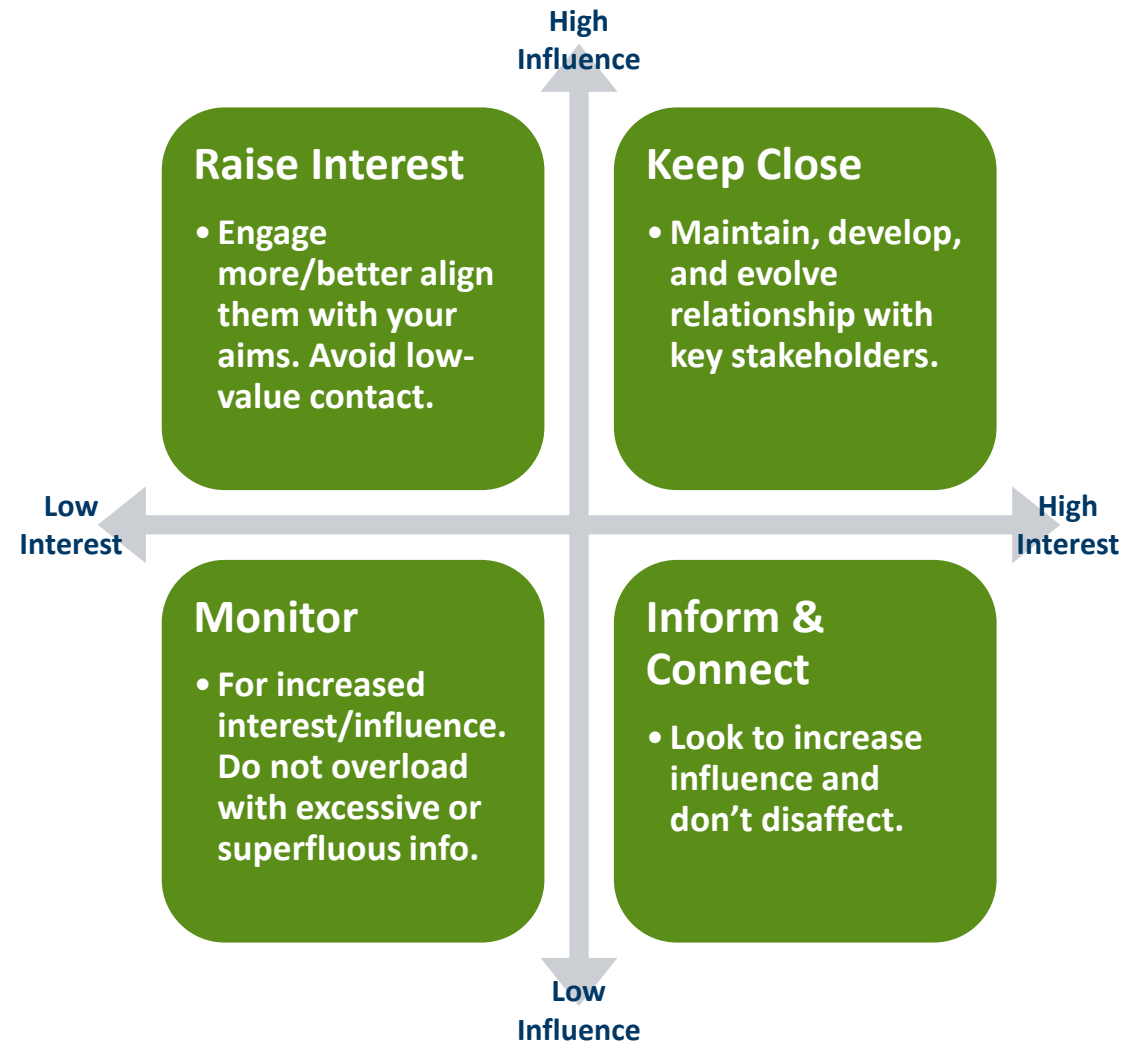
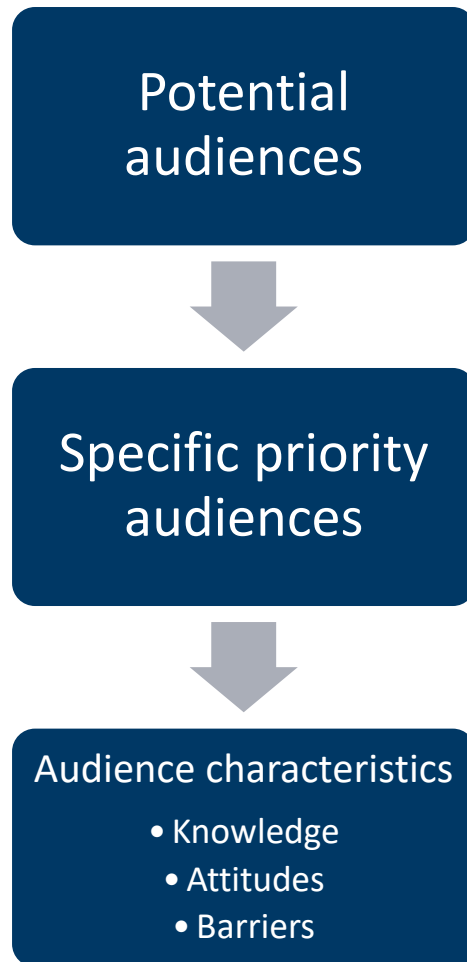
Messages

- What do we need to say? What do we want our audience to do?

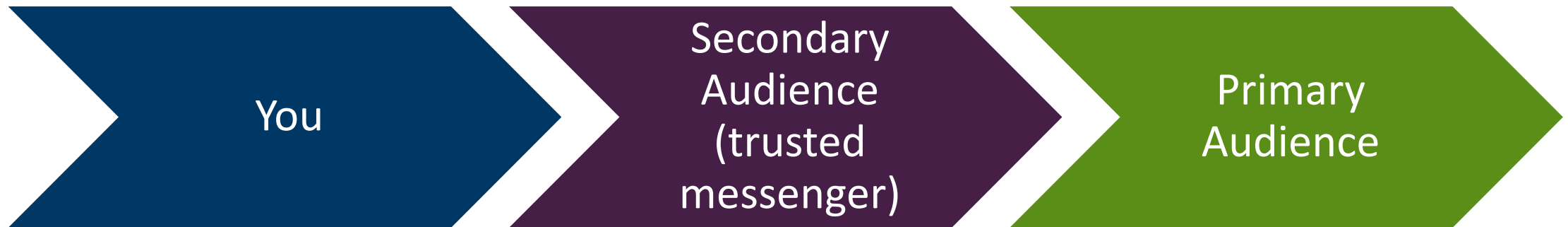
Tactics

- How will we deliver our messages?

Segment and Define the Audience



Segment and Define the Audience



Set Clear Communications Objective(s)



Objective Components to Consider

Audience segment	Who needs to make the change?
Key constraint	What is the biggest thing keeping the audience from making the change?
Desired change	What does the audience need to change/do?
How much change	How much change does the program expect to see?
Time	What is the time frame for the change?

Craft Tailored Messages

Position Statement

High-level, state benefit to audience, make the change attractive

Supporting Key
Message

Supporting Key
Message

Supporting Key
Message

Key Fact,
Evidence,
Quote,
Testimonial,
Etc.

Key Fact,
Evidence,
Quote,
Testimonial,
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Etc.

Craft Tailored Messaging

<p>Position</p>	<p>Restricting flavored commercial tobacco products in our community will help keep youth from using the products and becoming hooked.</p>		
<p>Key Messages</p>	<p>Tobacco companies lure youth to their products by using flavors.</p>	<p>Nicotine hooks kids and can harm their physical and mental health.</p>	<p>Communities can restrict where flavored products are sold.</p>
<p>Proof Points</p>	<p>More than 80 percent of youth who ever tried tobacco reported starting with a flavored tobacco product.</p> <p>Commercial tobacco products, like vapes, are offered in thousands of dessert, candy, and other kid-friendly flavors</p> <p>Flavors can mask harshness and taste of tobacco, making flavored them easier for kids to use and increasing their appeal.</p>	<p>Nicotine is highly addictive.</p> <p>Nicotine exposure can harm learning, attention span, and memory, and increase the risk for future addiction.</p> <p>Nicotine exposure can worsen symptoms of anxiety and depression.</p>	<p>Studies show that local flavor restrictions reduce the chance that teens will ever try tobacco products.</p> <p>Ending the sale of flavored products, including menthol, will improve the health of LGBTQ+ folks and Black American Indian communities.</p> <p>Minnesota communities are leading the way. 25% of Minnesotans are covered by a local ordinance that restrict or prohibit the sale of flavored tobacco products</p>

Craft Tailored Messages

Include a call to action (CTA) using clear action words.

“Learn more
at...”

“Talk to your
friends about...”

“Share your
story...”

“Sign up at...”

“Visit our
website...”

“Share this
post...”

“Call/write to
your community
leaders...”

“Get involved...”

Identify Appropriate Tactics

Interpersonal

Peer Education

1:1 Meetings

Group Presentations

Organizational and Community

Community Radio or TV

Community Events

Organizational Meetings

Mass Media

TV

Radio

Newspapers

Billboards

Digital/Online

Website Content

Newsletters

Social Media

eLearning

Communications Plan



Goal: Prevent youth commercial tobacco use by restricting access to flavored products.

Audience: **SECONDARY:** School staff, youth leaders, parents – people connected to your primary audience.
PRIMARY: Youth who are interested in this topic but not already involved.

Objective(s): By 2024, recruit 10 additional youth to participate in your efforts by raising awareness of opportunities and increasing youth self-efficacy and personal advocacy for being involved.

- Messages:**
- Tobacco companies lure youth to their products using flavors that appeal to kids.
 - Nicotine in these products hooks kids and can harm their physical and mental health.
 - Communities can restrict where flavored products are sold.
 - **CTA for SECONDARY Audience:** Share this info and encourage your students/kids/friends to get involved.
 - **CTA for PRIMARY Audience:** You can make a difference! Sign up for our youth group at [www...](#)

Tactics: **SECONDARY Audience:** Email newsletters, presentations or webinars, web content.

PRIMARY Audience: School presentation, social media, community events, peer-to-peer.

Free and Low-cost Communications

Newsletters

**Letters to
the Editor**

**Social
Media**

**Press
Releases**

Earned Media

Earned media is publicity or exposure through non-paid means, such as word of mouth, social media sharing, or news coverage. It's also known as free media because it's virtually free to obtain.

Media Interview Prep and Spokesperson Training



- We have an opportunity for an interview!
- Uh, now what?

What we will cover today:

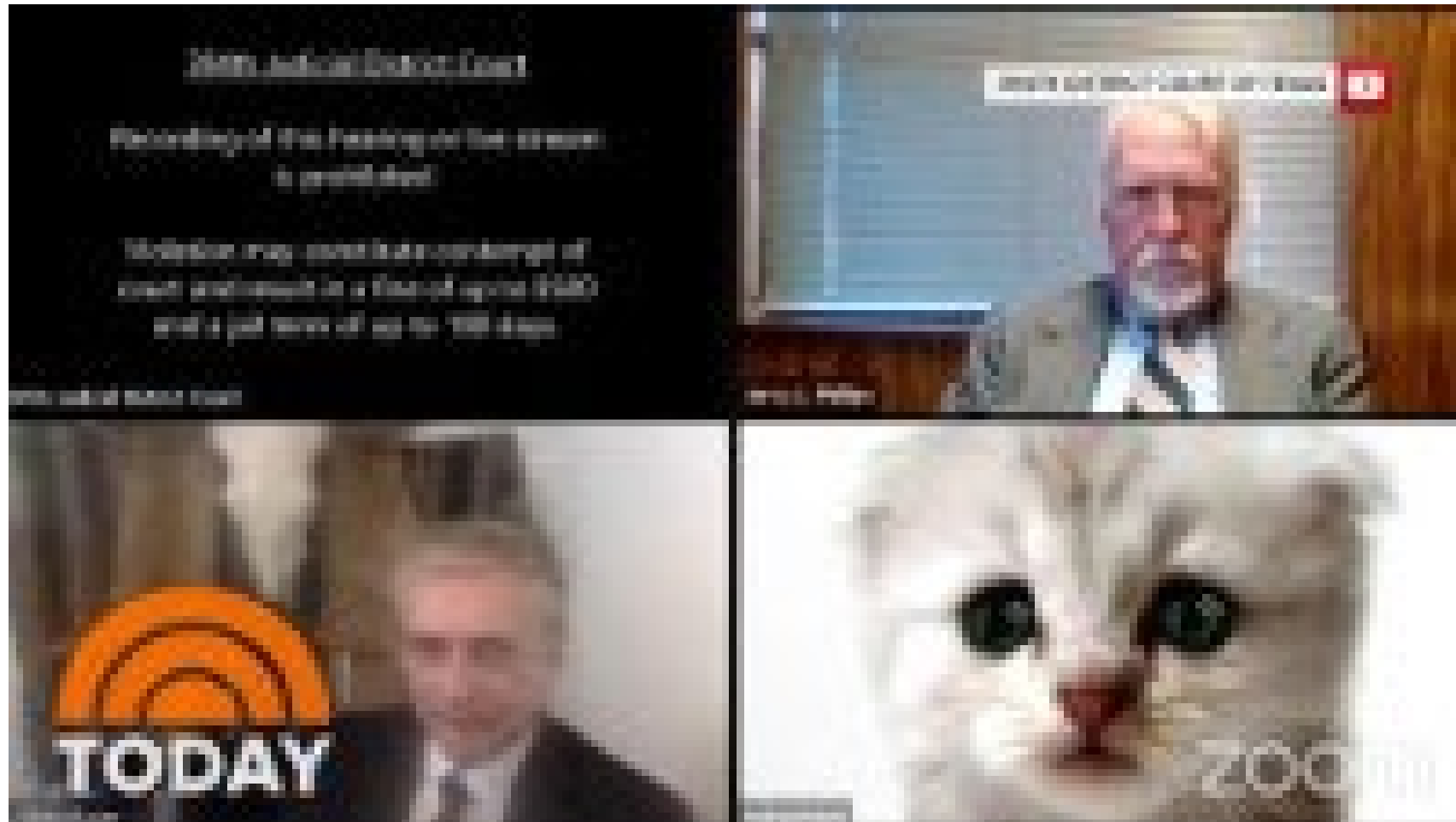
1. High level tips and tactics
2. Prepping for an interview
3. Messaging
4. After the interview



Media Interview Fails



Media Interview Fails



Media Interview Fails



Media Interview Prep and Spokesperson Training

1. Confirm all the details:

- What format, in-person or over Zoom?
- Where is the interview, what time and when should you arrive?
- Who will be conducting the interview, is it live or taped and how long will it last?
- If it's a print interview – what is the reporter's deadline?

Media Interview Prep and Spokesperson Training

2. Flesh out the story:

- Ask for the specific topic of the story and what type of questions they will be asking. Ask what the reporter hopes to get out of the interview. The interviewer may even ask for your input on potential questions.
- Ask if they will be interviewing anyone else for the story, or if they already have background information.

Media Interview Prep and Spokesperson Training

3. Due diligence:

- What do you know about the reporter/interviewer?
- What is their expertise – have they covered similar stories?
- What is their interview style?

4. Key messages:

- Determine your 2 – 3 key messages that are important to get across
- Prep those messages into conversational talking points

5. Prepare and Practice:

- Brainstorm and review potential questions, especially tough questions
- Practice your answers – speak out loud to ensure you will have smooth responses
- Practice, practice, practice – better with a partner
- Strong quotes and anecdotes work best
- Prep factsheets, handouts, data – anything to provide to the interviewer ahead of time

Use bridging statements to clarify your point or pivot from difficult questions:

- Never answer with "No Comment"
- "It's important to remember that..."
- "The real issue to keep in mind is..."
- "It would be more accurate to say..."
- "Before we move on, let me reiterate..."

Media Interview Tips

Do

- Keep your answers concise
- Repeat your key messages
- Be genuine and composed
- Remember you are the expert
- It's okay to say "I don't know"

Don't

- Speak "off the record"
- Use overly technical terms or jargon
- Assume the interview is over
- Make up any data/proof points

Looking the part

- Dress professionally for TV interviews – solid colors, nothing too busy
- Open body language and gesture naturally
- Look at your interviewer, not the camera (in person)
- Zoom interviews work best with real background, proper lighting
- Zoom interviews – look into the camera

Connect with your interviewer – follow up email or text

- This is your opportunity to provide any additional information and make any clarifications
- You can reiterate a key message but keep it very brief
- Thank them for the time and interest – you may need to reach out in the future for other story opportunities
- Confirm your name, title and organization
- Confirm when the interview will run
- Look for your opportunities to promote the interview on social media

SHIP StoryMap

Susan Thurston-Hamerski, OSHII Communications Coordinator

SHIP StoryMap

Under the leadership of OSHII research expert Liana Schreiber communications coordinator Susan Thurston-Hamerski

[SHIP Storymap](#) offers interactive engagement with SHIP data

Sharing SHIP

- We want to give **legislators, policy makers, and local leaders a better sense of how and why SHIP operates**, its history, its statewide and local impacts, and partners that exist within the district.
- The content will help guide conversations about SHIP work and help your audience gain greater **understanding of SHIP** and its positive contributions to health in Minnesota.
- It's not intended to be a lobbying tool but rather as an opportunity for individual **legislators** to learn more about the program and how it functions.
- Definitely **share** with legislators, at presentations, in emails, with current and prospective partners!

Bringing a new platform to our partnerships' stories



Explore SHIP in Your Community

Click anywhere to begin.



Supporting Materials

- Communications assets you can use for presentations, emails, handouts, and other communications with your various audiences.
- Use the design elements of the SHIP Storymap, presenting a unified visual theme.
- PDFs of Storymap infographics can guide conversation and clarify key concepts.

Organized into our “buckets”



Why results matter

SHIP Results First Initiative

What is Results First?

The Results First Initiative identifies strategies proven to work for communities. By evaluating theory-based strategies and funding evidence-based strategies, policymakers can improve outcomes for Minnesotans.

The Results First Team assigns strategies to one of the six evidence ratings based on studies, research methods, and findings. For more information about Results First categories, please visit <https://mn.gov/mmb/results-first/definitions-of-evidence/>



Why is Results First important to SHIP?

In the 2018 Legislative Session, the following language based on the Results First Initiative was added to SHIP statute:

“The commissioner of health shall award competitive grants to community health boards and tribal governments to convene, coordinate, and implement **proven-effective strategies, promising practice strategies, or theory-based strategies** that can be evaluated using experimental or quasi-experimental design. ... The commissioner may award up to 100 percent of tribal grants and up to 25 percent of the grants awarded to community health boards to **theory-based strategies** that are culturally or ethnically focused.”
- MINN. STAT. 145.986 (2021)

SHIP 2022-2025:



Programs will continue to be grounded in both **evidence-based** (proven-effective and promising practice strategies) and **community-driven, theory-based strategies**.



81% (9 of 11) of statewide strategies are categorized as **proven-effective or promising practices**. Community Health Boards (CHBs) are required to implement at least 2 to 5 statewide strategies based on funding level.

Programs require local public health (LPH) and community health CHBs to implement statewide strategies to **increase consumption of healthy foods, increase physical activity, reduce commercial tobacco use, and improve well-being**.

MN Moves MN Eats
MN Breaches MN Well-being

What is PSE?

SHIP supports long-term changes that lead to healthier lives

For sustainable, lasting change to occur, communities need to establish strong, responsive relationships among community members, decision makers, and influencers. This does not take place overnight.

To create healthier communities, we need to remove the barriers to getting there by making changes in three key areas:

P Policy changes

Public policies offer the structure communities can lean into to foster better health — from laws and ordinances to resolutions and mandates.

S Systems changes

We all work and live within organizations and institutions, from businesses and schools to health clinics and community centers. Changes made to how these “systems” work can support better community health.

E Environment changes

We want to live and work in places where there are no financial, emotional, or physical barriers to making healthful choices.

When a need in a community is addressed through all three of those areas—policy, systems, and environment—it’s called PSE.

PSE changes are **EQUITABLE, SUSTAINABLE, ONGOING, WIDESPREAD**, and lead to **INDIVIDUAL BEHAVIOR CHANGES THAT RIPPLE THROUGH A POPULATION**.



SHIP Fact Sheet Template

The fact sheet template is designed to make it easy to customize content while calling out key SHIP data and providing a link to the new SHIP StoryMap.

This is your SHIP

The Minnesota Statewide Health Improvement Partnership

Making Real Differences in Lives and Dollars

In 2008, in a bipartisan vote in response to rapidly accelerating and costly chronic diseases, the Minnesota Legislature created the Statewide Health Improvement Partnership. Funded through the Minnesota Health Care Access Fund, SHIP is tasked with working at the local level throughout the state to create and expand opportunities for Minnesotans to be more physically active, eat healthier foods, create wellbeing, and live commercial tobacco-free lives, the key ingredients to reducing chronic diseases such as cancer, heart disease, stroke and Type 2 diabetes. Since its creation, SHIP has had a broad and positive impact on increasing opportunities for healthy eating and physical activity, and reducing commercial tobacco use and secondhand smoke exposure throughout Minnesota, thereby helping to improve the lives of Minnesotans and reduce the enormous annual costs associated with chronic disease.



Consistent with Minnesota's Results First Initiative, 76% of Community Health Board projects include implementing at least one evidence-based strategy during the fall of 2022.

▶ Learn more about Results First at www.health.state.mn.us/shipresults

SHIP is a network of locally driven partnerships

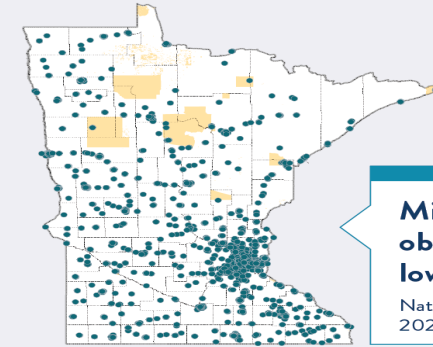
Local Header

[Local success story headline]

[105 words: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus molestie arcu felis, quis interdum metus posuere sed. Donec nisi sapien, tristique sit amet elit vulputate, sagittis facilisis augue. Mauris ante nisl, malesuada quis aliquam sit amet, vestibulum quis sapien. Suspendisse metus felis, fringilla nec auctor sit amet, placerat quis elit. Nullam eget tincidunt justo. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Nam eu tellus eu orci faucibus varius non sed ligula. Morbi feugiat lacus et erat fermentum, eu consectetur eros dignissim. Phasellus eget suscipit diam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce.

Local partners: [Partner #1, Partner #2, Partner #3, Partner #4, Partner #5, Partner #6]

SHIP Works!



2,172 SHIP Partners
SHIP, 2022 data

Minnesota's childhood obesity rate is the 9th lowest in the nation.

National Survey of Children's Health, 2020 – 2021 data

80% of Minnesotan adults engaged in physical activity outside of work, compared to 76% of adults nationally.

Behavioral Risk Factor Surveillance System, 2021 data

E-cigarette usage by Minnesota 11th graders fell from 26% in 2019 to 14% in 2022.

Minnesota Student Survey, 2022 & 2019 data

Learn more:

www.health.mn.gov/ship
email: Health.OSHI@state.mn.us



Email Wording

Having these come from local health partners increases their impact. **They get read if they're from you!**

If the fact sheet is **emailed to the legislator(s)**, the email could potentially say:

“Attached is a one-page fact sheet about the Minnesota Statewide Health Improvement Partnership (SHIP). This fact sheet is designed to give you a sense of how and why SHIP operates, its history, its statewide impacts and the local impacts and partners that exist within your district. It also provides a link [to the SHIP Storymap, which provides in-depth details](#) of the program. As a local SHIP partner we can attest to the positive impacts SHIP has had at the local level.

“If you have questions or need more information, please don't hesitate to contact me/us.

Thank you!”



Key Points

- StoryMap presents an additional channel for our success stories
- Assets (supporting materials) present public health terms such as PSE in plain language
- StoryMap updates linked with success story submissions in November and April
- Each year, improvements and updates (e.g., legislative maps as a filter for 2024)
- Use @mnhealth on all our social channels



Youth Anti-Vaping Campaigns

Multiple Active Campaigns

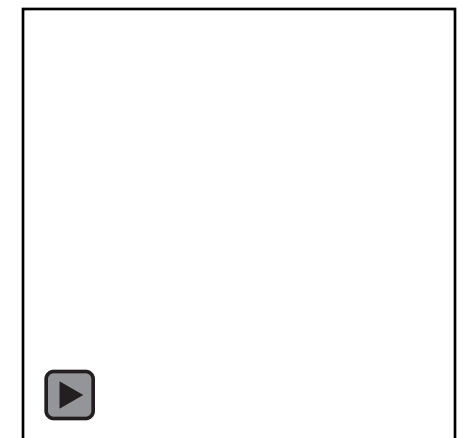
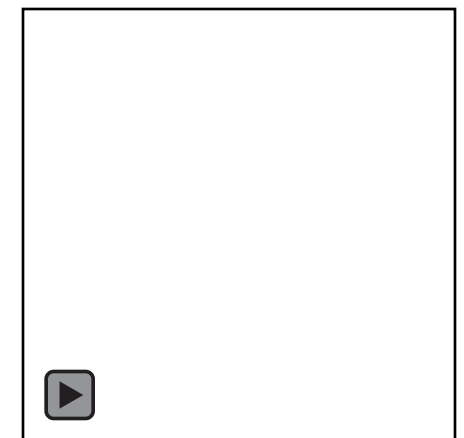
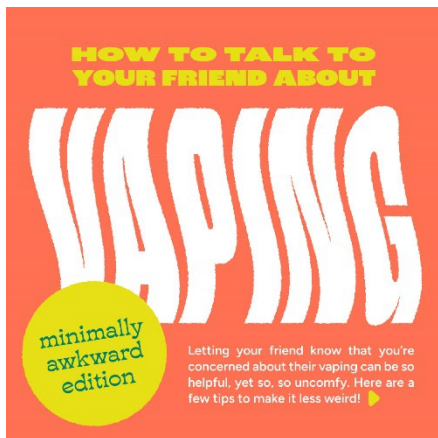
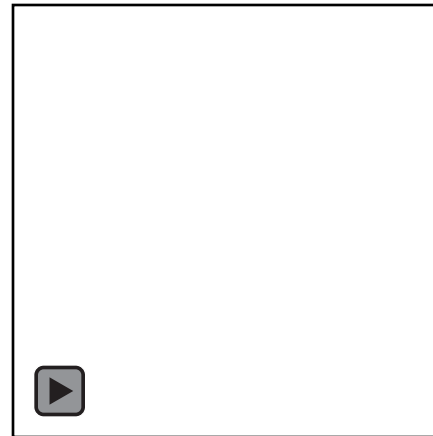
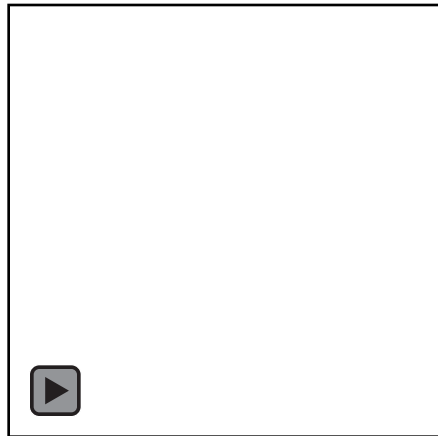


ROOM *to* BREATHE



- A trusted source of information on health, wellness, prevention and cessation.
- A safe, ownable space for teens to access information and get involved.
- A place to find relevant data and resources about the harms of nicotine and vaping, ways to get involved, and help quitting.

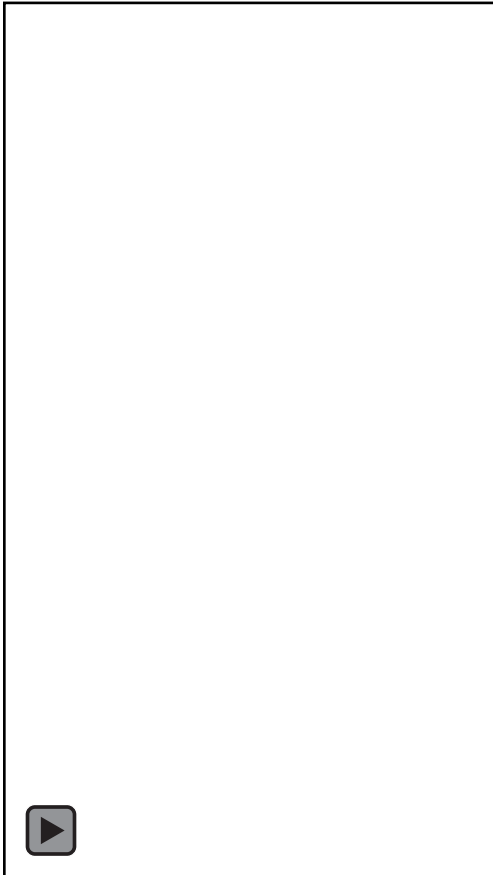
Room to Breathe Toolkit - Social Media Content



Room to Breathe Toolkit - Vignettes

Marionettes

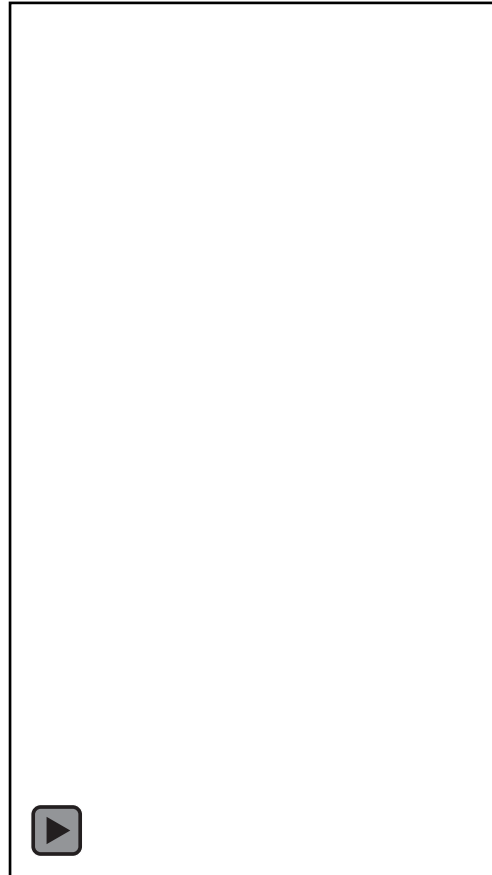
Focus: Industry Targeting



11/18/2024

Storm Cloud

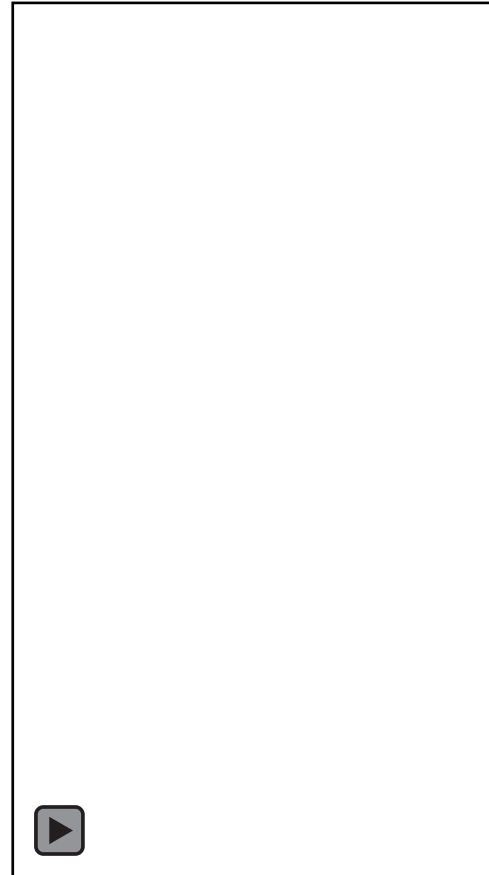
Focus: Mental Health



health.state.mn.us

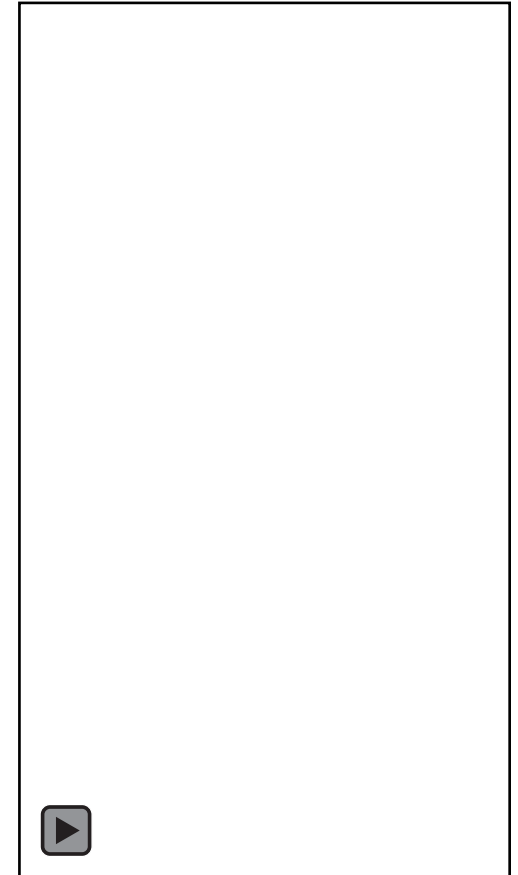
Bubble

Focus: Personal Relationships



Quick Fix

Focus: Mental Health




44

Room to Breathe Toolkit - Banner Ads

YOUR BREATH IS SACRED  **FIND ROOM TO BREATHE**

VAPE FLAVORS AREN'T YOUR FRIEND

FIND ROOM TO BREATHE



BREAK FREE FROM BIG TOBACCO

FIND ROOM TO BREATHE

VAPE LIFE AFFECTING YOUR SOCIAL LIFE?



FIND ROOM TO BREATHE

Room to Breathe Tools – Print Materials

11x17 Vibes vs. Vape poster

VIBES VS VAPE

BETTER HEALTH Living vape-free can help your lungs, brain, and heart stay healthy.	NICOTINE DEPENDENCE Young people who vape are 7x more likely to start smoking cigarettes compared to those who don't vape.
LESS STRESS 90% of those who quit vaping said they felt less stressed, anxious or depressed.	TOXIC COMPONENTS Vape juice contains 60 chemical compounds, including carcinogens and heavy metals.
EXTRA CASH You could save around \$1,500 per year by not vaping!	SERIOUS DISEASES Lung cancer, bronchitis, and other life-threatening diseases have been linked to chemicals in vapes.
SUSTAINABILITY Saying no to vaping means less single-use plastics, deforestation, and greenhouse gas emissions.	BIG TOBACCO The tobacco industry targets young people with flavors to get them hooked for life. 97% of youth who vape use flavored products.

READY TO QUIT? DEEP BREATH, YOU'VE GOT THIS.
Go to ARoomToBreathe.org for more information or check out MyLifeMyQuit.com for free quit support.

ROOM to BREATHE
aroomtobreathes.org

11x17 Support to Quit Vaping poster

SUPPORT TO QUIT VAPING
like, actually.

ROOM TO BREATHE is a judgment-free space with relevant data and resources about the harms of nicotine and vaping, ways to get involved, and access to free quit support. **DEEP BREATH, YOU'VE GOT THIS.**

ROOM to BREATHE
aroomtobreathes.org

8.5x11 Room to Breathe flyer

ROOM to BREATHE

ROOM TO BREATHE is a judgment-free space to find information about the harms of vaping and the support you need to quit.

Did You KNOW:

- Nicotine exposure through vaping can cause or worsen symptoms of anxiety and depression.
- Big Tobacco targets young people with flavors to get them hooked for life: 97% of youth who vape use flavored products.
- Vapes are hazardous waste that will never degrade or be recycled, having a permanent impact on our planet.

If you need support to quit, get free, confidential quit coaching through MyLifeMyQuit.com or text "Start my Quit" to 36072.

ROOM to BREATHE
aroomtobreathes.org

A Campaign is Born

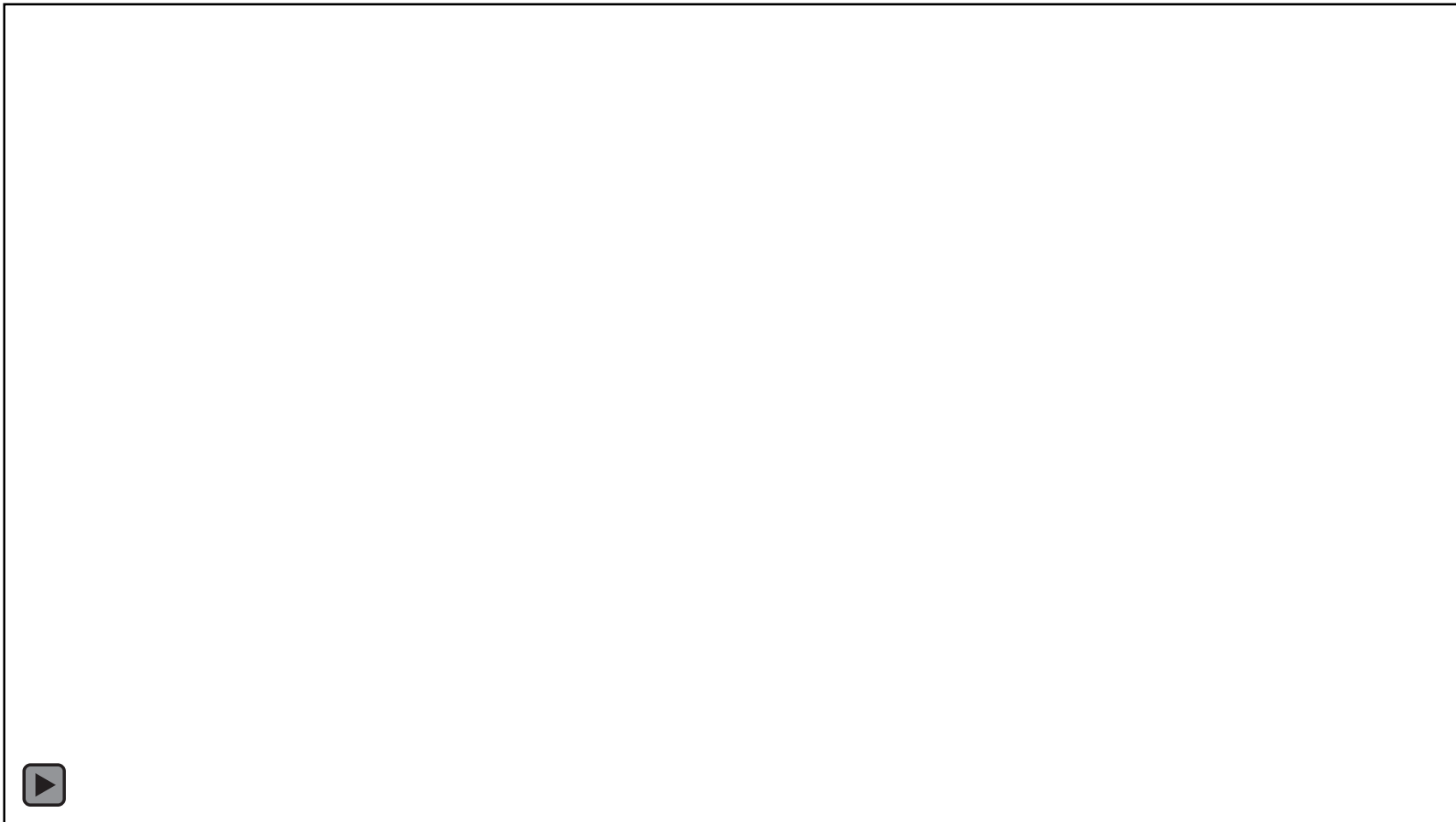


Call or text 1-833-HEY-NORM to learn creative ways to start “the vape talk.”

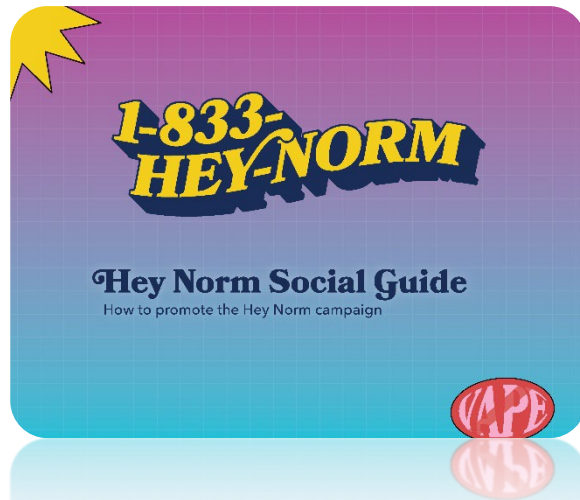
Norm, a fictitious character, helps facilitate awkward conversations around vaping.

A mix of entertaining content and information about the dangers of vaping, as well as quitting or having “the vape talk”.

Hey Norm

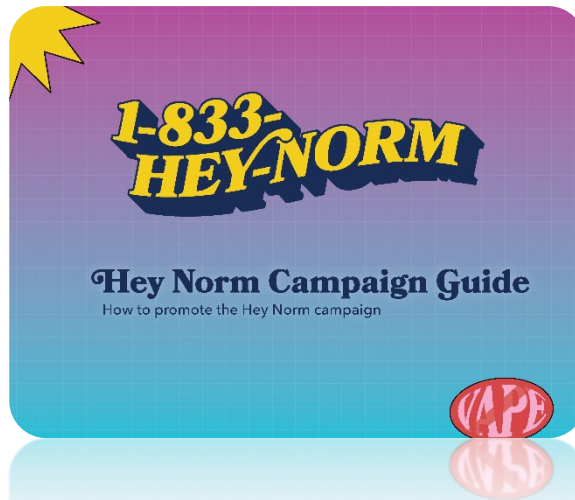


Tools for Partners



Hey Norm Social Guide for Youth Advocates

A tool for youth interested in engaging and promoting the Hey Norm campaign on social media.



Hey Norm Campaign Guide for Grantees and Partners

A tool for grantees and partners interested in promoting the Hey Norm campaign in their communities.



Paid Media Guidebook

An overview of common paid media options, the pros and cons for each media type, and information on how to place paid media in your community.

Hey Norm – OOH Assets and Billboards



Concerned about your friend vaping?

Call now!
1-833-HEY-NORM

<http://www.heynorm.org>

A man in a brown suit and yellow tie points upwards. A red speech bubble with 'VAP' is next to him. The background is purple with a blue grid and yellow starburst graphics.



Ready to face the facts about vaping?

Call now!
1-833-HEY-NORM

<http://www.heynorm.org>

A man in a brown suit and yellow tie talks on a mobile phone. A red speech bubble with 'VAP' is next to him. The background is purple with a blue grid and yellow starburst graphics.



Follow me to take down Big Tobacco!

Call now!
1-833-HEY-NORM

<http://www.heynorm.org>

A man in a brown suit and yellow tie has his hand to his chin in a thoughtful pose. A red speech bubble with 'VAP' is next to him. The background is purple with a blue grid and yellow starburst graphics.



Too MN nice to confront your friend about vaping?

Call or text now!

1-833-HEY-NORM

<http://www.heynorm.org>

A man in a brown suit and yellow tie talks on a mobile phone. A large yellow starburst graphic is behind the phone number. The background is purple with a blue grid.

Hey Norm – Digital Assets



Hey Norm – Videos



0:30 video spot
bitly.ws/LJ8Q



Longform video (infomercial)
bitly.ws/LJ9T



Norm Dancing
bitly.ws/LJa5



Flavors
bitly.ws/LJae



Cravings
bitly.ws/LJap



Vices
bitly.ws/LJav

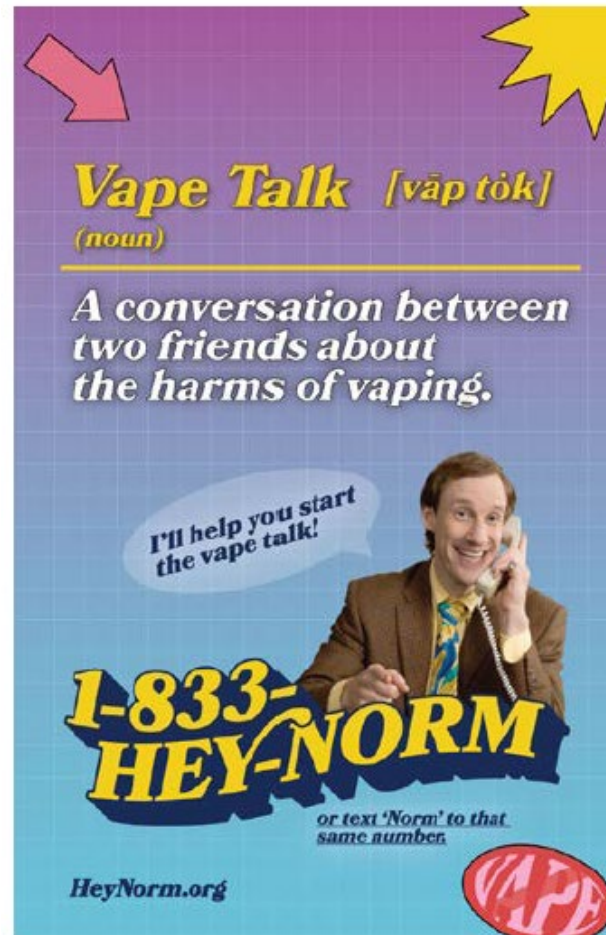


Environment
bitly.ws/LJaJ

Video Topics

- Flavors
- Cravings
- Vices
- Environment

Hey Norm – Print Materials



Vape Talk [vāp tōk]
(noun)

A conversation between two friends about the harms of vaping.

I'll help you start the vape talk!

1-833-HEY-NORM
or text 'Norm' to that same number.

HeyNorm.org



VAPE FACTS!
From Norm (and the internet)

Mental Health
2X Vape users are 2X as likely to be diagnosed with depression compared to those who don't vape.

Addiction
7X Young people who have vaped are 7x more likely to become cigarette smokers.

Toxic Components
Vapes juice contains 60+ chemicals, including heavy metals like chromium and nickel.

Environment
Vapes cannot be safely recycled or destroyed, having a permanent impact on our planet.

Big Tobacco
Big Tobacco uses flavors to get teens addicted. 97% of teens who vape use flavored products.

Thinking about having the "vape talk" with your friend?
Call **1-833-HEY-NORM** for a pep talk.

Quit Partner and Media Outreach to Your Communities

Mike Sheldon | Communications Planner

Earned and Paid Media Outreach Tips

1. Media outreach planning
2. Paid and earned media outreach example
3. Free resources for support

Media Outreach to Communities – Basics

Basics for media outreach to specific communities:

- Build trust through partnerships
- Build credibility through partnerships with trusted local organizations and community leaders who can help champion your messages
- Take time to understand the specific needs of the community by talking directly to residents and leaders
- Align your message and outreach with the community's actual needs and concerns

Media Outreach to Communities – Basics

Basics for media outreach to specific communities:

- Focus on digital and social media
- Smartphones are often the primary or only internet access for many community members
- Ensure your website and content are fully optimized for mobile viewing
- Develop a social media strategy and editorial calendar – Meta outreach
- Customize messages to your desired community

Media Outreach to Communities – Basics

Basics for media outreach to specific communities:

- Effective communication requires customization
- Use input and insight to develop language that resonates with the specific community
- Avoid technical jargon or overly "market-y" language - focus on communicating your message in a relatable way
- Consider cultural nuances, preferred communication styles, and community-specific issues

Menthol Incentive Program



Here's another reason to give us a call: when you try to quit menthols with help from Quit Partner coaches, you now may be eligible for a gift card. Just call 1-800-QUIT-NOW to learn more.

Worried about smoking or vaping and COVID-19? [We can help.](#)

quit partner 1-800-QUIT-NOW

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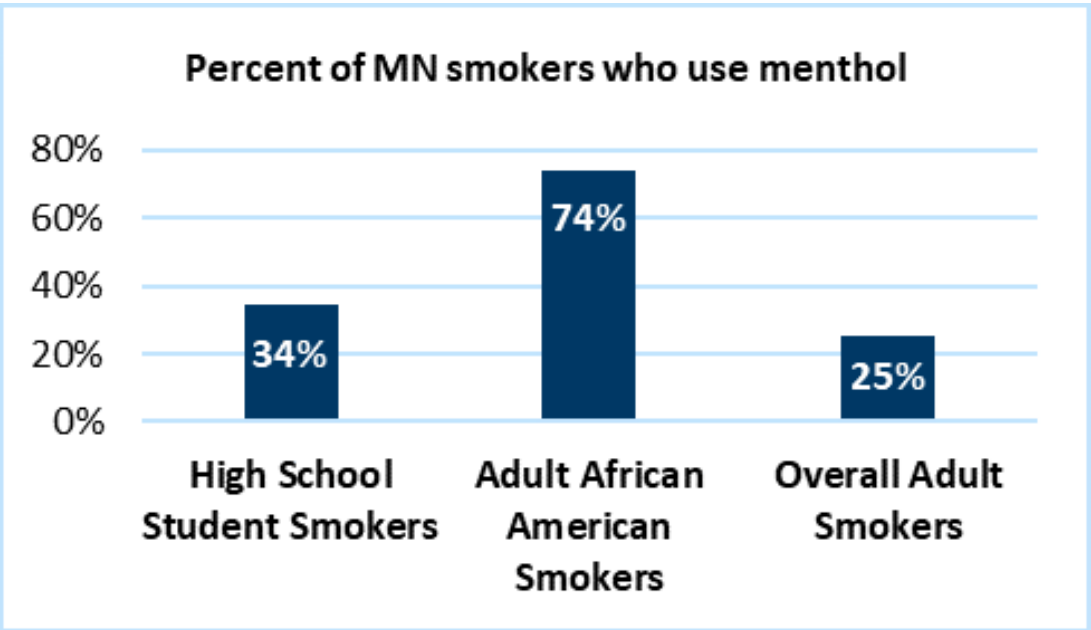
[Tools & Support](#) ► [The Truth About Menthols](#)

Menthol Hits Minnesota Communities Hard

And How Quit Partner Can Help

If you smoke menthols, it's likely that the cooling sensation, in addition to nicotine, was what originally hooked you. That was Big Tobacco's plan all along. Chances are also high that you're a member of the African American, American Indian and/or LGBTQ+ communities, because Big Tobacco has targeted their advertising in the places you live, work and play to keep menthol top-of-mind.

We offer free support and resources to help you quit in a way that fits your needs. In fact, now when you try to quit menthols with help from Quit Partner coaches, you may be eligible for a gift card. Just call 1-800-QUIT-NOW to learn more.



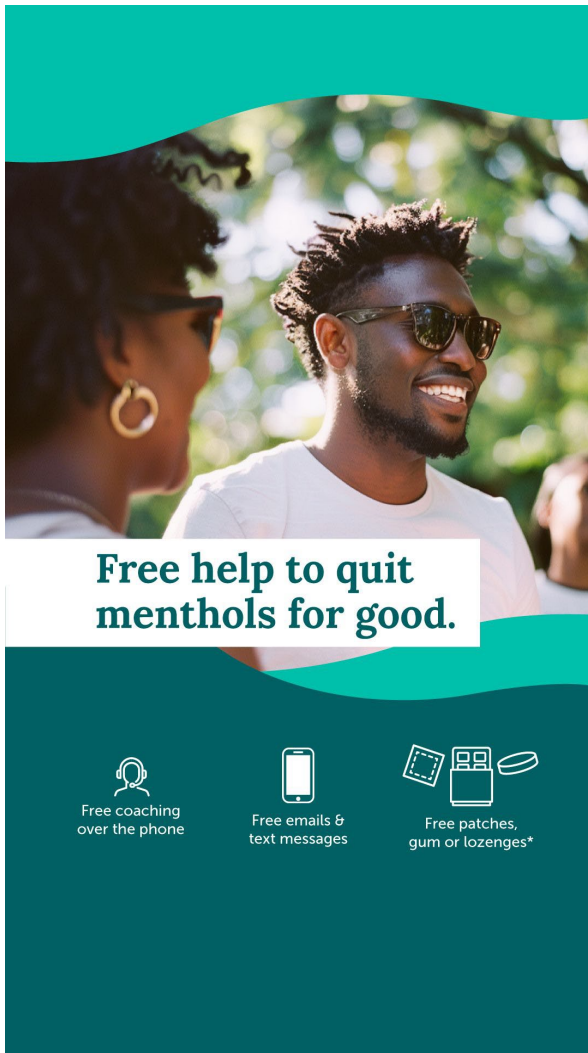
Minnesota, C. and M.D.o. Health, *Tobacco Use in Minnesota*

Media Outreach to Communities – Menthol Example

Strategies for outreach to the African American Community:

- Input from the Office of African American Health and community partners
- Focus on digital and social media outreach
- Use of stock photos to keep cost down
- Extension of current campaign and messages
- Share info with partners and community members
- Used trusted community sources for ads – Southside Pride, KMOJ, Insight News, Midway Como Monitor

Media Outreach to Communities – Menthol Example



Free help to quit menthols for good.

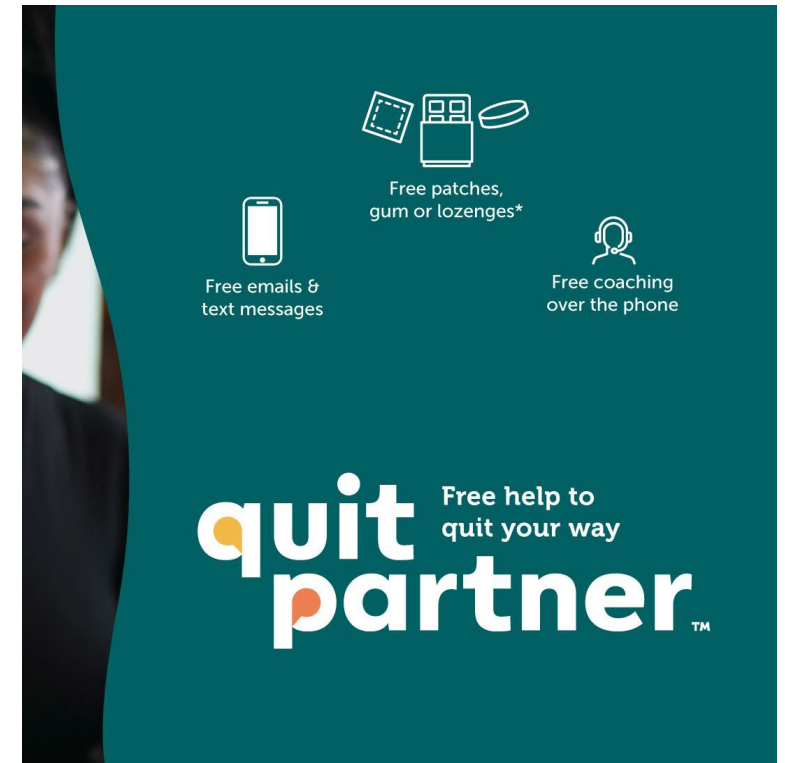
Free coaching over the phone

Free emails & text messages

Free patches, gum or lozenges*



Here for all the hard parts of quitting menthols.



Free patches, gum or lozenges*

Free emails & text messages

Free coaching over the phone

quit partner™ Free help to quit your way

Media Outreach to Communities – Menthol Example

**Menthols are not
Black culture.**

**They're a
targeting tactic.**

**Ready to quit?
We're ready to help.**

quit Free help to
quit your way
partner™

Free Resources

Resources for Media Outreach

Basecamp resources

How to Promote Quit Partner
toolkit

Toolkit Materials order page

Media Campaign Resource Center
from the CDC



quit partner™
1-800-QUIT-NOW
QuitPartnerMN.com

How to Promote Quit Partner™ Programs: A Guide for MDH Grantees

This guide outlines the many options you have to promote the Quit Partner family of programs, which includes the American Indian Quitline and My Life, My Quit™.

Resources to Explore

- Promotions Guide for paid and earned media: <https://3.basecamp.com/3777019/buckets/4020798/vaults/2501520461>
- MDH branding: <https://www.health.state.mn.us/about/tools/branding.html>
- Accessibility info: <https://mn.gov/mnit/about-mnit/accessibility/electronic-documents/>
- Health literacy: <https://www.cdc.gov/health-literacy/>
- Plain language guidance: <https://www.plainlanguage.gov/>



Toolkit Materials

Resources
to let people know
about Quit Partner
and My Life, My Quit



quit partner Free help to quit your way

Meet Quit Partner
We're Minnesota's new way to quit smoking, vaping and chewing for free. Get medications, quit coaching and more.

Say, "hi!"
1-800-QUIT-NOW
QuitPartnerMN.com

2X DOUBLE YOUR CHANCES OF QUITTING

quit partner Free help to quit your way

Free 24/7 support for your quit
Whether you're quitting for the first time or have tried before, we can help you find your way to quit for good. Get free help like:

- Free medications like patches, gum or lozenges*
- Text messaging**
- Email support**
- Coaching over the phone or online
- Welcome package

Get free medications, quit coaching and more.
1-800-QUIT-NOW
QuitPartnerMN.com

*18+ **21+

quit partner Free help to quit your way

Quit Partner is Minnesota's free way to quit nicotine, including smoking, vaping and chewing. We can support your quit with one-on-one coaching and other helpful tools. Whenever you need us, we're here to help 24/7.

Helpful Tools
Quit your way by choosing which free tools you'd like to try.

- Free medications like patches, gum or lozenges.*
- Text messages with tips and advice.**
- Helpful emails to support you along the way.**

Quit Coaching
Get free one-on-one quit coaching over the phone or online from trained coaches who help people just like you every day. Just by signing up, you'll get to use these helpful tools for free.

or

Ready to quit? We're ready to help. **1-800-QUIT-NOW** **QuitPartnerMN.com**

*18+ **21+

OUR TRADITIONS TO KEEP AND OUR WAY TO QUIT COMMERCIAL TOBACCO

THE AMERICAN INDIAN QUITLINE
CALL 1-833-9AI-QUIT
AIQUIT.COM

quit partner

Quit Partner Toolkit Materials



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Toolkit Materials

[Order here](#) [↗](#)

On this page you'll find different materials that are available for you to download and print to help promote Quit Partner, the American Indian Quitline, and My Life, My Quit. For a limited time, you can also visit the link immediately below to order, for free, select printed promotional materials for your organization.

DOWNLOAD BRAND MATERIALS

Get the Quit Partner style guide, logo files and other brand materials.

[Download](#) [↗](#)

Live Chat

- Printed materials
- Ready to print
- Materials in Spanish, Hmong and Somali
- Behavioral Health, Pregnancy program, Youth and Young Adults, American Indian materials available

Resources – Media Campaign Resource Center



Media Campaign Resource Center (MCRC)

Help Register Log In **MCRC**

CDC > Smoking & Tobacco Use > MCRC Home



SEARCH MCRC

OR BROWSE THE COLLECTION

About MCRC

Educate audiences about the harmful effects of commercial tobacco use with the MCRC, your source for free and low-cost tobacco education campaign materials. This collection is available to the tobacco control community and partners to support your communications efforts. You can type in a keyword to start your search or use the section links to find ads for your campaign.

Featured Ads & Campaigns

Common Searches



Ads in Cycle Big savings! Check out



Media Campaign Resource Center

Search Capability

Type of Ad: New, Ads in Cycle

Media Type: Video, Radio, Print, Digital Display, Social Media Materials

Cost: Usually Free (other than radio and video)

Theme: Cessation, Quitline Promotion, Youth Prevention, Secondhand Smoke, Flavored

Target Audience: Adults, Youth and Young Adults, Providers, LGBTQ+, African American

Languages: English, Spanish, Korean, Vietnamese, Chinese

Media Campaign Resource Center

Media Type	Digital Display
Target Audiences	African Americans, Hispanics, Lesbian, Gay, Bisexual, and Transgender (LGBT)
Languages	English
Cost	Free
Produced For Campaign	Making It Count M[END]THOL
Themes	Tobacco Industry Manipulation, Tobacco Products - Menthol The End Menthol, or M{END}THOL, campaign was developed to educate the public on the tobacco industry's history of targeting African American, Hispanic, and LGBT communities through targeted marketing. For this campaign vintage tobacco ads were recreated to educate the public on the harms of Menthol flavored tobacco products. This bundle of digital media comes in 6 different sizes for digital usage.
Description	
More ▾	

- Example of search parameters
- MCRC can support simple customization – adding logo

State and Community Health Center



CDC A-Z INDEX ▾

State and Community Health Media Center

Welcome to the State and Community Health Media Center

- Log In
- New Materials
- Search
- Help

Featured Ads

Pregnant & Protected
"I do everything I can to keep us safe and healthy."
CDC Foundation

[Pregnant & Protected: Safe and Healthy_FB-IG](#)

LIVE TO THE BEAT
Rx for a Healthy Heart

[Live to the Beat: Heart Medicines for a Healthy Heart](#)

Moving matters for our health.
Learn more
cdc.gov/MovingMatters

[Moving Matters: AA Woman and Man Walking](#)

What foods should I feed my toddler?
Are there foods I should avoid?
Click here to find the answers to these questions and more.
cdc.gov/Infant-Toddler-Nutrition

[Infant & Toddler Nutrition: Illustration Toddler](#)



National Association of Chronic Disease Directors

Search for: 

 NATIONAL ASSOCIATION OF CHRONIC DISEASE DIRECTORS
Promoting Health. Preventing Disease.

[DONATE](#) [CONTACT](#) [BECOME A MEMBER](#) [MEMBER PORTAL](#)

[ABOUT](#) [FOR MEMBERS](#) [PROGRAM AREAS](#) [SUCCESS STORIES](#) [POLICY](#) [PUBLICATIONS LIBRARY](#) [LEARNING CENTER](#)

COMMUNICATIONS

Communications Tools and Resources

The Communications Department is prepared to assist NACDD Members, staff, and consultants with materials and public outreach to reduce the burden of chronic disease and to promote health.

The tools and resources below detail our Department's policies and recommended practices for working with the Communications Department as well as the Association's larger brand standards and policies.



Key Takeaways

- Consider your goals and objectives, audience, messaging, and tactics.
- Earned media is a valuable and effective tool – and it's free!
- Don't recreate the wheel - take advantage of the free campaign tools and resources.
 - Youth Anti-vaping Campaign Materials
 - Quit Partner Campaign Materials
 - CDC's Media Campaign Resource Center
 - NACDD's Publications Libarary
- Contact Parker, Mike, or Susan for support.

Questions

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