

Chapter 4: Publicity and Marketing QUIT 2 WIN

There are a variety of ways to recruit adolescents into the QUIT 2 WIN Youth Cessation Program. It is important to publicize the program widely within the school including a simple method for interested students to self refer. Youth may also be referred by teachers, student assistance counselors (SACs), and or guidance counselors. Once services have been established within a school and there is a level of trust, student-to-student recruitment will likely begin to occur. The successes of those who have quit will be a strong signal to other smokers that it is possible with help to break the addiction.

HELPFUL HINTS FOR MARKETING QUIT 2 WIN

- Date to start a group, anticipating major holidays and school events as much as possible.
- Create flyers and posters advertising the quit group: generally what it is, the date it is scheduled to start, and where to go to get more information/to sign up. Have more specific information ready for students when they come to the primary contact listed on the flyer. If they show interest, have them complete their individual assessments forms.
- Participants should be motivated to attend the quit sessions as a result of their interest in quitting rather than to receive incentive items. It is advised that the marketing of incentives (such as free food/refreshments) NOT be used to recruit students to group (although these may help with attendance once students have signed up).
- Put up the posters/flyers in high visibility areas around the school advertising the quit group. Don't forget areas such as the student bathrooms, locker rooms, and the cafeteria. If you have a REBEL chapter in your school, ask the REBEL students if they could help create, put up and maintain the flyers. REBEL (Reaching Everyone by Exposing Lies) is a NJ based youth movement that currently has a presence in many middle and high schools. REBEL youth are active in the tobacco control community and could also help develop an ad strategy for marketing the program to students. <http://www.njrebel.com/>
- Put a letter describing the program in all staff mailboxes, asking staff to help spread the word, advertise the program, and to refer any students they think might be appropriate for the group.
- Arrange for morning announcements and school cable TV advertisements for the group.
- Advertise the quit group through the physical education department and in health classes.

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- Set up a table in the cafeteria during lunch periods, including posters, information about the group, various freebies if possible, and a Carbon Monoxide monitor. Make an announcement that there will be a general interest table set up in the cafeteria. The CO monitor is a great attention getter, as teens are often curious about the CO monitor and will come up with questions, at which time they can be referred to an upcoming quit group if they would like to stop smoking. Note, students should not have to sign up for the group at a busy public gathering as they may not want to admit publicly to being a smoker.
- Encourage students to bring a buddy who also wants to quit tobacco and support them through the group process. An effort should be made to learn who the buddy is and to determine, using your judgment, whether this person would help or hinder the process.
- Arrange for assemblies with representatives from the laryngectomy speakers network.
- Involve the PTO, which can generate a marketing campaign and target smokers they know.
- Conduct a parent education session in the evening.