

USING **BEHAVIOR CHANGE MARKETING** TO DRIVE QUITLINE ENROLLMENTS



THE CHALLENGE

Adults who use tobacco products understand it's bad for their health, but while many have made past quit attempts, the stressors of life make overcoming addiction increasingly difficult. What can we do?

EQUITABLE CAMPAIGNS MAKE BEHAVIOR CHANGE EASIER

At Rescue, we focus on creating intentionally equitable cessation campaigns that understand our audience's unique needs, highlight how they can overcome obstacles to quitting, and reach them on channels that drive enrollment and awareness.

Intentional **EQUITY**

THE THREE PILLARS OF RESCUE'S INTENTIONAL EQUITY FRAMEWORK

APPLIED EMPATHY

Using psychographic segmentation to understand what drives the audience's behavioral decisions and opportunities where health promotion can make a difference.

AUTHENTIC NARRATIVES

Storytelling that associates relevant audience values with targeted behaviors while helping them overcome the real-world obstacles they face.

NEEDS-BASED IMPLEMENTATION

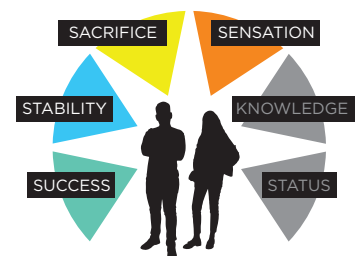
Media distribution that uses audience characteristics to ensure media delivery and dosage increase with audience risk.

FORMATIVE RESEARCH

Rescue conducted exploratory focus groups and interviews in several states with over 100 participants to understand the values and motivational drivers of people who use tobacco. The participant profile included adult tobacco users and people experiencing low income, those suffering from mental health conditions, substance users, and pregnant women.

AUDIENCE SEGMENTS

Through this research with adults, we uncovered six audience segments, each defined by a unique motivational driver, which is a primary reason for their behavior. Of the six, four key motivators or segments emerged for tobacco users.



TARGETED MESSAGING TO INCREASE MOTIVATIONS FOR QUITTING TOBACCO USE

AUDIENCE SEGMENT: STABILITY MOTIVATED BY SAFETY, SECURITY

Stability seekers rely on routines to feel secure and are often resistant to change.



Strategy: Create tension between stability and the financial burdens and health harms of smoking.



Increased quitline enrollments by 176% compared to the same timeframe YOY.

AUDIENCE SEGMENT: SENSATION MOTIVATED BY EXPERIENCES

Sensation seekers are often curbing other addictions and might be experiencing anxiety.



Strategy: Emphasize how frustrating it is to lose control to nicotine addiction.



Resulted in a 142% increase in enrollments from 2020 to 2021.

AUDIENCE SEGMENT: SUCCESS MOTIVATED BY ACHIEVING GOALS

Success seekers take conventional and unconventional paths to drive their success forward.



Strategy: Show LGBTQ+ audiences they can be part of a meaningful community without cigarettes.



Drove 90% YOY increase in enrollments from LGBTQ+ audience.

AUDIENCE SEGMENT: SACRIFICE MOTIVATED BY LOVED ONES

The Sacrifice segment prioritizes people close to them over their own needs.



Strategy: Position quitting tobacco as a step toward helping protect loved ones.



Drove 19% increase in enrollments from people with income less than \$25,000.



LEARN MORE

For more information about behavior change campaigns that drive quitline enrollments, please contact:

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