



Quit For Life® Program

Campaign Summary

Protect Pet Health

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Animals living with a tobacco user are more likely to die of cancer, nicotine poisoning, and tobacco-related illnesses. The Quit For Life® Program can help you quit tobacco to protect your pet's health - and your own. A Quit Coach® will support you over the phone and online. You may receive free nicotine patches or gum. Enroll today.

It's FREE. It's confidential. It works.

1.866.QUIT.4.LIFE (1.866.784.8454)
www.quitnow.net




The Quit For Life® Program is brought to you by the American Cancer Society® and Alere Wellbeing. The two organizations have 35 years of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users. Together they will help millions more make a plan to quit, realizing the American Cancer Society's mission to save lives and create a world with more birthdays.

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The Campaign Message

Many pet owners are not aware that secondhand smoke does harm pet health. Animals living with a smoker can die of cancer, nicotine poisoning, and ailments related to tobacco use. Studies show that 12 million tobacco using pet owners would try to quit tobacco if they knew smoking hurts their pets¹. The “Protect Pet Health” Campaign leverages this finding to promote the Quit For Life® Program.

This campaign is particularly relevant to your employees or members who own pets, love animals, or work in the pet industry. Many of these audience members may think, “I don’t care about my health. But I’ll quit for my dog.” “Protect Pet Health” collateral will also resonate with non-tobacco users who live with a smoker; they will want to encourage the tobacco users at home to enroll in Quit For Life.




You're never too old to learn new tricks.

Or save your best friend's life.

Animals living with a tobacco user are more likely to die of cancer, nicotine poisoning, and tobacco-related illnesses. The Quit For Life® Program can help you quit smokeless tobacco to protect your pet's health - and your own. A Quit Coach® will support you over the phone and online. You may receive free nicotine patches or gum. Enroll today.

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www.quitnow.net

 **Quit For Life®** Program

The Quit For Life® Program is brought to you by the American Cancer Society® and Alana WellBeing. The two organizations have a 33 year of combined experience in tobacco cessation coaching and have helped more than 1 million tobacco users. Together they will help millions more make a life to live.

¹ “Another reason to stop smoking: Your pet’s health,” USA Today, May 2010. www.usatoday.com/life/lifestyle/pets/2010-05-11-petsmoke11_ST_N.htm

How to use this campaign

For the “Protect Pet Health” Campaign to be effective, the various pieces should be used together over an extended period of time. We suggest introducing three to five elements from the suite of materials over several months.

For this campaign, three themes are included as flyers and e-flyers for reaching a broad range of pet owners and tobacco users:

1. **Think about how tobacco affects your family.** Generalized for pet type (cat, dog, and bird owners) and tobacco type (cigarettes, smokeless tobacco).
2. **If your puppy is a princess, you’ll protect her from anything.** Targets dog owners and smokers.
3. **You’re never too old to learn new tricks.** Targets dog owners and smokeless tobacco users.

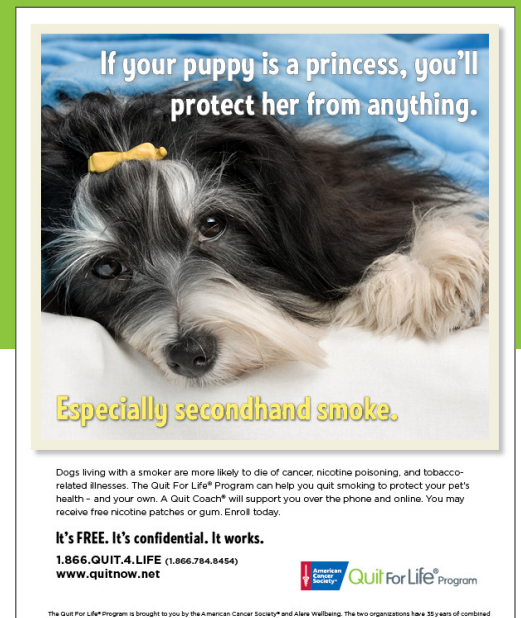
Use the flyer or flyers that best suit your audiences. A plan for using the “Protect Pet Health” Campaign might look like this:

At campaign launch: Print and post one of the three flyers in highly visible employee areas, such as break rooms, near time clocks, or at building entrances and exits. Add a complementing campaign banner ad to your company intranet or health benefits website. And add the plasma screen ad to your rotation of content.

One month after launch: Replace the original flyer used with a different flyer from the campaign. Send an e-flyer to employees through company email.

Two to six months after launch: Include campaign text blocks in employee newsletters and in other written health communications – you can use the Outlook Template provided. Swap out the flyer in highly visible employee areas with the third flyer.

The following section provides an overview of various promotional pieces and how to implement them.



Campaign Materials



Flyers

Description: Three 8½- by 11-inch, full-color flyers.

Usage Summary: Campaign flyers are effective tools for grabbing the attention of your employees. Use these three flyers in high-traffic areas such as HR departments, break rooms, near time clocks and at fitness centers. Flyers can also be printed and used in health care enrollment packets and other new-hire materials to help introduce the program.



E-Flyers

Description: Three electronic flyers, suitable for emailing to the eligible population.

Usage Summary: Electronic communication is a cost-effective way to help give a campaign added exposure. Sending one of these e-flyers to employees via company e-mail can prompt them to immediately go online and/or call to enroll in the program.



Outlook Template

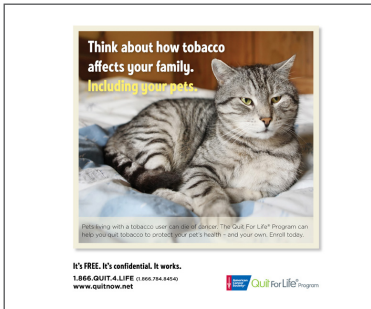
Description: Word document template for use with Outlook email.

Usage Summary: Edit this Word document and drop it right in the body of an e-mail to send as a reminder to your eligible population. Use the campaign text blocks to get started, and remember to link it to a related calendar event, if you have one.

Plasma Screen Ads

Description: Plasma screen material delivered in a PowerPoint slide deck, ready to be added to electronic presentations.

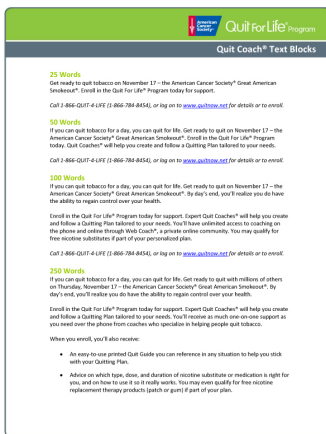
Usage Summary: Display these slides on plasma screen televisions in your break rooms or elsewhere in the workplace, or use them in PowerPoint presentations to introduce the program to employees during meetings.



Text Blocks

Description: Text blocks with approximately 25, 50, 100, and 250 word counts in English.

Usage Summary: Text blocks can be used on company intranets, in employee newsletters or as a script to help human resources managers more effectively communicate the benefit verbally.



Web Banners

Description: These web-friendly banner graphics (two squares, 300 px by 250 px, and one rectangular, 728 px by 90 px) are for use on health websites and company intranets.

Usage Summary: These online banner ads placed on your company intranet can be an eye-catching way to effectively promote the Quit For Life Program to employees. Many of our clients use banner ads to link directly to online enrollment.



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