

# Benefit promotion tool #4

## Checklist for monitoring a plan for a promotional campaign

This checklist is designed to help monitor promotional efforts. It is based on materials developed by the National Tobacco Cessation Collaborative and can help you strategize on how to build demand for use of the benefit and ensure the inclusion of the tested principles of behavior change described in Benefit Promotion Tools #1-3.

Strategic Questions	Considerations/Action Steps
<b>Does your Taft-Hartley Health and Welfare Fund:</b>	
Have a comprehensive cessation benefit in place that includes coverage for counseling and cessation medications?	<ul style="list-style-type: none"> <li>Evaluate and identify ways to improve existing benefits.</li> </ul>
View smokers as consumers and take a fresh look at quitting from their perspective? Make efforts to develop a better understanding of quitters' preferences and needs?	<ul style="list-style-type: none"> <li>Understand the quitting journey and nicotine addiction and engage smokers in new ways and in new places along the way?</li> <li>Promote tobacco cessation products and services in ways that reach smokers, especially those who are underserved?</li> <li>Correct misconceptions about what works and what doesn't regarding nicotine replacement therapies (NRTs) and counseling?</li> </ul>
Combine and integrate evidence-based strategies into a promotion plan for a campaign to achieve maximum impact?	<p>Has the fund used health messages that:</p> <ul style="list-style-type: none"> <li>Address ways in which fund participants are particularly vulnerable to the consequences of smoking and using tobacco?</li> <li>Address the serious health and financial costs of tobacco use?</li> <li>Convey the health and financial benefits conferred by tobacco cessation?</li> <li>Build fund participants' confidence that they can quit smoking?</li> <li>Allow members to observe and/or learn by experience ways in which they can seek counseling and medications?</li> <li>Encourage families, co-workers and union leaders to support participants' quit efforts;</li> <li>Facilitate participants' use of the benefit provided?</li> <li>Provide participants with financial or non-financial incentives for engaging in the tobacco cessation process?</li> </ul>
Establish a system for documenting and measuring the success of your benefit promotion?	<p>Has the fund:</p> <ul style="list-style-type: none"> <li>Documented the promotional strategies put into action?</li> <li>Recorded the number of participants who use the benefit, union/participant satisfaction with the process, and other key factors involved in implementation?</li> <li>Surveyed participants about their quit attempts, including measuring the number who successfully quit?</li> </ul>

Sources: Innovations in Building Consumer Demand for Tobacco Cessation Products and Services." Retrieved February 1, 2010, from the National Tobacco Cessation Collaborative's website: <http://www.tobacco-cessation.org/PDFs/CD%20Conference%205-3-07%20Final%20Report.pdf>

For additional references, see "References," in Cessation Benefits Focus, Issue 4, March 2010, available at [www.workshifts.org](http://www.workshifts.org).

**To learn more about smoking cessation, visit [www.workshifts.org](http://www.workshifts.org).**