

## Benefit promotion tool #3

# Example of a 6- or 12-month promotional campaign

A promotional campaign could be implemented over a 6- or 12-month period.

Month	Message	Delivery Method
<b>January (6-month campaign)</b> <b>January (12-month campaign)</b>	<p>“Did you know that smoking rates among workers in the building trades and in hospitality settings are twice as high as the national average? Your fund cares about your health so it provides members with insurance coverage for counseling and medication to aid in quitting tobacco use. This benefit covers the following: (insert details of what is covered by their benefit together with contact information).”</p> <p>“Return this postcard to receive hard hat stickers saying, ‘(insert tobacco cessation messages).’”</p>	<p>General mailing from fund to all participants.</p>
<b>February (6-month campaign)</b> <b>March (12-month campaign)</b>	<p>“I quit and this is how I did it” testimonial from a participant.</p>	<p>Booth at a health fair or presentation at union meeting or workplace.</p> <p>Provide free samples of cessation medications.</p>
<b>March (6-month campaign)</b> <b>May (12-month campaign)</b>	<p>Engage a representative from a company that produces cessation medications to answer questions and provide samples.</p>	<p>Booth at health fair or presentation at union meeting or workplace.</p>
<b>April (6-month campaign)</b> <b>July (12-month campaign)</b>	<p>Play a video demonstrating a quitline-type counseling call.</p>	<p>Booth at health fair or presentation at union meeting or workplace.</p>
<b>May (6-month campaign)</b> <b>September (12-month campaign)</b>	<p>“Your union supports your efforts to lead healthier, more active lives by stopping smoking.”</p>	<p>Celebrate “World No Tobacco Day” (May 31<sup>st</sup>) by having union leaders communicate messages of support to those who decide to quit.</p>
<b>June (6-month campaign)</b> <b>November (12-month campaign)</b>	<p>“Return this postcard for a free sample of nicotine gum.”</p>	<p>Postcard mailing to all fund participants.</p>

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).**