

# INNOVATIONS IN BUILDING CONSUMER DEMAND FOR TOBACCO CESSATION PRODUCTS AND SERVICES

At the conclusion of the Consumer Demand Conference, participants will:

- 1) Understand the need for focusing on the consumer perspective and using consumer-centered design principles.
- 2) Consider changes they can make in their organization's activities to incorporate consumer demand strategies.
- 3) Identify key opportunities in the next 1-2 years in which consumer demand strategies can have an impact.
- 4) Identify the consumer demand activities needed over the next 2-3 years to move the field forward (may include disseminating information, holding symposia, an annual meeting, presentations, etc.).

## **DAY ONE : MAY 3**

**8:30am Continental Breakfast**

**9:00-10:00am Innovations in Tobacco Cessation: Building Consumer Demand**

*Carlo DiClemente, C. Tracy Orleans*

- Overview of the Consumer Demand Initiative
- Group discussion of homework assignment
- Goals/Objectives for the Consumer Demand Conference

**10:00-12:00pm Understanding the Consumer**

*Kay Khaler Vose, Matt Barry, Peter Coughlan*

- Profile of smokers and their lifestyles
- Quitting from the consumer's point of view
- Principles for creating products/services that meet consumer's needs.
- Q&A

**12:00-1:30pm LUNCH: Just Ask A Woman Interactive Session with Smokers**

**1:30-2:45pm Panel: 15 Strategies to Build Consumer Demand**

*C. Tracy Orleans, Todd Phillips and Consumer Demand Roundtable Members*

**2:45-3:00 Break**

**3:00-4:45pm Proven Innovations: Insights from Efforts that Substantially Increased the Use of Cessation Treatments**

**Panel Discussion**

**Panel Discussion**

- What strategies were used?
- What are the characteristics of effective programs to increase demand?
- What are the key lessons learned?

**4:45-5:00pm**      **Homework**  
How can you apply consumer demand strategies to your work?

**5:00-6:00pm**      **Reception**

**DAY TWO: MAY 4**

**8:30am**      **Continental Breakfast**

**9:00-10:30am**      **Innovation in Progress: Investigating New Ideas**

- IDEO Design Projects/Pioneer Grants
- Discussion of homework assignments

**10:30-10:45am**      **BREAK**

**10:45-12:30pm**      **Areas for Future for Innovation: Key Opportunities Breakout Groups**

- Qitlines
- NRT/Pharmacy
- Provider
- Online
- Systems
- Promotions
- Research

**12:30-1:45pm**      **LUNCH: Breakout Reports**

**1:45-3:30pm**      **Moving Forward: What Will It Take to Achieve Breakthroughs?**  
*Elaine Arkin moderates*

- Funding
- Activities
- Collaboration

**3:30-4:00pm**      **Adjournment/Closing/Next Steps**  
*Carlo DiClemente, C. Tracy Orleans*