

ConsumerDemand

Innovations in Building Consumer Demand
for Tobacco Cessation Products and Services

ROUNDTABLE MEETING 3 AGENDA

Wednesday, June 7

- 8:30am **Continental Breakfast**
- 9:00 – 9:30am **Welcome and Introductions**
Carlo DiClemente (Chair), C. Tracy Orleans (Co-Chair)
- 9:30 – 10:00am **Consumer Demand Roadmap: Where We've Been and Where We're Headed**
C. Tracy Orleans
- 10:00 – 10:15am **Roundtable 3 Objectives and Ground Rules**
Elaine Arkin
- 10:15 – 10:30am BREAK
- 10:30 – 12:00pm **Understanding and Engaging the Consumer**
Breakthrough Group: Using Databases to Engage Smokers—Sean Bell
New Strategies to Reach Smokers—Paul Vogelzang
- Group Discussion:
- What should we be doing differently? What strategies hold the greatest potential for breakthrough, especially to reach underserved populations?
 - Are there immediate opportunities we should take advantage of?
 - What are the top 2-3 priorities for new research in this area? What do we need to know more about?
 - What are our recommendations for the field on this topic? How can these recommendations be embedded into ongoing product delivery system design/development, promotion, policy, research and surveillance?
 - Who needs to be at the table at the Consumer Demand Conference to address innovations in understanding and engaging consumers? (brainstorm)
- 12:00 – 1:00pm LUNCH
Update on Clinical Guidelines, Justice Department Settlement — Mike Fiore
- 1:00 – 3:00pm **Product and Service Design and Delivery**
Updated IDEO Design Framework—Peter Coughlan
Update on New Product—Geri Anastasio
Update on Other New Drugs—Frank Vocci
- Group Discussion:
- What should we be doing differently? What strategies hold the greatest potential for breakthrough, especially to reach underserved populations?
 - Are there immediate opportunities we should take advantage of?
 - What are the top 2-3 priorities for new research in this area? What do we need to know more about?
 - What are our recommendations for the field on this topic? How can these recommendations be embedded into ongoing product delivery system design/development, promotion, policy, research and surveillance?
 - Who needs to be at the table at the Consumer Demand Conference to address innovations in product and service delivery design? (brainstorm)

3:00 – 3:15pm BREAK

3:15 – 4:45pm **Policy**

Breakthrough Group: Policy Response Network—Matt Barry

Update on Surgeon General's Report—Corinne Husten

- What should we be doing differently? What strategies hold the greatest potential for breakthrough, especially to reach underserved populations?
- Are there immediate opportunities we should take advantage of?
- What are the top 2-3 priorities for new research in this area: what do we need to know more about?
- What are our recommendations for the field on this topic? How can they be embedded into ongoing tobacco control policy and cessation initiatives at the federal, state and local levels?
- Who needs to be at the table at the Consumer Demand Conference to address innovations in policy efforts to build consumer demand for and use of proven cessation treatments? (brainstorm)

4:45 – 5:00pm **Day 1 Wrap-Up**

Carlo DiClemente

5:00 – 6:00pm **Reception**

Thursday, June 8

8:30am **Continental Breakfast**

9:00 – 10:45am **Promotion**

Principles for Promotion—Karen Gutierrez

Breakthrough Group: Dispelling the Myths about Nicotine—Stephanie Smith

Breakthrough Group: Creating a Seal of Approval—Patty Mabry

Update on Ex Program—Donna Vallone

Update on GSK Promotional Activities—Katie Kemper

Group Discussion:

- What should we be doing differently? What strategies hold the greatest potential for breakthrough, especially to reach underserved populations?
- How should we respond to tobacco industry products/marketing/promotions?
- Are there immediate opportunities we should take advantage of?
- What are the top 2-3 priorities for new research in this area: what do we need to know more about?
- What are our recommendations for the field on this topic? How can they be embedded into ongoing promotion and marketing efforts?
- Who needs to be at the table at the Consumer Demand Conference to address innovations in promotion and marketing? (brainstorm)

10:45 – 11:00am BREAK

- 11:00 – 12:00pm **Research/Surveillance**
Breakthrough Group: Research/Surveillance Agenda—C. Tracy Orleans
Funding/Grant Opportunities—Funder Reports
- Group Discussion:
- What should we be doing differently? What strategies hold the greatest potential for breakthrough, especially to reach underserved populations?
 - Are there immediate opportunities we should take advantage of?
 - What are the top 2-3 priorities for new research in consumer demand: what do we need to know more about?
 - What are our recommendations for the field on this topic? How can they be embedded into ongoing cessation research, research funding, and cessation/treatment use surveillance?
 - Who needs to be at the table at the Consumer Demand Conference to address innovations in research efforts to build consumer demand for and use of proven cessation treatments? (brainstorm)
- 12:00 – 1:00pm LUNCH
- 1:00 – 2:00pm **Moving Forward: Roundtable Recommendations, December Conference**
- Group Discussion:
- What are the top 3 or 4 things the field should be doing differently in each of the 5 major areas addressed to achieve the overall 3-year goal?
 - Who are the top priority “audience/stakeholder” groups for the Consumer Demand Conference?
 - How could we work together as we move forward?
- 2:00 – 2:30pm **Design for Demand: IDEO Innovations**
Overview and Opportunities—Todd Phillips, Peter Coughlan
- 2:30 – 2:50pm **Reflections on Roundtable and the Importance of Consumer Demand to Cessation**
Carlo DiClemente, John Pinney
- 3:00pm **Adjournment/Closing**
C. Tracy Orleans