

ConsumerDemand

Innovations in Building Consumer Demand
for Tobacco Cessation Products and Services

ROUNDTABLE MEETING 1 AGENDA

PURPOSE/GOALS

- To generate **new ways of thinking** about increasing demand for evidence-based tobacco cessation products and services.
- To achieve **major breakthroughs** in the use of tobacco cessation products and services to increase the public health or population impact.
- To identify and catalyze feasible **innovations in R&D, product design, research funding, practice and policy** that could significantly improve the use and impact of current evidence-based treatments within the next 3 years.

Wednesday, December 7

8:30am	Continental Breakfast
9:00 – 9:40am	Welcome and Roundtable Overview <i>Carlo DiClemente (Chair), C. Tracy Orleans (Co-Chair)</i>
9:40 – 10:00am	Roundtable Sessions: Overview and Ground Rules <i>Elaine Arkin, Stephanie Smith</i>
10:00 – 11:00am	Understanding Smokers and Cessation <i>Gary Giovino, Elizabeth Barbeau, Helen Lettlow</i>
11:00 – 11:15am	B R E A K
11:15 – 12:00pm	Current Evidence-Based Cessation Treatments: Efficacy and Critical Ingredients <i>Saul Shiffman, Frank Vocci</i>
12:00 – 1:00pm	L U N C H
1:00 – 3:30pm	Overview of Treatment Delivery Systems (Panel Discussion) Quitlines: <i>Linda Bailey</i> Online: <i>Amanda Graham</i> Healthcare: <i>Susan Swartz</i> Pharmaceutical “Wrap-Around” Programs: <i>Vic Strecher</i> Community and Worksites: <i>Myra Muramoto</i> Taking a Systems Approach: Putting It All Together: <i>David Abrams</i>

3:30 – 3:45pm	B R E A K
3:45 – 5:45pm	What Quitters Want (Panel Discussion) <i>Kay Kahler Vose, Gary Giovino, Elizabeth Barbeau, Helen Lettlow</i>
5:45 – 6:00pm	Day 1 Wrap-Up
6:30pm	Dinner Reception <i>Peter Coughlan, IDEO</i>

Thursday, December 8

8:00am	Continental Breakfast
8:30 – 9:30am	Tobacco Industry Marketing, PREPs and Unproven Methods <i>Danny McGoldrick, Matt Barry</i>
9:30 – 9:45am	B R E A K
9:45 – 11:00am	Marketing of Cessation Products and Services (Panel Discussion) Countermarketing and Quitlines: <i>Karen Gutierrez</i> NRT: <i>Katie Kemper, David Graham</i> Cessation Services: <i>Bill Blatt</i> Reaching Priority Populations: <i>Pablo Izquierdo</i>
11:00 – 11:20am	Creating Demand Through Policy Change <i>Matt Barry</i>
11:20 – 12:00pm	Balancing Supply and Demand <i>Frank Chaloupka, John Pinney</i>
12:00 – 12:15pm	P I C K U P B O X L U N C H E S
12:15 – 1:30pm	Identifying Opportunities for Breakthroughs – Enhancing the 6 P's (Facilitated Brainstorming Groups) • Where are there opportunities for innovation? • What can we do to better connect with the consumer? • Which opportunities will have the biggest impact? • Of these ideas, which ones are feasible? Who needs to implement?
1:30 – 1:45pm	B R E A K
1:45 – 3:00pm	Breakout Group Debriefing
3:00pm	Conclusions and Next Steps
3:30pm	Adjournment