

ConsumerDemand

Innovations in Building Consumer Demand
for Tobacco Cessation Products and Services

ROUNDTABLE MEETING 2 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, February 1

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| 8:30am | Continental Breakfast |
| 9:00 – 9:30am | Welcome and Introductions <i>Carlo DiClemente (Chair), C. Tracy Orleans (Co-Chair)</i> |
| 9:30 – 9:50am | Recap of Roundtable 1 <i>C. Tracy Orleans</i> |
| 9:50 – 10:00am | Roundtable 2: Overview and Ground Rules <i>Elaine Arkin</i> |
| 10:00 – 11:00am | Quitting Smoking as a Journey (Panel Discussion/Q & A) <i>Carlo DiClemente, John Hughes, Myra Muramoto</i> |
| 11:00 – 11:15am | BREAK |
| 11:15 – 12:30pm | Building Demand Among Employers and Health Plans (Panel Discussion/Q & A) <i>Dawn Robbins, Tim McAfee</i> |
| 12:30 – 1:30pm | LUNCH |
| 1:30 – 2:30pm | Increasing Consumer Demand: Upcoming Opportunities for Major Breakthroughs (Panel Discussion/Q & A) <i>Cheryl Healton, Mary Anne Bright</i> |

- 2:30 – 2:45pm B R E A K
- 2:45 – 4:00pm **Building on Breakthroughs: Follow-Up on Roundtable 1 Ideas
(Facilitated Breakthrough Groups)**
- 4:00 – 4:45pm **Breakthrough Group Debriefing**
- 4:45 – 5:00pm **Day 1 Wrap-up**
Carlo DiClemente
- 5:00 – 6:00pm **Reception (Dinner on Your Own)**

Thursday, February 2

- 8:30am **Continental Breakfast**
- 9:00 – 12:00pm **Redesigning Cessation Products and Services: Inspiration, Imagination,
Implementation and Integration**
Peter Coughlan, Maura Shea (IDEO)
- 9:00 – 9:15am **The Design Framework**
- 9:15 – 10:00am **Inspiration: Using Storytelling to Understand Smokers' Journeys (Small Groups)**
- 10:00 – 10:30am **Imagination: Identifying the Design Challenges (Small Groups)**
- 10:30 – 10:45am B R E A K
- 10:45 – 11:30am **Imagination: Designing for Demand (Small Groups)**
- 11:30 – 12:00pm **Implementation and Integration: Putting Innovations into Practice**
- 12:00 – 1:00pm **WORKING LUNCH: Sharing Innovation Plans**
- 1:00 – 2:00pm **Moving Forward with Redesign and Innovation**
Peter Coughlan
- 2:00 – 2:30pm **Reflections on Roundtable 2**
Carlo DiClemente, John Pinney
- 2:30 – 3:00pm **Looking Ahead and Next Steps**
Carlo DiClemente, C. Tracy Orleans
- 3:00pm **Adjournment**