

ConsumerDemand

Innovations in Building Consumer Demand
for Tobacco Cessation Products and Services

ROUNDTABLE MEETING 3

PURPOSE/GOALS

To identify innovative strategies for substantially improving the demand for and use of evidence-based tobacco cessation products and services within three years (by 2010), particularly in underserved low-income and racial/ethnic minority populations where tobacco use is highest and treatment use is lowest.

Funded by the ACS, CDC, Legacy, NCI, NIDA and RWJF, a Consumer Demand Roundtable of leading tobacco cessation researchers, funders, providers, practitioners, policy advocates, consumer product designers and marketing experts was organized in 2005 and convened three times (December 2005, February 2006, June 2006) by AED to:

- Generate **new ways of thinking** about increasing demand for evidence-based tobacco cessation products and services.
- Achieve **major breakthroughs** in the use of tobacco cessation products and services to increase the public health or population impact.
- 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.

The next steps planned for Roundtable members, funders and organizers are to:

- Develop and publicize principles and recommendations for better understanding and engaging consumers and purchasers of cessation products/services, and for improving product/delivery system design, promotion and marketing, policy, and research/surveillance in order to boost consumer demand for and use of proven cessation treatments.

- Pilot test and report on innovative methods for re-designing varied products, services and delivery systems to link tobacco cessation treatments and increase their access, appeal, demand, reach and use (in concert with IDEO).
- Disseminate Consumer Demand Roundtable products, recommendations and results to a larger audience of key stakeholders in the December 2006 Consumer Demand National Conference, through key 2006 presentations, and on the Consumer Demand website. Dissemination activities would aim to increase knowledge of and action by tobacco control funders and advocates, researchers, research funders, policy makers, state and local tobacco control leaders to promote substantially greater use of proven cessation treatments. Several organizational meetings and venues would be targeted (e.g., NAQC, NTCC, YTCC, National Partnership to Help Pregnant Smokers Quit, Campaign for Tobacco Free Kids, Smoking Cessation Leadership Center, Clinical Practice Guidelines Panel, SRNT, SBM, Addressing Tobacco in Healthcare Network, MPAAT).
- Recommend strategies for spreading and sustaining promising innovations proposed by the Roundtable through a larger 3-year initiative. Such an initiative might include:
 - supporting/convening an ongoing network of innovators to provide and promote tools and resources for facilitating “transformative” or “breakthrough” product, practice, promotion and policy changes;
 - creating a clearinghouse where leaders can connect to information about consumer demand and to experts in a variety of cessation endeavors; clearly communicating a 2010 goal of dramatically increasing treatment use and eliminating disparities and setting clear steps/milestones for meeting the goal;
 - supporting an ongoing multi-disciplinary/multi-sectoral network of public- and private-sector leaders who implement, advocate for and communicate emerging evidence-based innovations (including tobacco as the leading-edge for other areas, such as obesity, diabetes, and substance use).