

Faux Prescription Pads May Be Just What The Doctor Ordered

Looking for inventive ways to promote cessation services

Learning Objectives

- Look for creative marketing opportunities to increase cessation registration.
- Explain how partnership has:
 - Encouraged a tobacco free message
 - Created a direct link for Pharmacy training
 - Increased cessation class registration

Approach

- Contacted 2 major grocery store chains in Maricopa County soliciting their support to promote cessation services.
 - Fry's Food and Drug & Fry's Marketplace (84 stores)
 - Bashas' (43 stores)
 - Food City-Hispanic Market
 - AJ's Fine Foods-Specialty/Gourmet Food

Establishing a Connection

- Met one-on-one with Director of Fry's and Bashas' pharmacies to encourage and solidify buy in.
 - Explained Program
 - Asked for commitment

A prescription to "Quit"

- Designed faux prescription pads in English and Spanish for pharmacists to issue when filling a tobacco related prescription.
- These pre-printed pads refer patients to our cessation program.

<p>Quit Tobacco Program Maricopa County Department of Public Health Tobacco Use Prevention Program 602-372-7272</p> <p>Name: _____ Date: _____ <i>Nicotine Replacement Also Available</i></p> <p>R Your doctor has advised you to quit using tobacco. Please call 602-372-7272 for more information.</p> <p>readytoquit.org <small>Sponsored by the Maricopa County Tobacco Use Prevention Program Funded by the Arizona Department of Health Services</small></p> <p>Pharmacy</p>	<p>Programa Para Dejar el Tabaco Condado de Maricopa Departamento de Salud Pública Programa de Prevención del uso del Tabaco 602-372-7272</p> <p>Nombre: _____ Fecha: _____ <i>Recambios de Nicotina También Disponible</i></p> <p>R Su doctor le ha sugerido dejar el tabaco. Por favor llame al 602-372-7272 para más información.</p> <p>readytoquit.org <small>Sponsored by the Maricopa County Tobacco Use Prevention Program Funded by the Arizona Department of Health Services</small></p> <p>Pharmacy</p>
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Ready to Quit?

- Brochures included our website www.readytoquit.org used web stats to track effectiveness of campaign.
- Brochure holders imprinted Maricopa County Tobacco Use Prevention Program (MACTUPP) label.
 - Placed at each Pharmacy counter
 - Spot checks at pharmacies

Brochure Includes Influential Quotes

- “The best thing you can do for your health is quit tobacco.”

-Richard Carmona, M.D.
Former U.S. Surgeon General

Testimonial

- “Quitting tobacco is the hardest thing I’ve ever done in my life; it’s also the best thing. I wouldn’t be tobacco-free if it weren’t for Maricopa County’s Quit Tobacco Program. Thanks for helping me get my life back!”

-Carol-Phoenix, AZ

Benefits of Partnership

- Increased cessation class registration.
- Marketing at minimal cost.
- Patients that are referred to our service by a healthcare professional are more likely to follow through with registration.

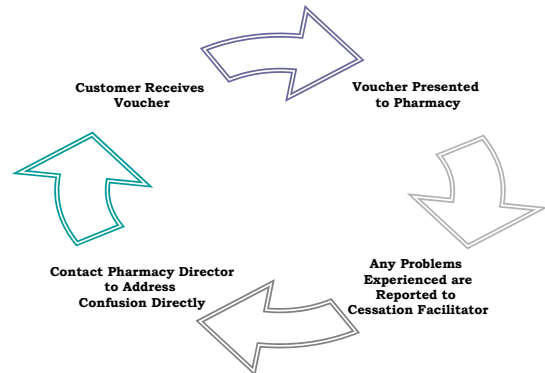
Benefits Continued...

- MACTUPP has received increased awareness:
 - Maricopa County residents
 - Health care profession as pharmacists are trained in providing initial tobacco intervention to their patrons

Benefits Continued...

- Provides an opportunity to create a direct link between pharmacist and cessation program.
 - Troubleshoot any miscommunication between cessation client and pharmacy
 - Example: US Script

Feedback loop is complete



Tracking Numbers

- A drop down list has been added to our database registration form to indicate if client has been referred by a pharmacist.
 - Monthly registration reports indicate direct pharmacy referrals

Results

- At this early date we have received 21 documented class registrations from this pharmacy program.

Conclusion

- Businesses are interested in offering services to benefit the health of their customers.
- Partnership has:
 - Encouraged a tobacco free message
 - Created a direct link for Pharmacist training
 - Increased cessation class registration

Questions or Comments?

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