



Re-learn **Life** Without Cigarettes

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Thank you so much for joining the NATC – we are thrilled to have Kentucky on board and look forward to sharing the following information with all of you. You are all doing amazing cessation work throughout the state and we think that EX can complement your current efforts.

We hope you find this information of use and we'd be more than happy to answer any questions you may have at the conclusion of our presentation.

Thank you for your time.

The *EX* Plan

Re-learn Habit

A look at smoking behaviors, or those things smokers pair with cigarettes. Practice separating cigarettes from those behaviors BEFORE quitting.

Re-learn Addiction

How the nicotine in cigarettes changes a smokers brain chemistry making it physically harder to quit.

Re-learn Support

The importance of getting the type of support needed from friends and family.

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But EX is more than the Re-Learn message. It takes that message and applies it to the three integral parts of the comprehensive EX quit plan, which focuses on Re-learning Habit, Addiction, and Support.

Take a second to look at these and digest them...

The first part of the plan – **Re-learn Habit** - Is all about helping smokers break the bond between behaviors or situations that make them want to smoke and the cigarettes that are associated with these things. It's not about telling smokers to stop doing these things all together, but rather to Re-learn them without cigarettes, before they actually stop smoking. Its about separating these triggers – like coffee, driving, stress, etc. - from the cigarettes that are associated with them.

As for **Re-learn Addiction** – having an understanding of how nicotine affects the brain can help people realize the importance of medication as part of a comprehensive quit plan. As part of a comprehensive quit plan, medications can double a smokers chance of quitting successfully.

Finally **Re-learn Support** – having a support network of family and friends is an essential component to a successful quit attempt. In addition to learning how best to incorporate support into their quit plan, EX encourages smokers to contact their state's Quitline, where cessation counselors or quit coaches are ready to assist those looking to quit.

But you may be wondering how does someone access the EX plan? Great question – the plan is available in a number of different ways – the first, and most interactive is online @ BecomeAnEX.org.

BecomeAnEX.org

- **BecomeAnEX.org** launched with the national media campaign on March 31, 2008 in both English and Spanish (**ConviereteEnUnEX.org**).
- Offers **free, comprehensive personalized quit plan** as well as resources and tools to help smokers re-learn life without cigarettes. *Cigarette tracker; robust online community*
Both available via mobile phone as well.
- More than **1 million** visits to date

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- Launched March 31, 2008 in English and in Spanish – ConviereteEnUnEX.org
- The site houses the FREE, comprehensive quit plan as well as resources and tools to help smokers Re-learn their lives without cigarettes
- To date, the site has received over 1 million visits (and that's just 10 months after launch!!)
- Based on the best smoking cessation effectiveness data and practices

BecomeAnEX.org is a Unique Web Site

Users interact with facts about quitting and engage in exercises that demonstrate how the information is applied in real life.

BecomeAnEX.org draws from a contributing team of experts in development, usability testing and evaluation
Mayo Clinic, QuitNet.com researchers, Dana Farber Cancer Institute, etc.

An evolving resource with the addition of new cutting-edge components *Mobile/cell phone access, celebrity spokespersons, social media components – Facebook and Twitter (launching 11/1/09), etc.*

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As you can see here BecomeAnEX.org is not just about LEARNING, its about DOING – engaging the smokers with facts and exercises that they can interact with and then apply in real life during their quit attempt.

The information provided and the ways in which it is provided all draw from our contributing team of experts that work on the content and design of the site, all the way through to the usability testing and evaluation.

This allows us to continually evolve the resources available on the site, adding cutting edge components like **Mobile/Cell phone** implementation of certain tools on the site, to content revolved around **Celebrity spokespersons (Carl Edwards – NASCAR champion, C. Everett Koop – former Surgeon General)**

Homepage

ex re-learn life without cigarettes.

Learn the EX Plan Do the EX Plan Join the EX Community Welcome, Guest

Join fans quitting.
Does watching baseball make you want to smoke? We can help you re-learn baseball -- and life -- without cigarettes.
[Start your free plan now >](#)

Featured Trigger: Drinking

[Re-learn your triggers >](#)

Already a user? Sign-in
E-mail:
Password:
 Remember Me
 [Forgot Password?](#)
New to EX? [Sign-up](#)

Welcome to EX [Get Started Now](#)

A new way to think about quitting...
EX is a whole new way to think about quitting smoking - it's about re-learning life without cigarettes. We can help you learn how to do everything you currently do with a cigarette, but without one.
The free EX plan is based on personal experiences from ex-smokers, as well as the latest scientific research from the experts at Mayo Clinic. Whether this is your first try or your 10th, this plan can help you quit smoking.
Roll over icons to learn more about the EX plan.

Community Activity [Visit the Community >](#)

Spunkie replied to the discussion
Spunkie celebrates 5 months
Spunkie left a comment for Jim Taddeo

Recent Blog Posts [All Blogs >](#)
I WANTED 2
I wanted 2 smoke so bad last night...I almost gave in again.....BUT I DIDN'T!!
Tears
This is first morning without nicotine in years. Tears. The weird sensation that I will find myself

Forums [All Forums >](#)
The trek to "Hiker Connie" begins....
[Quitting with other smokers in your home quit date](#)

Our 3-Step Plan **Get Community Support** **Set a Quit Date** **Sign Up** **Stay an EX**

Features:

- Rotating promo box in upper left
- Rollover boxes act as table of contents
- Live community feed from EX Community
- Clear way to register for the site and sign in
- All information provided is secure, safe and won't be shared with others
- State and national resource information is included in the footer along with a library of resources so that users can print out the information if they so choose.

NATC Member: Kentucky State Resource Page

The screenshot shows a webpage for the Kentucky Tobacco Quit Line. On the left is a grey sidebar with the logo and contact information. The main content area on the right includes a 'Back' link, 'Additional Resources' section, and two paragraphs of text describing the quit line and the Cooper/Clayton Method. At the bottom of the page is a footer with navigation links.

Kentucky
Kentucky's Tobacco Quit Line 800-784-8669
800-QUIT NOW

Kentucky Department for Public Health and Health Promotion

Kentucky Tobacco Quit Line
(800) QUIT-NOW (English, Spanish)
(800) 784-8669
(800) 969-1393 (Deaf or hard of hearing)

Hours: Monday through Friday
9:00 AM – 9:00 PM live answer

24-hour voice mail available

English and Spanish counselors available

Quit Smoking Website
[Kentucky's Tobacco Quit Line](#)

◀ Back

Additional Resources:

Kentucky Tobacco Quit Line
Kentucky's Tobacco Quit Line, 1-800-QUIT-NOW, offers one-on-one proactive counseling for tobacco users who are ready to quit, their family and friends who want information to be supportive in their quit attempt and to physicians, dentists and other health care professionals seeking information and cessation services for their patients.

Kentucky's Tobacco Quit Lines are available to all Kentuckians. Those under 18 years of age need parental consent for counseling.

Health Departments throughout Kentucky offer the Cooper/Clayton Method to Stop Smoking – a twelve-week behavioral modification/group counseling initiative to help tobacco users break their addiction to tobacco. Using the link below, contact your local health department for more information and scheduling.

[Kentucky Tobacco Prevention and Cessation Program](#)

[Local assistance with tobacco cessation](#)

Who's behind EX • State & National Resources • Printout Library • Contact Us • Terms of Use • Privacy Policy • Español

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This is an image of what the Kentucky State Resource Page looks like

The resource page can be found at this link:

<http://www.becomeanex.org/the-ex-plan.html#footer/resources/KY>

BecomeAnEX.org Profile Page

The screenshot shows the user profile page for 'Linnea' on the website 'ex re-learn life without cigarettes'. The page is divided into several sections:

- Header:** 'ex re-learn life without cigarettes.' with navigation links: 'Learn the EX Plan', 'Do the EX Plan', 'Join the EX Community', 'Welcome, Linnea', 'Edit Profile', and 'Log out'.
- Navigation:** 'My Profile', 'Re-learn Habit', 'Re-learn Addiction', 'Re-learn Support', 'Becoming an EX', 'Staying an EX', and 'Panic Button'.
- Personalized Greeting:** 'Hello, Linnea' with a profile picture icon.
- My Overview:** A progress bar showing '96% complete' and a 'Your Next Step' button. Below is a 'My Plan' list with items like 'What is a trigger?', 'Exercise 1: Track Cigarettes', 'What is separation?', 'Exercise 2: Separate', 'How addiction works', 'What to tell friends', 'Exercise 3: Support', 'It's time to quit', 'How to stay smoke-free', and 'Sign-up'. 'Exercise 1: Track Cigarettes' has a green checkmark.
- My Progress:** 'Profile Information' section with questions: 'How did you learn about BecomeAnEX.org?' (Answer: Friend, Family or Co-worker), 'How often do you smoke?' (Answer: I smoke cigarettes some days), and 'Which of these statements best describes you?' (Answer: I am just visiting to learn more about quitting smoking). Includes an 'Improve my plan' button.
- My Quit Date:** A calendar for 'September 2008' with a red 'X' on the 7th. Includes a legend for 'Days you smoked', a 'Change Quit Date' button, and a 'Track My cigarettes' button.
- Updates:** A list of updates with dates: '10/12/09' (Make sure to talk with your doctor about what medication will be best for you...), '10/09/09' (Managing Stress for a Healthier Life...), and '10/7/09'.
- Footer:** 'Who's behind EX', 'State & National Resources', 'Physical Library', 'Contact Us', 'Terms of Use', 'Privacy Policy', and 'Español'.

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After a user registers by answering 20 questions around their smoking habits they are taken their profile page where they can monitor where they are in the quit plan as well as pick their quit date and receive updates from EX. This is “home base” for registered users because they can save their information and refer to it each time they sign-in.

Do the EX Plan - Re-learn Habit (Triggers)

ex re-learn life without cigarettes.

Learn the EX Plan Do the EX Plan Join the EX Community Welcome, Guest Create Profile | Log in

My Profile Re-learn Habit Re-learn Addiction Re-learn Support Becoming an EX Staying an EX Panic Button

Track your cigarettes

What is a trigger?
Before you quit smoking, it helps to track things that make you want to smoke: coffee, driving, stress, relaxation... These are called triggers. They are things that you may have paired with smoking. When you know your triggers, you'll get a clear picture of what you're up against.

We've teamed up with Parents magazine to help moms and dads re-learn life without cigarettes - look for the Parents group in the EX Community.

Triggers

Morning Routine

Next: Track your cigarettes >

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The site outlines several of the top smoking triggers that are common activities or occurrences that make smokers want to smoke.

Separation Exercise

The screenshot shows the 'ex' website interface. At the top, the logo 'ex' is followed by the tagline 're-learn life without cigarettes.' Below this is a navigation bar with links: 'Learn the EX Plan', 'Do the EX Plan', 'Join the EX Community', 'Welcome, Guest', 'Create Profile', and 'Log In'. A secondary navigation bar includes 'My Profile', 'Re-learn Habit', 'Re-learn Addiction', 'Re-learn Support', 'Becoming an EX', 'Staying an EX', and a 'Panic Button'.

The main content area is titled 'Re-learn' and features a section for 'How to drink coffee.' with four numbered steps:

1. Instead of smoking along with your coffee, wait until after you've finished. Do something to take your mind off smoking. Read the paper. Just keep your brain busy for a few minutes.
2. Now try waiting FIVE minutes after you've finished to light up. Increase the delay. For fun and to kill some time, try building a "House of Artificial Sweetener."
3. Okay, now increase the delay even more. Get up. Put the cup in the sink. Go somewhere else, and in 10 minutes, you can have that smoke. Do this a couple of times, and soon you'll start to realize that you can, in fact, actually drink a cup of coffee without smoking. You can.
4. One last idea. Does it HAVE to be coffee? Try switching to some other caffeine drink in the morning. Switch back

To the right of the text is an image of a 'House of Artificial Sweetener' made from purple Sweet'Ner packets. Below the image are the labels 'Easy Intermediate Advanced'.

The page number '9' is located in the bottom right corner of the screenshot.

Each trigger has a separation exercise that teaches the smoker ways to separate from their triggers. In this example, the exercise is on how to separate from drinking coffee.

Do the EX Plan - Re-learn Habit (Cigarette Tracker)

The screenshot shows the 'ex' website interface. At the top, the logo 'ex' is followed by the tagline 're-learn life without cigarettes.' Below this is a navigation bar with links: 'Learn the EX Plan', 'Do the EX Plan', 'Join the EX Community', 'Welcome, Guest', 'Create Profile', and 'Log in'. A secondary navigation bar includes 'My Profile', 'Re-learn Habit', 'Re-learn Addiction', 'Re-learn Support', 'Becoming an EX', 'Staying an EX', and a 'Panic Button'. The main content area is titled 'Track Your Cigarettes' and features a grid for tracking cigarette consumption. The grid has columns for time intervals from 8am to 11pm and rows for days of the week (Tu, Mo, Su, Sa, Fr, Th). A 'Print A Blank Form' button is located in the bottom left corner of the tracking area. The page number '10' is visible in the bottom right corner of the screenshot.

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As you can see in the bottom left corner, the cigarette tracker is printable. The cigarette tracker helps the smokers keep track of the number of cigarettes smoked, time and day smoked, urge level, and associated trigger(s). This will also be available on cell phones on 11/1.

Do the EX Plan - Re-learn Addiction

My Profile Re-learn Habit **Re-learn Addiction** Re-learn Support Becoming an EX Staying an EX Panic Button

How it works

You've just learned how to separate yourself from your triggers and the cigarettes that go with them. Now you'll learn how nicotine addiction works. Then, based on that, you'll learn the best ways to beat your dependence on cigarettes. Understanding how the nicotine in cigarettes affects the brain is a key part of a successful plan.

[Download Quit Medications Overview](#)

Dr. Richard Hurt from Mayo Clinic is a leading expert in the field of smoking cessation. He'll guide you through valuable information on addiction. Addiction is powerful. Quitting smoking is hard because your own brain is working against your efforts to quit. In this section, you'll learn just HOW powerful addiction to cigarettes can be, and in later sections, you'll learn some proven strategies to help you beat it.

- Nicotine and Your Brain
- Medication and Myths
- Choosing a Medication
- Gum
- Lozenges
- Patch
- Inhaler
- Nasal Spray
- Non-nicotine Medication
- Important Things

Similar to the cigarette tracker, the medications overview is printable as well. Both make great tools for cessation groups or individual counseling sessions.

Do the EX Plan Re-learn Addiction (Dr. Hurt video)

The screenshot displays the 'ex' website interface. At the top, the logo 'ex' is followed by the tagline 're-learn life without cigarettes.' Below this is a navigation bar with links: 'Learn the EX Plan', 'Do the EX Plan' (highlighted in red), 'Join the EX Community', 'Welcome, Guest', 'Create Profile', and 'Log in'. A secondary navigation bar includes 'My Profile', 'Re-learn Habit', 'Re-learn Addiction' (highlighted in red), 'Re-learn Support', 'Becoming an EX', 'Staying an EX', and 'Panic Button'. The main content area features a section titled 'How it works' with a sub-section 'Re-learn Addiction'. The text explains that most smokers lack understanding of addiction, and this section provides an opportunity to learn why addiction is difficult to quit and how understanding the brain's role can improve cessation chances. To the right of the text is a video player showing Dr. Richard Hurt speaking, with the Mayo Clinic logo in the background. Below the video player are 'Back' and 'Nicotine and Your Brain' links.

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Each of the medication options links to a video from Mayo Clinic cessation expert Dr. Hurt. These are another great tool that can be used for local cessation efforts in group or individual settings when discussing the importance of using NRTs as a part of a comprehensive smoking cessation plan.

Join the EX Community

The screenshot displays the homepage of the EX Community website. At the top, a blue banner features the 'ex' logo and the tagline 're-learn life without cigarettes.' Below this, the site is identified as the 'BecomeAnEX.org Online Support Network'. A navigation menu includes 'Main', 'My Page', 'Members', 'Forum', 'Groups', and 'Blogs'. The main content area is divided into several sections: a left sidebar with a description of the EX plan, a 'Get help quitting right now!' section, and a 'Latest Activity' feed showing recent comments and blog posts. The central 'Blog Posts' section features three entries, including 'Continuation of smoking again: August 6, 2009' and 'Almost 170 days Smoke Free!'. A right sidebar contains a 'Welcome to Become An EX' message with 'Sign Up' and 'Sign In' links, and a 'Groups' section listing various support groups like 'September quit dates' and 'August Quit dates'.

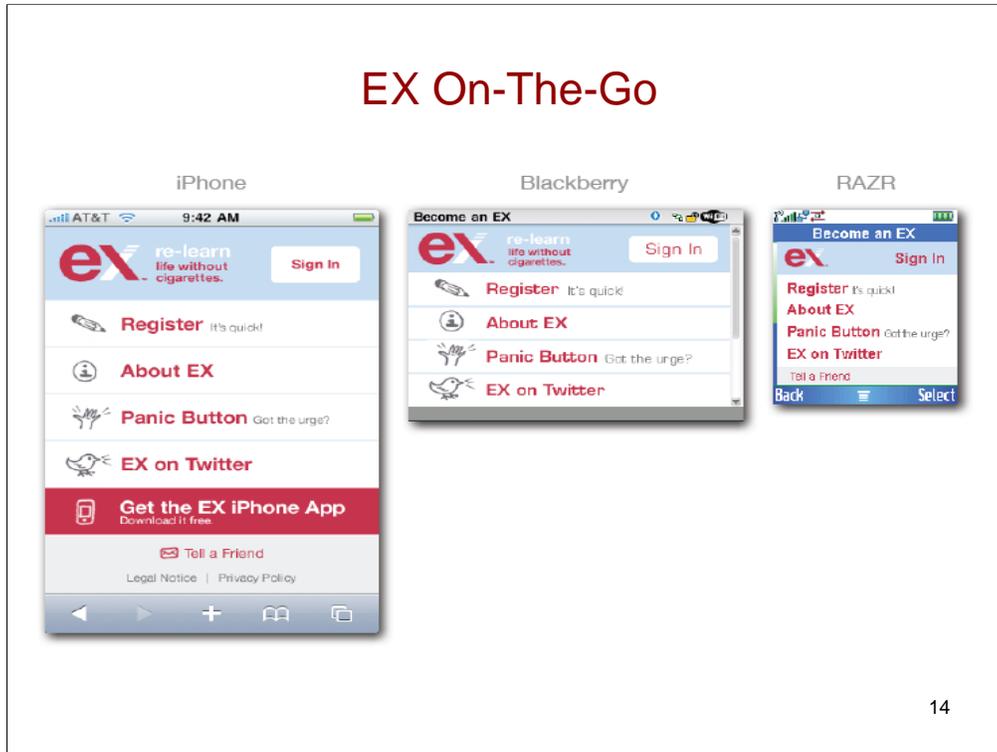
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The community is a great place for smokers and EX smokers to connect and receive support from one another. There are many groups that are formed that help users communicate with one another on different topics. Some topics include the month that their quit day occurs in, geographic location or a particular sporting team that they identify with.

We encourage you to join and start a group!

There are 2 Kentucky groups already - Kentucky EX's and Kentuckiana EX's

EX On-The-Go



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EX is also on the go. We've made the quit plan portable on their cell phones so that users can access the EX plan in their everyday life – especially when they are experiencing triggers. The same cigarette tracker and separation exercise are available. The mobile version of EX will launch on 11/09.

EX on Social Networking Sites

The screenshot shows the Facebook profile for EX. At the top, the Facebook logo is on the left, and login options (Keep me logged in, Forgot your password?, Email, Password, Login) are on the right. Below the header, there is a 'Sign Up' button and a section titled 'EX® is on Facebook' with the text 'Sign up for Facebook to connect with EX®.' The profile picture is the 'ex' logo. Navigation tabs include Wall, Info, Boxes, Video, YouTube, and My Stuff. A search filter icon is visible. The main content area shows three posts: 1) Carl's post: 'Carl 9 weeks and counting!' dated Tue at 9:47am. 2) Norma Akopian Kelly's post: 'Check out my Quit Smoking banner!' with a link to a website and dated October 15 at 7:49am. 3) EX's post: 'One Year Since Your Last Cigarette - Become An EX' with a source link and dated October 14 at 11:58am. A fan list on the left shows 6 of 733 fans, including Sami, Tracey, and Ed. The page number '15' is in the bottom right corner.

EX can also be found on Facebook <http://www.facebook.com/BecomeAnEX>
Starting in November EX will also be on Twitter

Kentucky Tobacco Control and Prevention on Facebook



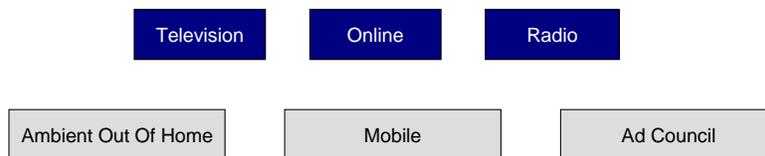
This is what the Kentucky Tobacco Control and Prevention Program Facebook page looks like.

It can be found at this link.

<http://www.facebook.com/pages/Kentuckys-Tobacco-Prevention-and-Cessation-Program/133213321434?ref=search&sid=548573066.1654454294..1>

Media Plan: Parameters and Channels

- Target Audience: Open to Quitting (OQ)
 - **Adults 25-54** who have tried to quit smoking in the **last 12 months**
- Delivery Strategy
 - Be present at **times** and **places** the target is **engaged in self-reflection** and/or thinking about having a cigarette



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To promote the EX plan, the national EX media campaign ran across multiple mediums – TV, Online, Radio, Cinema, and Ambient Out of Home

The strategy behind placing the ads across these advertising mediums was derived from taking a deep look into who the core of the EX target audience really is –

- Adults 25 – 49,
- have tried to quit in the last 12 months (or thought about?)

– and when, and how best to reach them –

- Be present at the times and in places that the audience is engaged in self-reflection and/or thinking about having a cigarette

-Partnership with the Ad Council

The Ad Council will help extend the reach of the EX message through donated media

-The media will run from Feb.- the end of 2010

-Elements include, TV, Radio, OOH (billboards, bus shelters, posters) Online Banners.