



TONIA HAGAMAN, CTCP Chief of Community & Statewide Interventions

I'm so happy to introduce this exciting undertaking by the California Smokers' Helpline. CTCP and the Helpline have been talking about this rebrand for more than a year now.

However, the process had to be thoughtful and informed by California tobacco users, which rightfully took time.

And we're almost to the finish line. This September, the California Smokers' Helpline will officially be known as **Kick It California!**

In today's meeting we will share a sneak peak at the new brand and the timeline for rollout, but first, I'd like to spend a few minutes providing some context for why this rebrand needed to happen.

Sharon will delve a bit more into the specific why's, but the reason CTCP was eager to support this evolution was to keep California at the forefront of cessation delivery services.

WHY REBRAND
HISTORY OF INNOVATION

Proposition 99 Grant Funded Experiment

SELF HELP GUIDE

SELF HELP + 1 PHONE CALL

SELF HELP + SERIES OF CALLS
SYNCED TO RELAPSE CURVE

1992

The Helpline began as an experiment 29 years ago, using seed money from Proposition 99 grant funds, which sought to identify innovative tobacco control interventions that had potential for statewide scale.

The experiment used a three-arm randomized controlled trial, which demonstrated that telephone counseling -- timed to the relapse curve -- provided superior results to the other methods tested.

WHY REBRAND

HISTORY OF INNOVATION

TELEPHONE CESSATION COUNSELING

- o equalize access to cessation assistance
- o standardize high quality services
- o customize service to specific populations

1992

CTCP quickly recognized that:

- telephone cessation counseling could equalize access to cessation assistance across California's diverse population;
- provide a standardized, high quality service in multiple languages;
- and tailor service to specific populations, such as pregnant people, teens and smokeless tobacco users.

WHY REBRAND

HISTORY OF INNOVATION

STATE & NATIONAL IMPACT

- o capable service for mass media campaigns
- o model for every quitline, nationally
- o first quitline recognized as a specialized public health registry

2000s

Telephone-based cessation services also offered economies of scale; and the Helpline created a phone counseling system capable of handling the high volume of calls generated by statewide mass media campaigns.

The Helpline's research had a national impact. Within 10 years, every state in the nation had a telephone quitline – a remarkable example of research translation and dissemination. And the Helpline was the first quitline in the nation recognized as a specialized public health registry for electronic health records. Their groundbreaking work resulted in relationships with all five University of California health systems.

WHY REBRAND

HISTORY OF INNOVATION

EXPANDING SERVICES

- o text, mobile app, online chat
- o e-cigarette quit support across all modalities
- o ongoing cultural awareness training

2000s

The slide features a dark blue background with a glowing blue network of nodes and lines on the right side, resembling a mobile phone or a digital interface. The text is in white and yellow, and the '2000s' is in a large, outlined yellow font.

Over the past three decades:

- The Helpline has evolved its services to include a text program, mobile app, and online chat.
- They've launched e-cigarette quit support across all modalities.
- And they have worked hard to implement consistent cultural awareness and sensitivity trainings to ensure they provide welcoming and caring support to all Californians -- specifically historically marginalized communities -- who have been targeted by Big Tobacco.

WHY REBRAND

FUTURE EVOLUTION

CONTINUING TO INNOVATE

- o 211 referral and incentive partnership
- o video intervention for smokers

NEW BRAND

2021

Continuing to innovate in 2021, the Helpline will launch:

- A Referral and Incentive Partnership with 211 Call Centers -- serving 48 of the 58 California counties --which incentivizes the tobacco assessment and referral of 211 callers.
- A You Tube intervention for smokers.
- And why we're all here today – **a new brand** –designed to support and promote the program's evolving service offerings.

WHY REBRAND

FUTURE EVOLUTION

KICK IT CALIFORNIA

- o new logo, website, phone numbers, social media accounts
- o do you have communications that need updating?
- o are there opportunities for you to promote cessation and help us launch the new brand?

SEPTEMBER 2021

The new brand is more than a new name!

Kick It California will have a new logo, a new website, new phone numbers, and new social media accounts, replacing California Smokers' Helpline. The brand process will be completed next month and then the implementation will begin.

And you all are **important partners** to help us share the new brand throughout your communications, materials and promotions. This is an excellent time to take a look at your communications plans to see if there are new opportunities, to refer to, or promote cessation services.

Sharon will walk you through the resources that will be made available to you and the timeline.

This is just the first of several months of communications you will see from the Helpline on this topic, but we wanted to plant the seed today; so that by September, everyone is pumped -- and communications are primed --for the big launch!

Thank you all for being here today and supporting this important next step in helping Californians kick the habit to create healthier communities! And now, I will turn it over to Sharon.



SHARON CUMMINS, California Smoker's Helpline Project Manager

Thank you all for joining us today.

I am Sharon Cummins, Project Director of the California Smokers' Helpline, soon to be: Kick It California.

As Tonia mentioned, we are still finalizing the new brand, working on the story development and graphics, the logo, word marks and style guidelines.

This work is scheduled to be complete by the end of April. And then the implementation begins.



From April to September, we will:

- Build a new website
- and social media accounts, which will launch in September.
- Train our counselors on the new brand.
- Update all of our educational, promotional & training materials and work with TECC to update their catalog.
- Set up new phone numbers.
- Work with CTCP PR and advertising agencies on promotional campaigns.
- Inform & Support the Tobacco Control Community.
- Today's webinar is the first activity under that last category. A little later, I will share more on the rollout plan and what you can expect and when.

KEY POINTS

**2021
SEPTEMBER**

- We will continue to operate and provide services as California Smokers' Helpline until September.
- September, we will operate under our new name, **Kick It California**, with a new logo, new phone numbers, and a new website.
- Our current websites and phone numbers will be forwarded to the new, so if people call or visit the old properties, they will reach us.
- Asian Smokers' Quitline is not rebranding.

Some key points to keep in mind:

- We will continue to operate and provide services as California Smokers' Helpline until September.
- Starting in September, we will operate under a new name, new logo, new phone numbers, and a new website.
- Fear not – our current websites and phone numbers will be forwarded to our new ones, so even if people call or visit the old brand properties, they will reach us.
- The Asian Smokers' Quitline is not included in the rebrand. ASQ will continue providing cessation support via phone & web in Cantonese, Mandarin, Korean & Vietnamese under the same Asian Smokers' Quitline (ASQ) brand.



OVERVIEW

Help people live healthier lives by breaking free from tobacco & nicotine.

Dedicated to providing welcoming, caring support to all Californians.

- Clinically Sound
- Non-judgmental
- Empathetic & Empowering

- **Our mission** remains the same, regardless of our name: to help people live healthier lives by breaking free from tobacco and nicotine.
- **Our services** continue to be based on our clinical research, offered in a non-judgmental, empathetic & empowering manner.
- And **our core principles** will continue to embrace diversity and cultural sensitivity, striving to provide services that are welcoming and supportive to all communities, especially those who have been historically marginalized.

As we went about the rebranding process, we made sure to get perspectives and feedback from smokers and vapers who represent different age groups, ethnicities, sexual orientations and gender identifications.

TODAY'S AGENDA

Why we needed to Rebrand

Process & Testing

Deliverables & Timeline

Discussion

Today, I'm going to share:

The Impetus for why we needed to rebrand.

The Process & Testing we did.

The Deliverables & Timeline for the rollout.

And then we'll open it up for Q&A, or feel free to submit a question via chat.

We hope you leave here today with a clear understanding of what new brand resources will be made available to you and when.

And to get you thinking about how to promote the new Kick It California services through your work.



We'll start with **Why we needed to Rebrand.**

A few years ago, the California Smokers' Helpline began monitoring some significant societal trends, that have had - and will continue to have - major impacts on how we provide and promote our services.

➤ **We've seen an Increase in Smart Phones yet a Decrease in Phone Calls**

Increasingly, more people own smart phones yet fewer of them are using those phones to make calls. Quitlines, nationwide, have seen a decrease in call volume over the past few years, despite increases in advertising and promotions to drive calls. Many studies have found phone calls are no longer the primary way in which people, especially under the age of 40, obtain information or communicate.

➤ **Simultaneously, we've seen an increase in the Growth of Digital Self-Help**

With Google search, mobile apps and social media, people have more immediate access to an ever-expanding range of free self-help tools for behavior change, in general, and tobacco cessation, specifically.

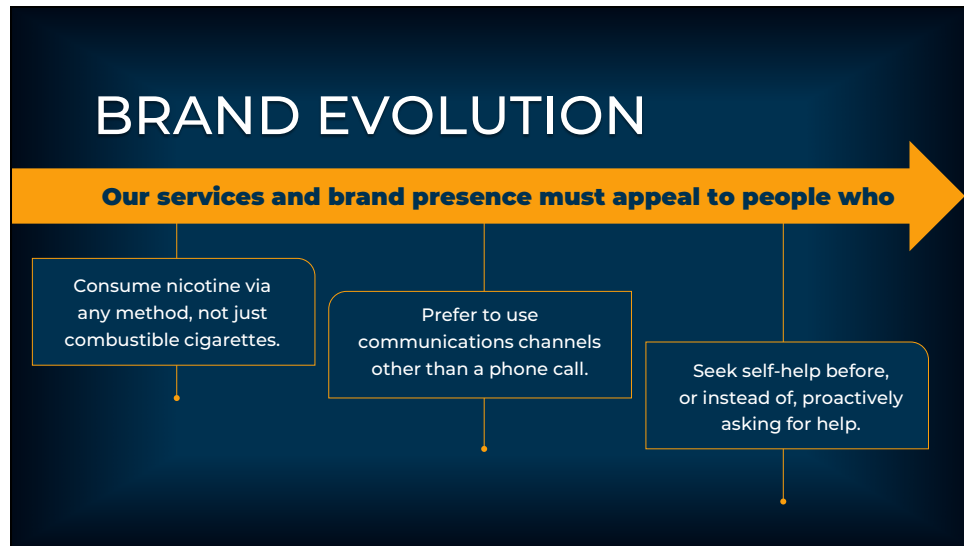
➤ **And we're all very concerned with the increase in vaping among youth, after years of teenage smoking on the decline.**



The need to evolve our service model and brand presence was reaffirmed in 3 surveys we conducted in 2020 of:

- **948 smokers, vapers & dual users** Dual users were defined as those who vape and currently smoke or used to smoke.
- **The age range of respondents was 18-59 and we had a diverse group of respondents.**
- **We asked how likely they would be to use a range of quit services, from a self-help book to in-person counseling. You can see here:**

- only 23% of respondents said they were likely or very likely to use phone counseling to quit
- 42% to use chat
- 44% to use a text program
- 44% to use website
- 64% said they were likely or very likely to use a mobile app to quit



To meet the changing climate, the Helpline, in consultation with CTCP, decided we must evolve our service model and brand presence to appeal to people who:

- **Consume nicotine via any method, not just combustible cigarettes.**

The new brand will also allow us to possibly expand in the future to other substances, like marijuana.

- **Prefer to use communications channels other than a phone call.**

The new brand will not be so centered around a phone number, but will allow us to promote quit counseling via app, chat, text, & digital experiences.

- **Seek self-help before, or instead of, proactively asking for help.**

The new brand will support the development of content and tools specific to the needs of people who may be quit curious, quit ready or relapsed. We want them to know they can get help from us at any stage.



Our many brand expressions, seen here, have tried to meet these goals but have diffused our promotional power, making it difficult to succinctly convey our services and harder to stand out in a competitive landscape.

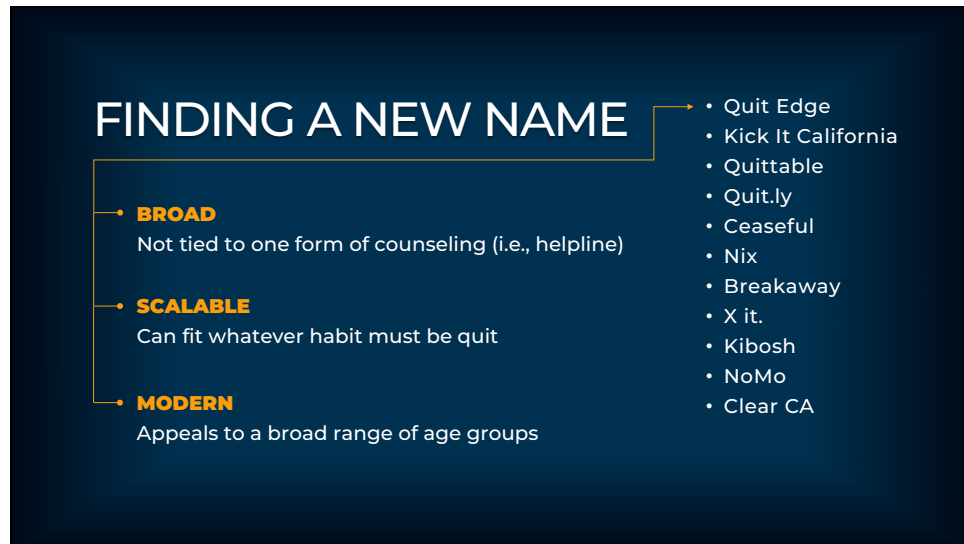
The graphic features a dark blue background with the title 'STRATEGIC REFRESH' in white. To the right, a list of inputs includes 'Client & Consumer Data', 'Counselor Insights', 'Tobacco Control Input', and 'CTCP Guidance'. A central white speech bubble contains the word 'IDEA'. Below it, text describes a self-directed world where people overestimate their capabilities and the value of an expert partner. Key brand attributes listed are 'Trustworthy & credible' and 'Motivating & understanding'. A concluding statement reads, 'On your journey to quitting, we're the best partner, at every step.' The phrase 'DEFINE OUR BRAND' is written in large, bold, yellow letters at the bottom right.

To realign and consolidate our efforts we worked with a creative agency in San Diego, called Vitro, to develop a thoughtful approach to the next evolution of the Helpline.

We defined this Strategic Refresh using client data and consumer surveys, Helpline counselor insights, input we've collected from the Tobacco Control Community and CTCP guidance.

As a result of this process, we landed on these key ideas to drive our renaming, logo development and brand story:

- **Industry Insight:** In a self-directed world, people often overestimate their capabilities. They can try to navigate quitting themselves, but a proven expert partner by their side makes for the best journey and result.
- **Identity:** Trustworthy & credible, motivating & understanding
- **Single-Minded Idea:** On your journey to quitting, we're the best partner, at every step



The next step was to develop a new name through an informed process.

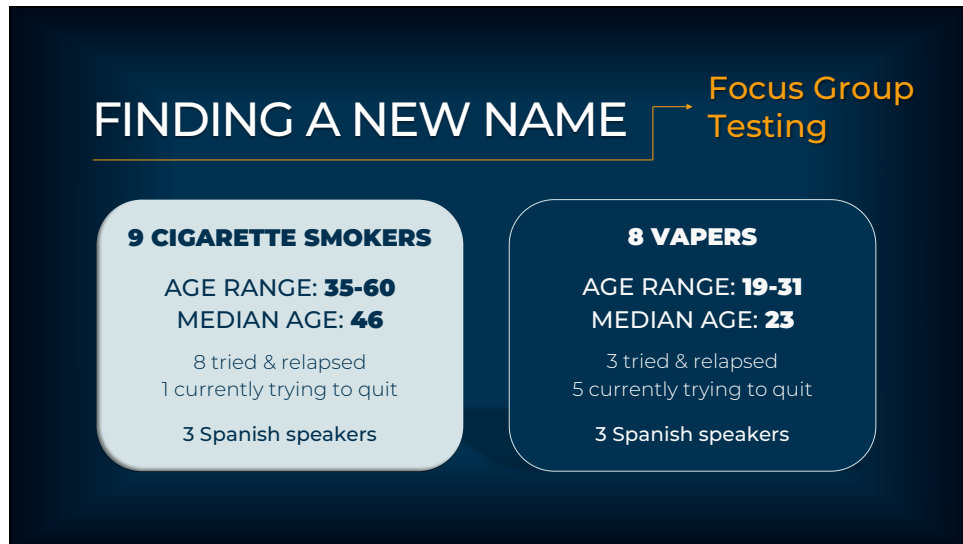
Using the strategic insights from the previous slide, the 11 names on the right were developed and vetted against 3 main criteria.

Our new name had to be:

- **Broad:** it couldn't be tied to one form of counseling, like the term Helpline or Quitline, being tied to a phone service
- **Scalable:** it needed to fit tobacco/nicotine cessation but leave room for cessation of other substances
- **Modern:** It needed to appeal to younger vapers, as well as traditional smokers



These five names emerged on the left and were forwarded to Focus Group testing, along with a California variant of each word, which you see on the right.



In Focus Group testing (4 groups—2 smokers, 2 vapers) we spoke to cigarette smokers and vapers, with median age of the smokers being 46 and the median age of the vapers being 23. There were 3 Spanish speakers in each group.

The majority of smokers we spoke with had tried to quit smoking but relapsed and the majority of vapers were currently trying to quit.



Focus group participants resided in 7 counties in California.

FINDING A NEW NAME Focus Group Testing

Unanimous favorite from each group:

KICK IT CALIFORNIA

Intergenerational appeal to the double meaning of "Kick the habit" and "Kickin' It."
Approachable
Uniquely Californian

Preference for Kick It California over Kick It alone.
Top reasons: catchiness and tying the phrase to CA laid-back, positive vibe

There was a unanimous favorite that emerged from each group:

Kick It California

Participants liked the double meaning of “Kick the Habit” and “Kickin It”.

It had intergenerational appeal that they said sounded approachable and uniquely Californian.

And many preferred adding California to the title over Kick It alone

FINDING A NEW NAME → Focus Group Testing

The second choice was:

QUITTABLE

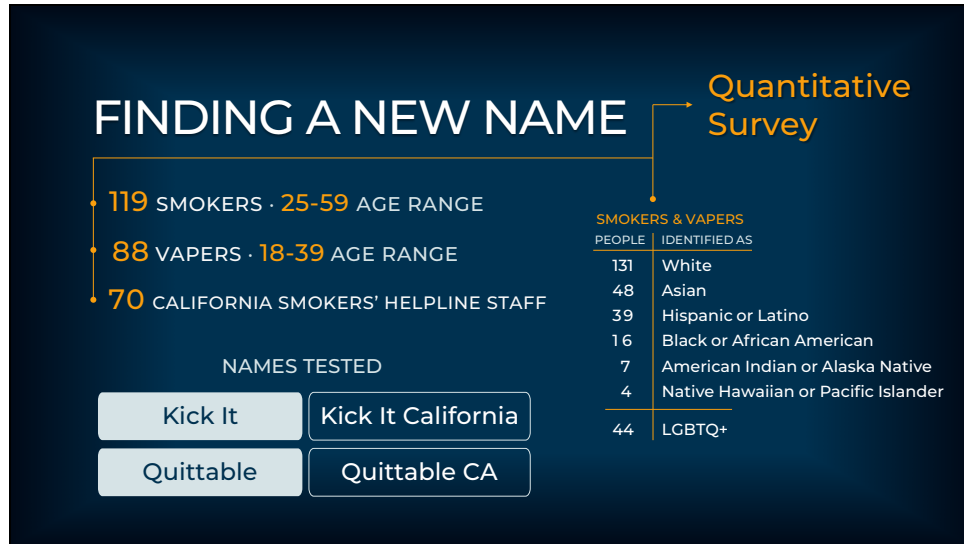
- Encouraging, positive, easy to understand
- Would be difficult for Spanish-only speakers
- Most preferred Quittable without California, mostly because of sheer syllable count

The runner up was Quittable. Focus Groups said:

it sounded encouraging and positive and was easy to understand

Spanish speakers cautioned it would be difficult for Spanish-only speakers

Most people preferred Quittable without California to keep it shorter



The names Kick It and Quittable, as well as their California variants, were forwarded to a Quantitative Study of 207 California Smokers & Vapers.

The median age of smokers was 34 and vapers 27. Also, you'll see we had a fairly diverse representation.

70 Helpline staff members also completed this survey.



The results of the Quantitative Study echoed the focus groups. Kick It California was everyone’s top choice.

More than 60% of smokers & Vapers chose Kick It California over Quittable.



What people liked most about the name was it was catchy, simple and hip. What they liked least, was that it was vague, cliched, and sports-related.

We dug into all of the positive *and* negative comments from Focus Groups and the Quantitative surveys to inform the next part of the process, which is developing the brand story and elements.

1 NEW BRAND REPLACES **CURRENT BRANDS**

- 1 NEW NAME
Kick It California
- 1 NEW WEBSITE
kickitca.org
- 2 NEW NUMBERS
1-800-300-8086
1-800-600-8191

California Smokers' Helpline
Linea De Ayuda Para Fumadores
De California

nobutts.org novapes.org
nofume.org quit.nobutts.org

1-800-NO-BUTTS
1-800-45-NO-FUME
1-844-8-NOVAPE
1-800-844-CHEW

That brings us to where we are today in the process.

Now that we have a name, we are going through the fun exercise of logo design and brand story development, which are talking points for who we are and how we can promote our services to our target audience.

As mentioned, we are also designing a new website, new social media accounts, and setting up 2 new phone numbers.

The 1 new brand on the left will replace the many properties on the right.

WEBSITE

- Reflect our new brand that is broader than a telephone service and that serves all tobacco users (smokers, vapers, and smokeless tobacco).
- Create engaging user journeys through compelling content and cleaner navigation for primary audience of tobacco users and secondary audience of providers who refer tobacco users for help.
- Make enrollment into our program easy and welcoming
- Design Mobile-First

The new website will:

- Reflect our new brand that is broader than a telephone service and that serves all tobacco users (smokers, vapers, and smokeless tobacco).
- Create engaging user journeys through compelling content and cleaner navigation for primary audience of tobacco users and secondary audience of providers who refer tobacco users for help.
- Make enrollment into our program easy and welcoming
- Be Designed Mobile-First – roughly 90% of our current website traffic is from mobile devices, so the company designing our site will ensure the user experience and functionality is designed for a smaller screen and optimized for mobile phone technology.



The Helpline has a very small communications team tasked with promoting our services to tobacco users and supporting the many organizations that make up the Tobacco Control Community.

So, we'll be relying on a Brand Toolkit accessed via the webpage: **brand.kickitca.org**, as a one-stop-shop for all of your brand-related needs.

However, we first need to finalize the brand and then build the webpage. So don't try to access the url just yet. It won't be available until May.

It will include the:

- **Brand Story**
- **Brand Marks**
- **Brand Elements**
- And throughout the summer we will be sharing **promotional ideas**, in collaboration with CTCP, for how to promote the new brand come September.

Between now and September, we ask that you continue to use our current brand elements, but make a plan for revising your communications to reflect the new brand starting in September.

We understand that print materials may be difficult to update, as many organizations need to use the materials they have already purchased, so that's why even after September, our current phone numbers and websites will still reach us. They're not going away, they will just be forwarded to our new Kick It California properties. It usually takes a couple of years for old brands to completely disappear.

In September, CTCP and the Helpline will go live with advertising and PR campaigns to promote the new brand, website and phone numbers. We hope you will be a part of that!

NEXT STEPS

We will be posting brand progress through
Partners and Email.

Brand toolkit webinar **May 21 at 11 am.**
Register at nobutts.org/toolkit.

**THANK
YOU!**

NEXT STEPS: We will be posting a link to this webinar recording and future brand progress through **Partners and Email.**

We are hosting a webinar **May 21 at 11 am to go over the brand toolkit.** Register at **nobutts.org/toolkit.**



But in the meantime, I'll share a sneak peak at the new brand ... this is our new logo. On the May webinar, we'll share the story behind its design, our new color palette and more.

Thank you again for attending today!

Now I'll open it up to questions.