

Cost-Effective Communication Strategies

Owned Media in Tobacco Control

Allyson Quinn, B.A., *MaineHealth Center for Tobacco Independence*

April 16, 2026



MaineHealth Center for Tobacco Independence works across the state of Maine to address tobacco use and exposure through education, prevention, policy, treatment, and training initiatives.

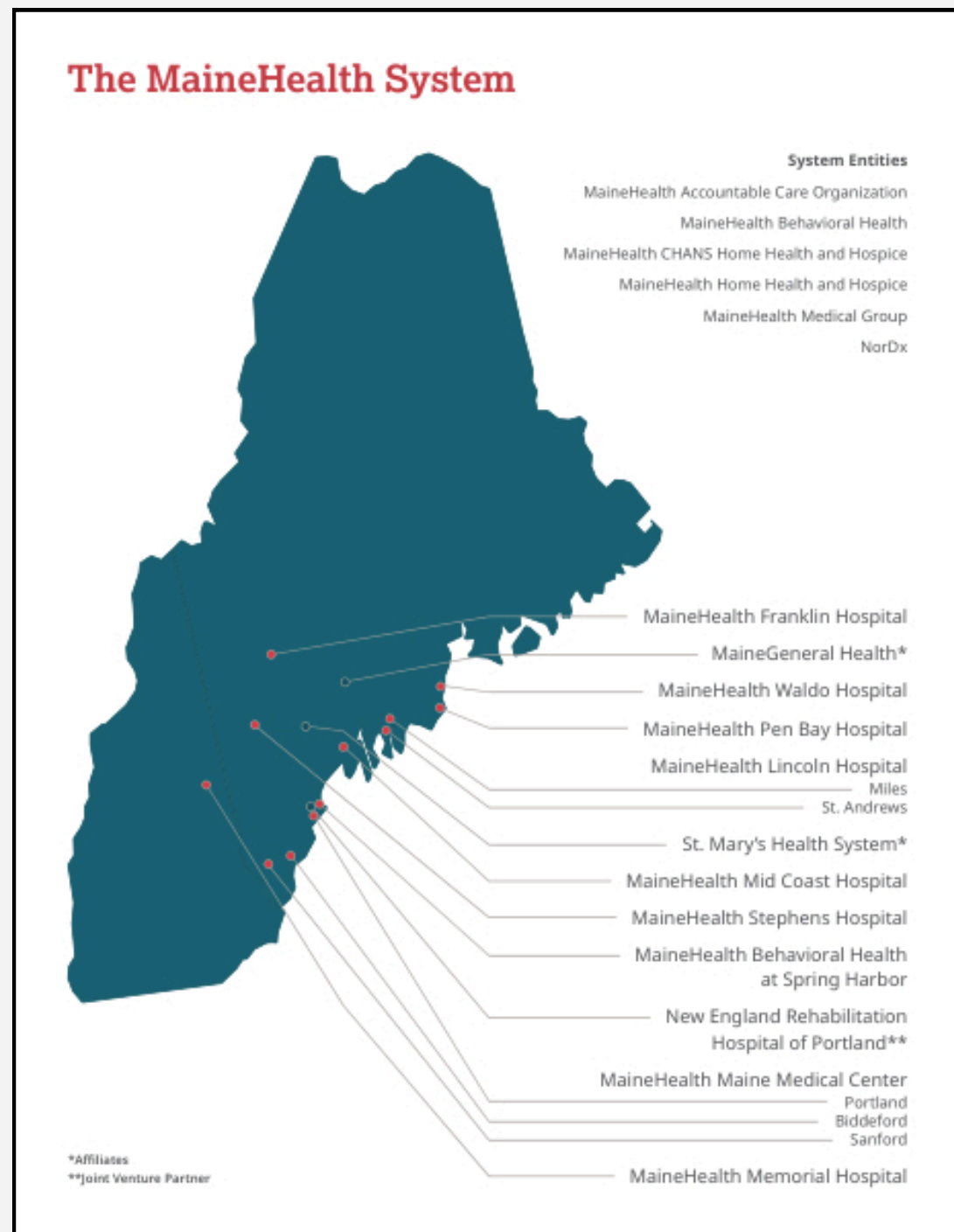
Conflict of Interest Disclosure

The presenter has no conflicts of interest to disclose.

References to tobacco in this presentation refer to commercial tobacco use, not the sacred and traditional tobacco used by Indigenous communities.



MaineHealth Center for Tobacco Independence



Center for Tobacco Independence

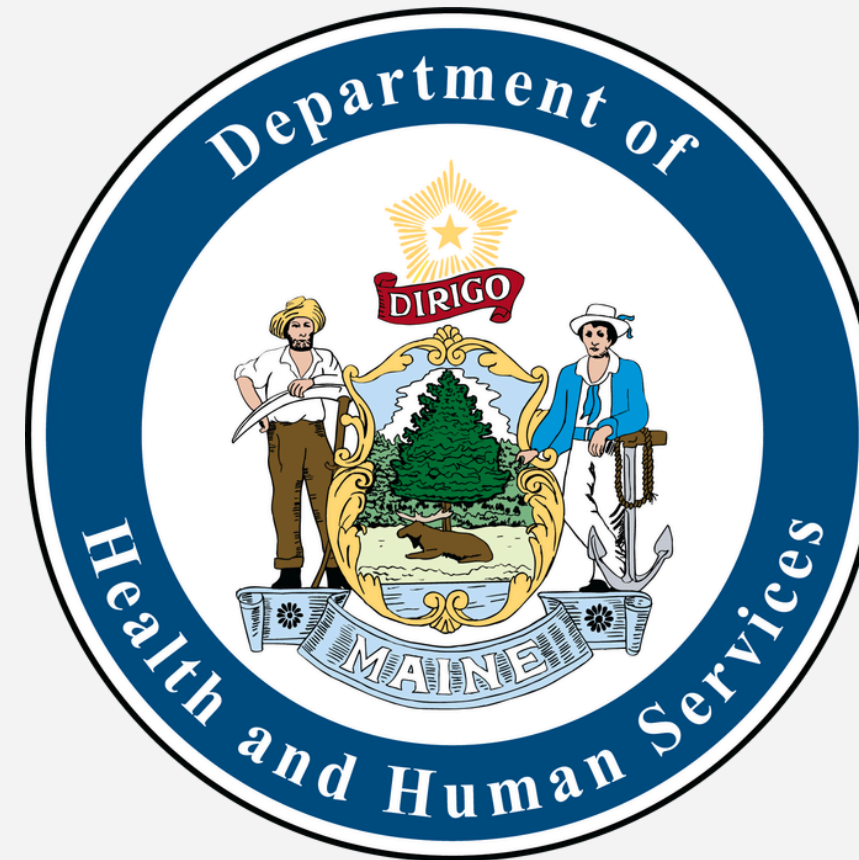
The MaineHealth Center for Tobacco Independence (CTI) has worked across the state of Maine since 2000 to address tobacco use and exposure through education, prevention, policy, treatment and training initiatives.

Key program focuses include:

- Tobacco Treatment Services
- Training and Technical Assistance Center
- Health System Change Strategies

CTI is nationally accredited by the Council of Tobacco Treatment Training Programs (CTTTP).

Acknowledgements



CTI administers statewide tobacco treatment contract on behalf of the Maine Center for Disease Control and Prevention (Maine CDC), Maine Department of Health and Human Services. The initiative includes several key initiatives and innovative strategies, including operation of the state quitline suite of services, the Maine QuitLink.

Objectives

- Describe how communication strategies can influence knowledge, attitudes, and behaviors related to commercial tobacco use.
 - Define and differentiate types of digital marketing strategies (owned, paid, earned) and the benefits associated with each.
 - Describe the merits of and process for developing a strategic social media calendar for organic owned media efforts.
 - Analyze the impact of owned media efforts by collecting and interpreting key performance metrics such as impressions, post volume, and follower growth.
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Communication Strategies

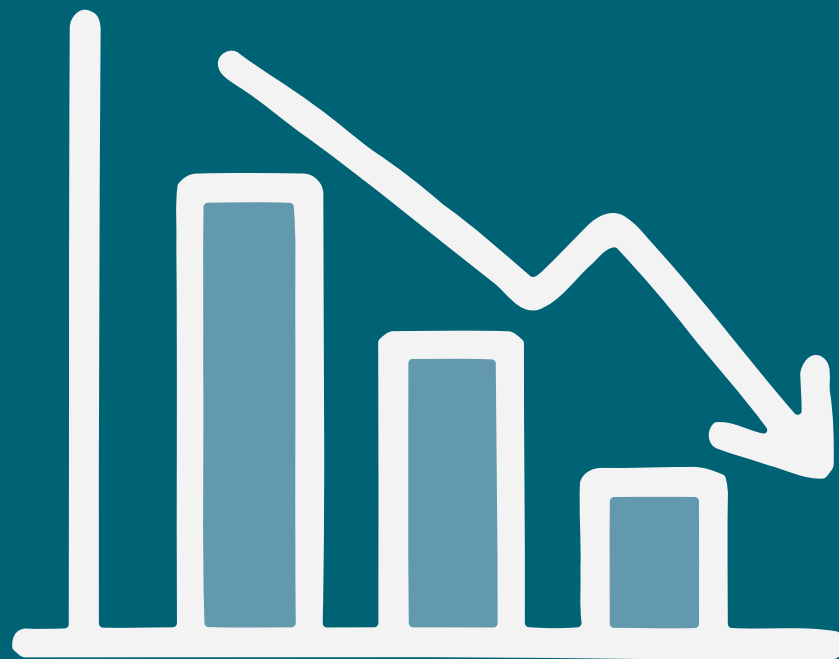
Overarching Goal: Aim to change existing beliefs, assumptions, attitudes, and behaviors.

What They Are: Structured plans and outlines for delivering key messaging, receiving feedback and input from stakeholders and wide audiences.

What can they accomplish?

Based on a systematic review from the Community Preventive Services Task Force, strategic communication interventions have been shown to:

Decrease the prevalence of tobacco use



Increase the utilization of available treatment services (quitlines)



Decrease initiation of use among young people



Key Components of an Effective Communication Strategy

Overall Goals & Objectives

What is your organization trying to accomplish?

- Information sharing
- Quitline utilization
- Training promotion
- Increased website traffic
- New newsletter subscribers

Target Audience

Who are you trying to get your message to?

- General public
- Nicotine users
- Public health professionals
- Providers
- Quitline staff

Key Messages

What are the key takeaways you'd want your audience to have?

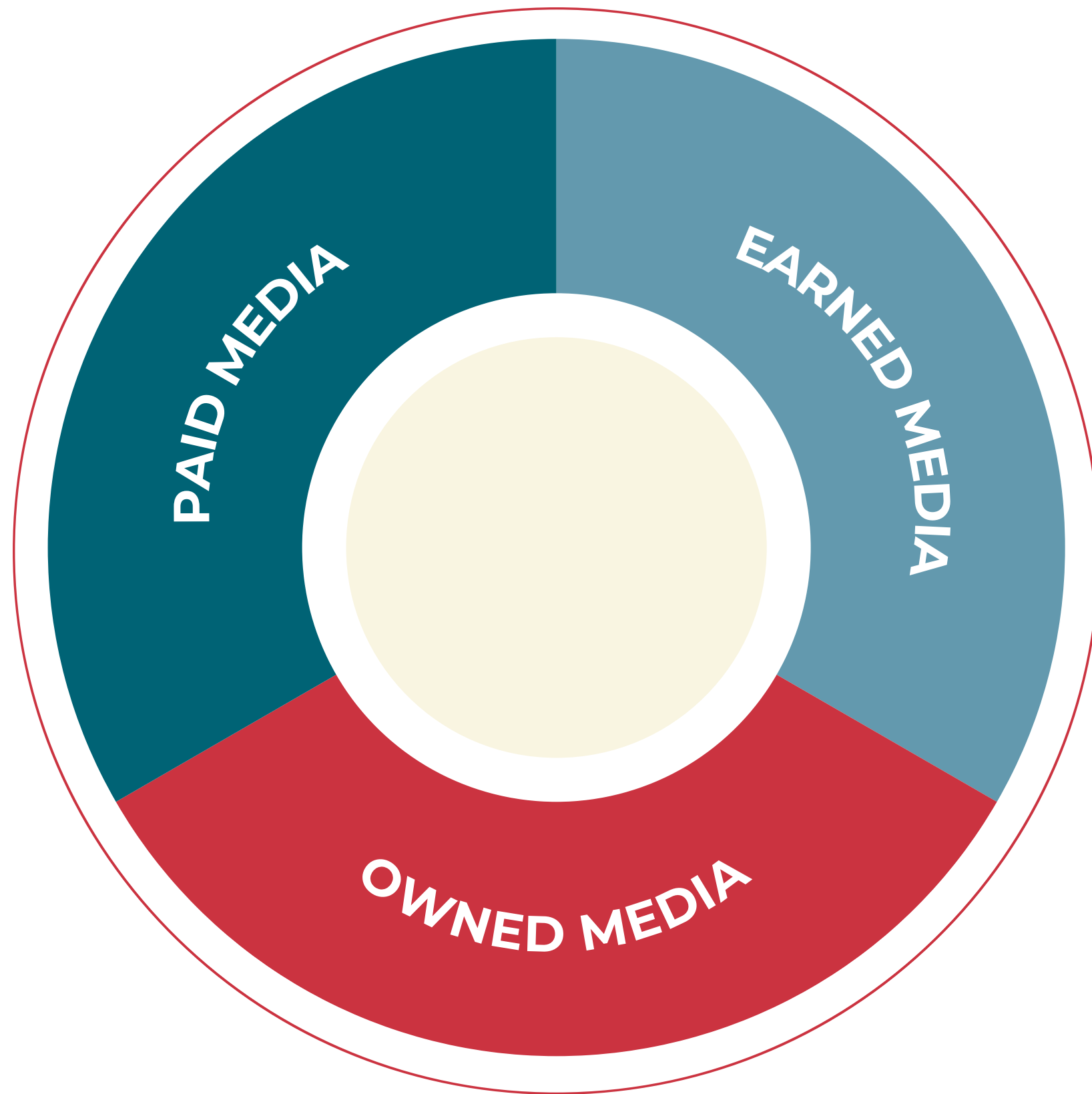
What is the most important information to this audience?

How can your messaging help you achieve your overall goals and objectives?

Platforms for Communication

How are you reaching your audiences?

- Newsletter
- Social Media platforms
- TV
- Listserv
- Website
- Radio
- Print media



Digital Marketing Opportunities

Utilizing the internet, social media, and other online platforms to promote your services or connect with consumers.

Paid Media



Paying to Display



Broad Reach

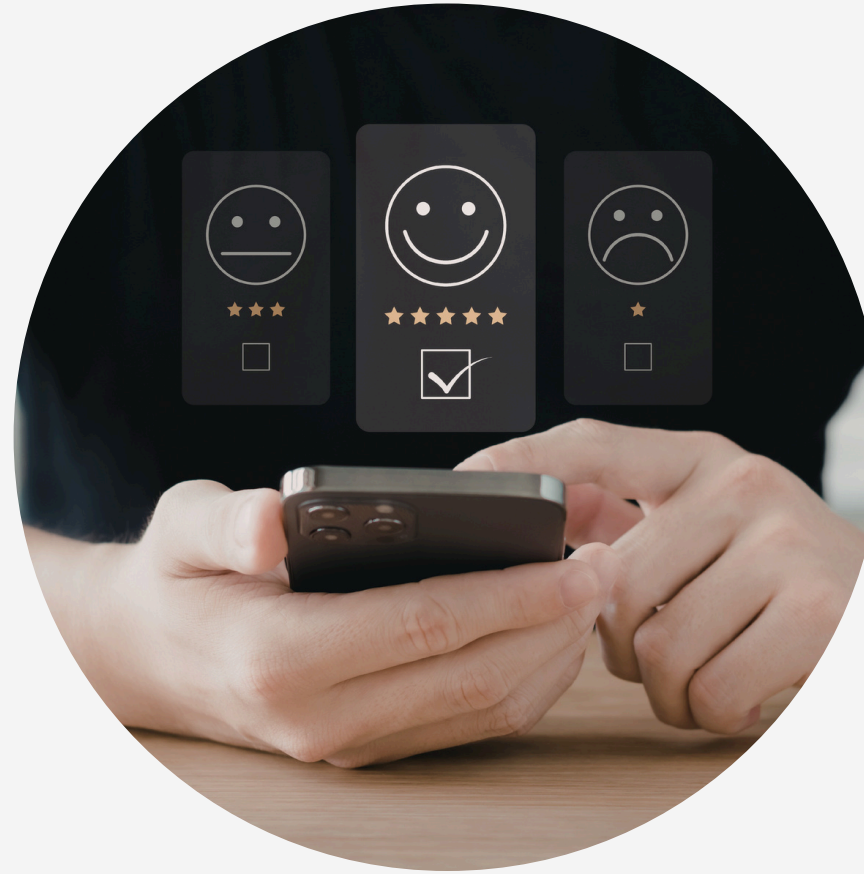


Segmentation of Messages

Earned Media



**Originates Outside
of Organization**



**Word of Mouth,
Customer Reviews,
Media Coverage**



**Impact of the
Personal Experience**

Owned Media

Quitting Adds Up



Quitting or reducing your tobacco use can save you money that you can use on other things that are important to you.

MAINE QUITLINK.com
1-800-QUIT-NOW



The Maine QuitLink is a program of the Maine CDC

**Control Over
Messaging & Timing**

Center for Tobacco Independence | CTIMaine.org

Treating Tobacco Together

Virtual Essential Skills Training

September 18, 2025
Registration closes September 8, 2025

In this training you will learn about tobacco prevalence, products and burden, e-cigarettes and vaping, motivational interviewing, how to integrate brief evidence-based tobacco treatment interventions into current practice, tobacco treatment medications, and relapse prevention and recovery skills.



Learn more and register at CTIMaine.org/Essential

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CTI is fully accredited by the Council for Tobacco Treatment Training Programs (CTTTP).



**Cost-Effective
Strategy**

Every day can be a fresh start.

Help support your health; become vape-free.
Learn more at MaineQuitLink.com

MAINE QUITLINK.com
1-800-QUIT-NOW



The Maine QuitLink is a program of the Maine CDC.

**Accessible to Any
Organization**

Examples of Owned Media

Social Media

Platforms such as Instagram, Facebook, X, LinkedIn

Blog Posts

Posts can highlight treatment innovations, frequently asked questions, new research

Newsletters

Can include links to blog posts, upcoming training opportunities and other cross-promotion opportunities

Websites

Your treatment service or training landing pages, loaded with more in depth information, where you can drive audiences from social media to connect with treatment or training opportunities

Promotional Emails

Segmented lists promoting upcoming trainings, new materials and resources, and linking to websites or social media

Case Study

MaineHealth Center for Tobacco Independence

Finding Success with Owned Media Efforts

- ❓ How do we support the mass media efforts through times of funding and beyond?
- ❓ How do we grow our established brand on social media for current and future Maine QuitLink participants?
- ❓ How do we reach professionals who are looking for more information, training, and resources on tobacco treatment?

Case Study: MaineHealth Center for Tobacco Independence

Brand Overview



Maine QuitLink

- Public-facing brand representing the Maine State quitline, the Maine QuitLink.
- **Goals of social media plan:** Connecting potential participants with quit services (Maine QuitLink), amplifying encouraging messaging, demystifying myths and facts about commercial tobacco and nicotine use, highlighting the benefits of quitting and reducing commercial tobacco and nicotine use, being an encouraging space for those interesting in taking the next step on their quit journey.



BreatheEasy

- Public health professional, clinician, or community member focused brand
- **Goals of social media plan:** Increasing registrations of tobacco treatment training opportunities, increasing knowledge of tobacco treatment skills and public health awareness days, information sharing about the effects of tobacco and nicotine, increasing knowledge on tobacco-free policies in Maine, and general connection with a professional audience as a resource for materials, training, and technical assistance.

Case Study: MaineHealth Center for Tobacco Independence

Owned Media Opportunities



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Key Areas of Focus:



Facebook & Instagram



MaineQuitLink.com

Case Study: MaineHealth Center for Tobacco Independence

Owned Media Opportunities



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Key Areas of Focus:



**Facebook, Instagram,
LinkedIn**



CTIMaine.org



**Newsletter &
Promotional Emails**

Case Study: MaineHealth Center for Tobacco Independence

Strategic Planning Tools Utilized

Content Development

- **Public Health Awareness Days** (Lung Cancer Awareness Month, World No Tobacco Day, Great American Smoke Out, American Heart Month)
- **Frequently Asked Questions** on the QuitLine (Withdrawal tips, Stress Reduction & Mindfulness tips, How to Use Nicotine Replacement Therapy)
- **Personal Connections** (Maine QuitLink Participant Testimonials, Motivational Messaging, Quitting Calculator)
- **Tailored messaging** to target audiences via curated newsletter lists
- **Time-sensitive** training promotional efforts “One week left to register,” “Join us tomorrow!”

Calendar Tool

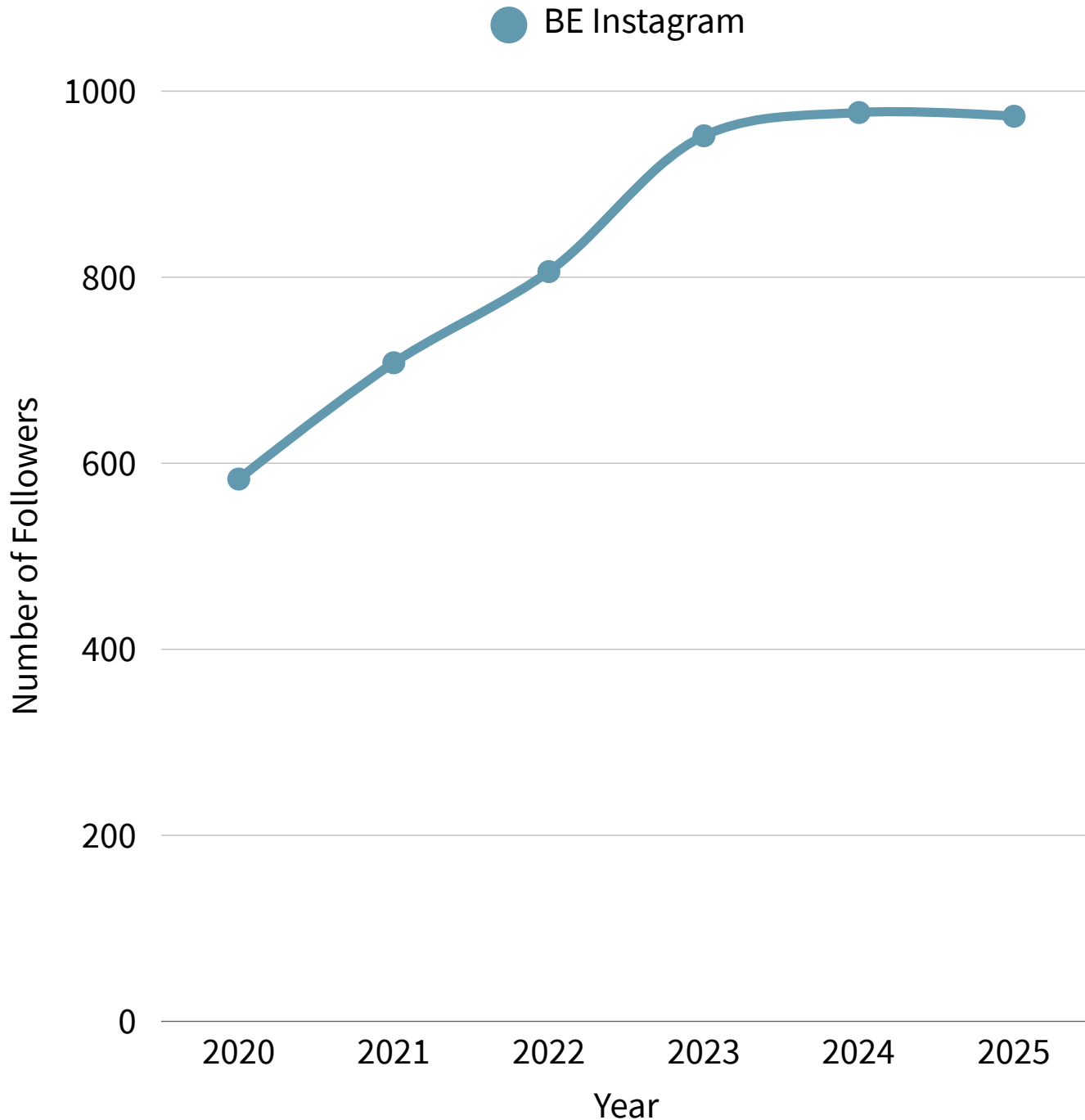
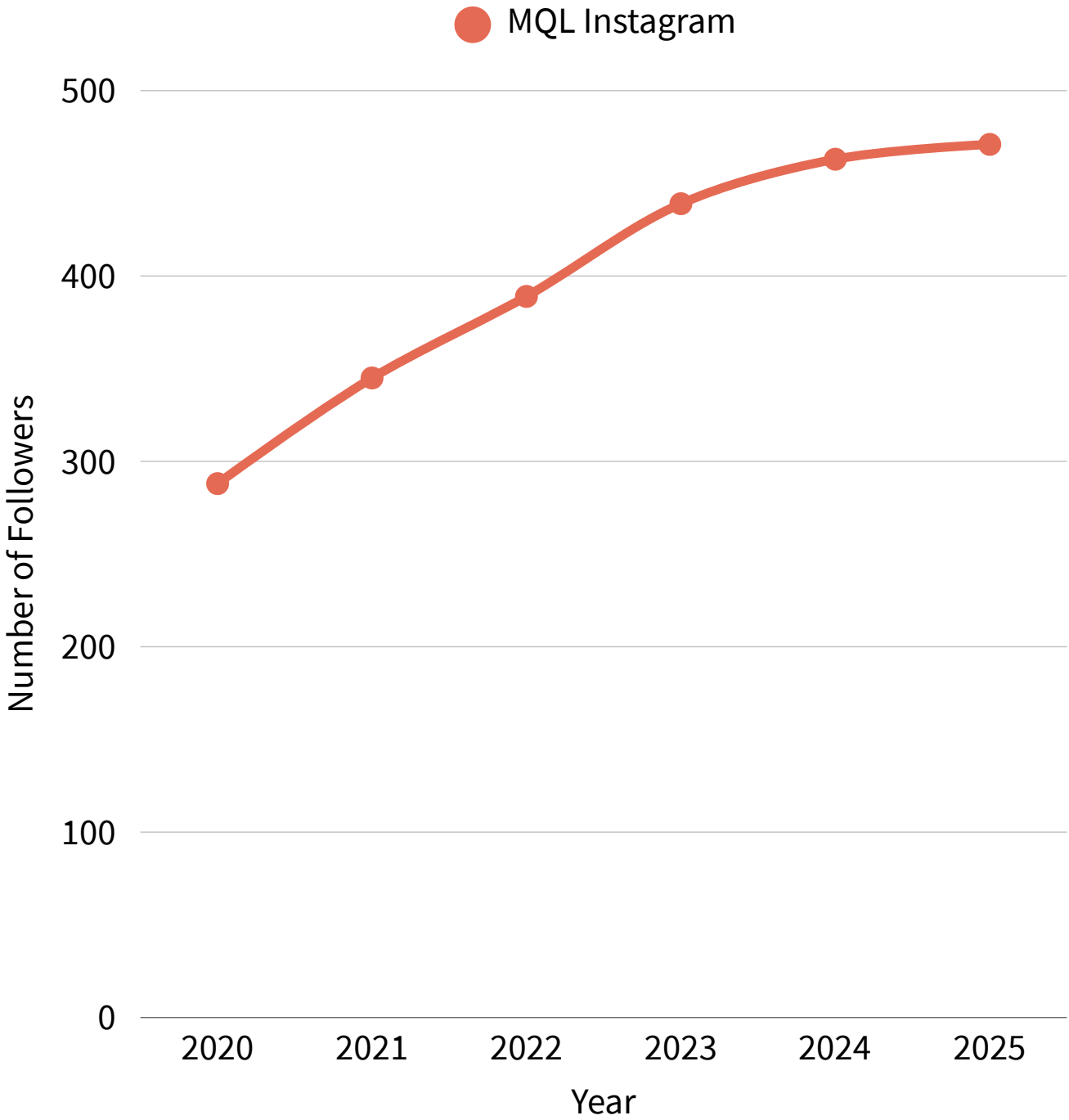
- Excel, Smartsheet, Physical Calendar to Organize Strategic Plan of Social Media & Newsletter Distribution (Traffic Control)

Analytics

- Establish Tracking Sheet for Collection of Data (Followers, Posts, Impressions, Engagements, Actions Taken)
- Google Analytics, Meta Professional Dashboard, Constant Contact Analytics

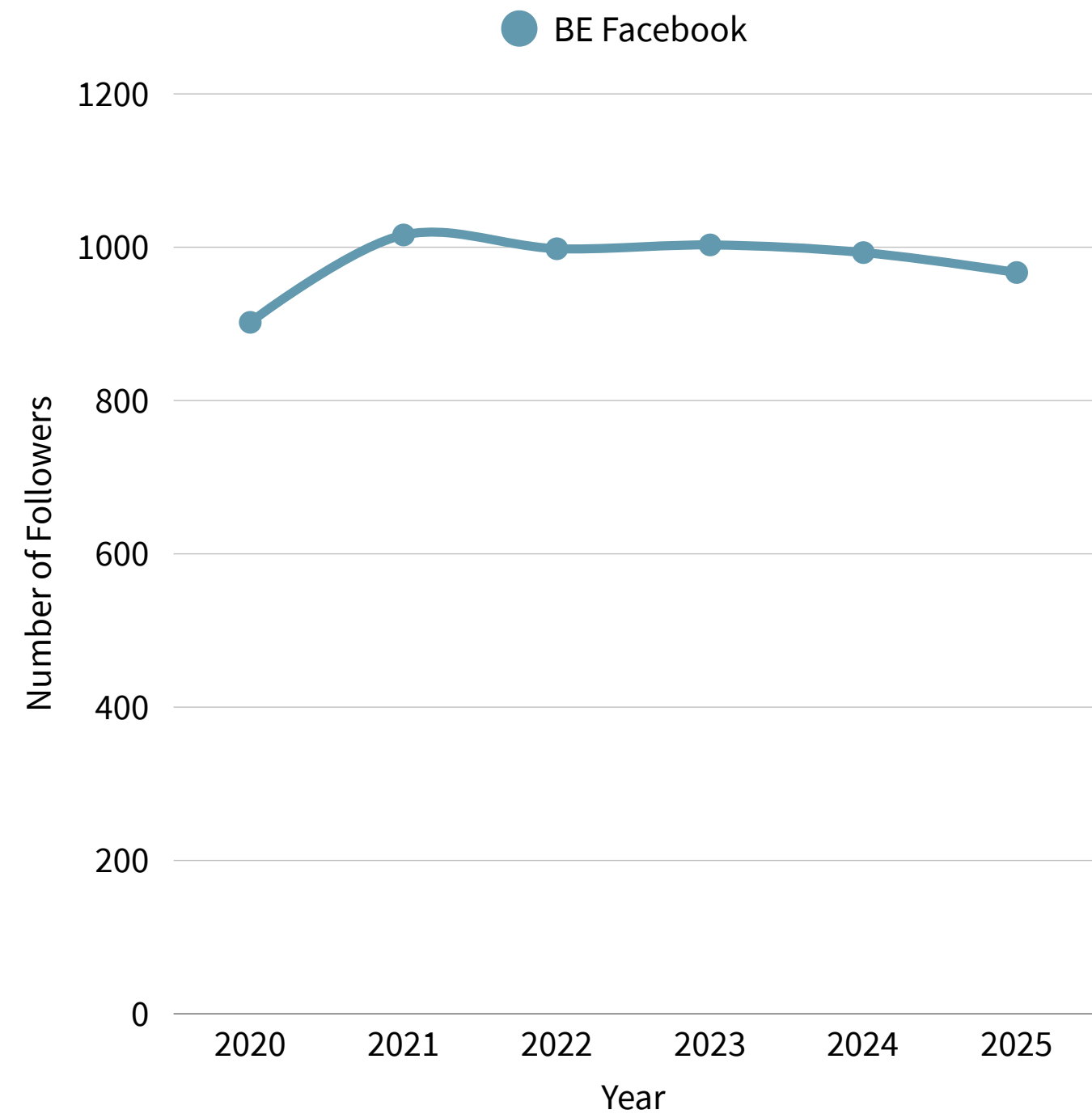
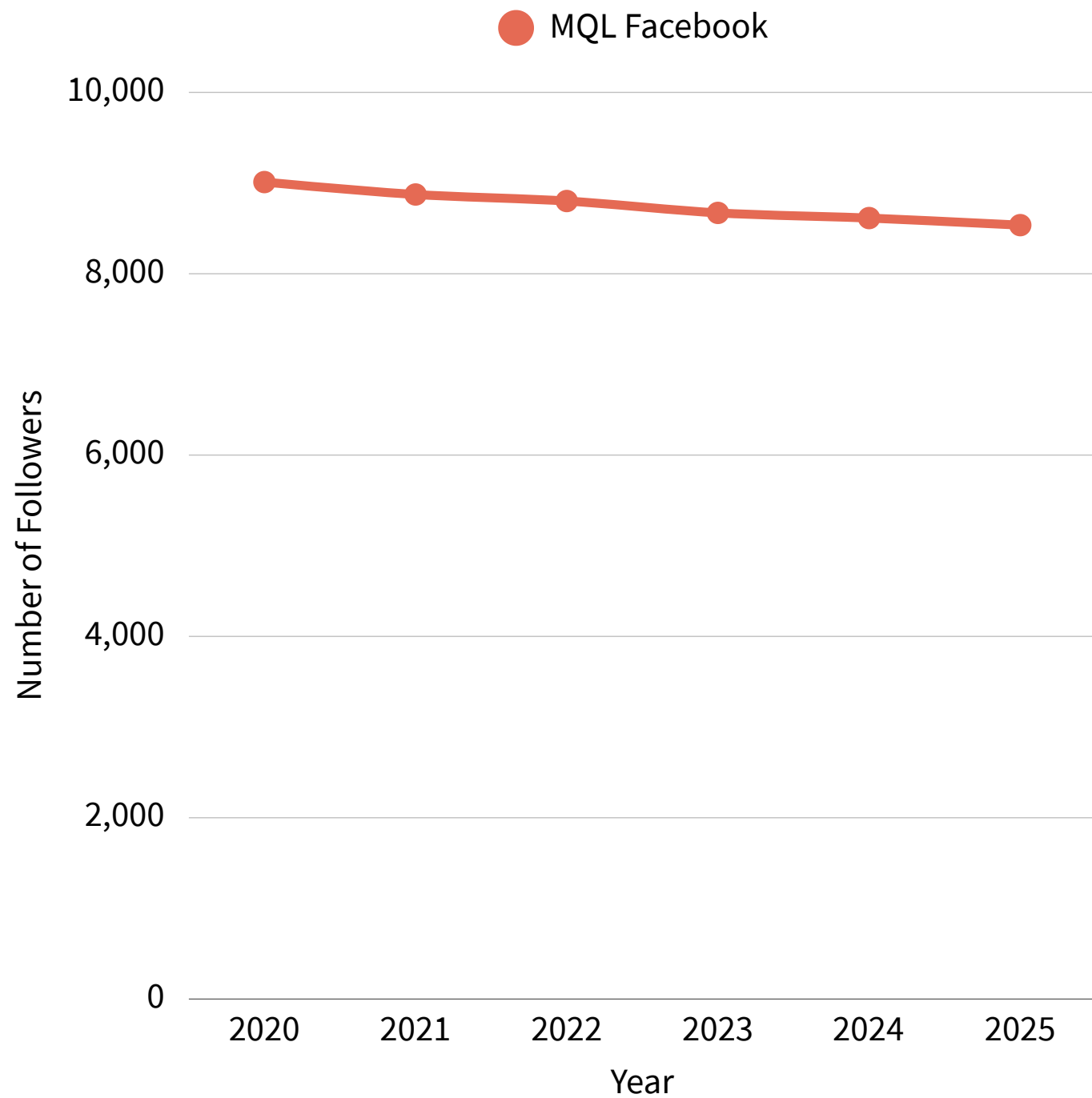
Case Study: MaineHealth Center for Tobacco Independence

Impact of Strategic Owned Media Efforts - Instagram Followers 2020- 2025



Case Study: MaineHealth Center for Tobacco Independence

Impact of Strategic Owned Media Efforts - Facebook Followers 2020- 2025



Case Study: MaineHealth Center for Tobacco Independence

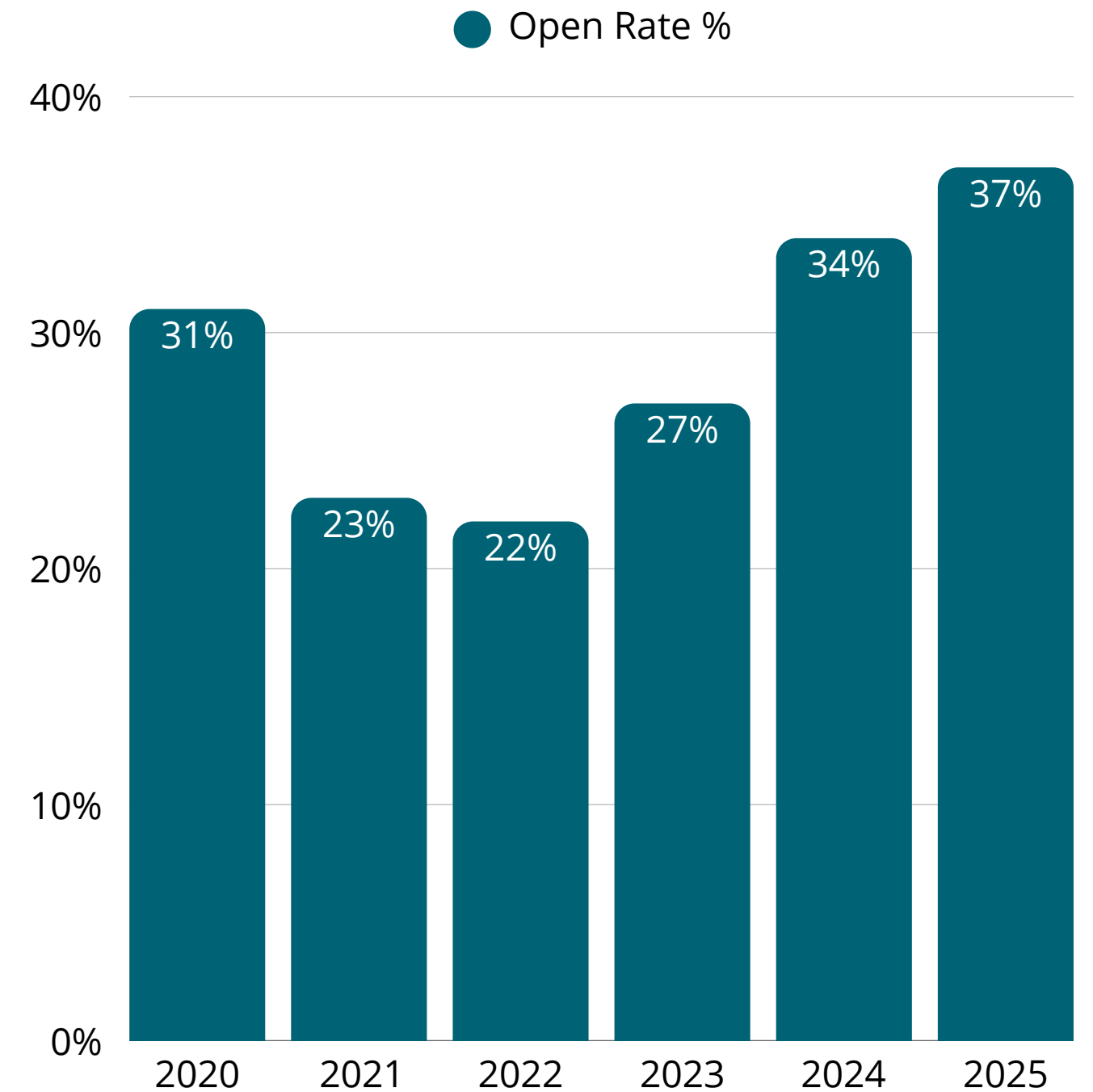
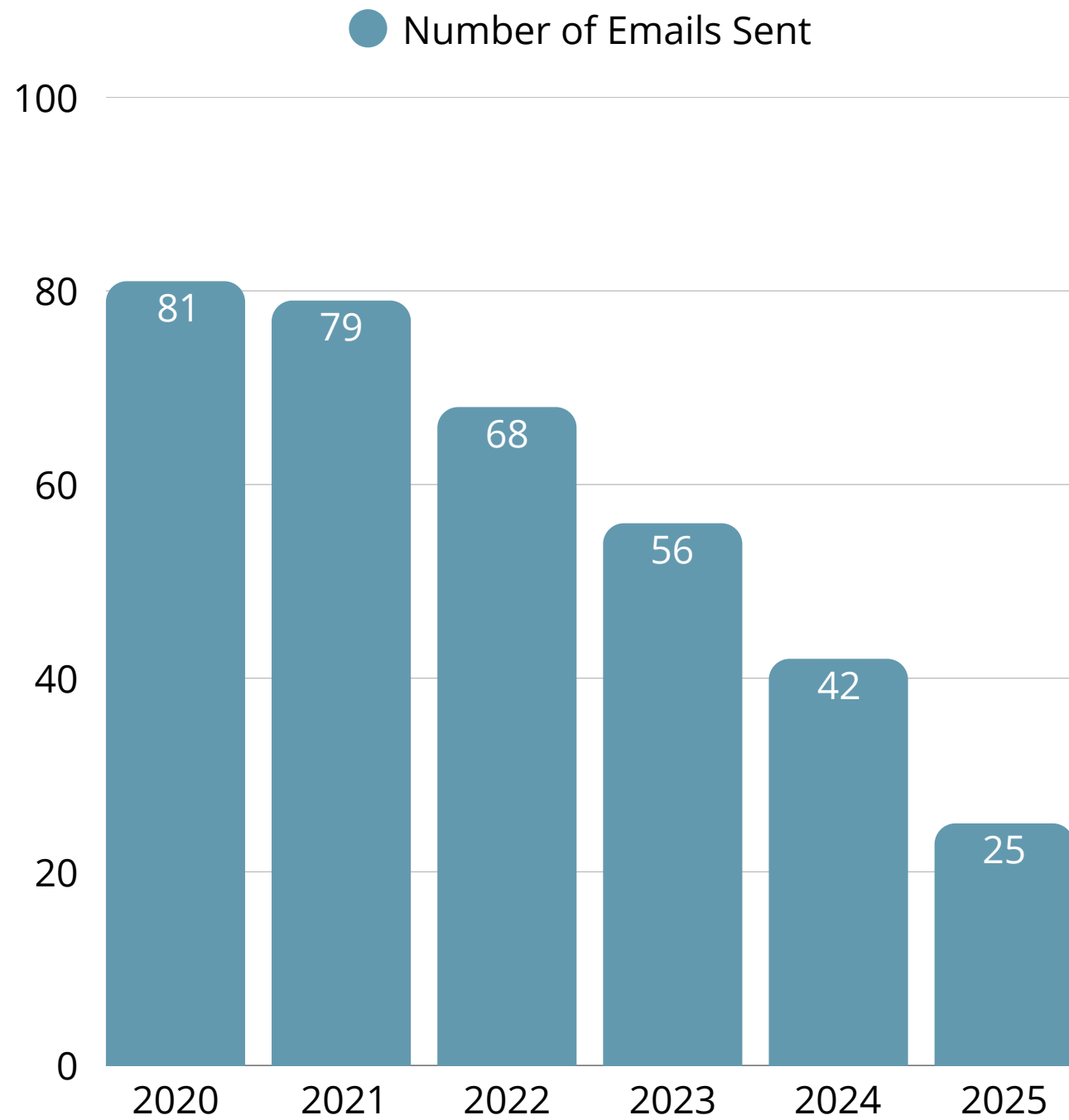
Impact of Strategic Owned Media Efforts - Constant Contact Emails 2020- 2025



Newsletter & Promotional Emails

Of Note:

- Work focus shifted over years
- Contact list fine-tuned
- Strategic planning of “traffic control”
- Open rate % increased



Tips and Considerations for Implementation

Finding Success with Owned Media Efforts

Develop and Refine Communication Strategy Goals

What is the overarching goal of your outreach?

- Audience
- Key Messaging
- What Action Do You Want Them Taking?

Research Platforms for Engagement

Where is your audience? How do they want to be reached?

- Social Media
- Newsletters
- Blogs / Websites

Invest in Tools To Help You

Design tools

- Canva, Adobe Express

Publishing/Scheduling tools

- Hootsuite, Buffer

Analytic Tools

- Google Analytics, Excel, Smartsheet


Tips and Considerations for Implementation

Examples of Owned Media Content Developed by MaineHealth Center for Tobacco Independence



Make your favorite memories vape-free.

MAINE QUITLINK.COM
1-800-QUIT-NOW



The Maine QuitLink is a program of the Maine CDC



This Halloween, carve out your personalized quit plan.

MAINE QUITLINK.COM
1-800-QUIT-NOW



The Maine QuitLink is a program of the Maine CDC

MATERNAL MENTAL HEALTH MONTH



MAINE QUITLINK.COM
1-800-QUIT-NOW



The Maine QuitLink is a program of the Maine CDC



This holiday season, make a plan to help you stay nicotine-free when visiting friends and family.

MAINE QUITLINK.COM
1-800-QUIT-NOW



The Maine QuitLink is a program of the Maine CDC

Tips and Considerations for Implementation

Examples of Owned Media Content Developed by MaineHealth Center for Tobacco Independence



Did You Know?

In Maine, it's against the law to smoke or vape when a child under the age of 15 is in a vehicle.



MAINE QUITLINK.COM
1-800-QUIT-NOW



The Maine QuitLink is a program of the Maine CDC

It takes more than luck to quit nicotine.

MAINE QUITLINK.COM
1-800-QUIT-NOW

The Maine QuitLink is a program of the Maine CDC

Center for Tobacco Independence | CTIMaine.org

Treating Tobacco Together

Virtual Essential Skills Trainings

March 17, 2026

Registration closes March 6, 2026

April 30, 2026

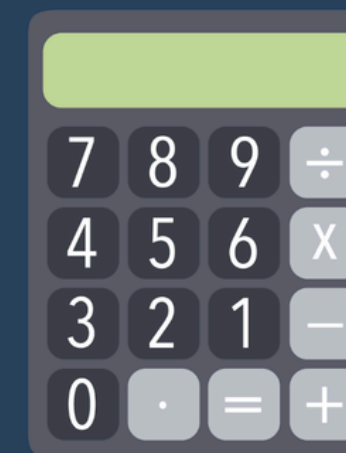
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Tips and Considerations for Implementation

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**REMINDER:
IF YOU ARE
STILL TRYING,
YOU HAVE
NOT FAILED!**



**Make your favorite memories
nicotine pouch-free.**



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Center for Tobacco Independence | CTIMaine.org

Treating Tobacco Together

**ONE WEEK
LEFT TO
REGISTER**

Virtual Intensive Skills Training
January 27 & 29, 2026
Recorded Sessions on January 28, 2026
Registration closes January 19, 2026



Participants will build on common counseling skills used in intensive tobacco treatment such as motivational interviewing and cognitive behavioral therapy, explore the value of a comprehensive tobacco use assessment, learn to develop effective treatment plans, discuss considerations for medication management, and review relapse prevention strategies.

**Learn more and register at
CTIMaine.org/Intensive**

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CTI administers this training on behalf of the Maine Center for Disease Control and Prevention (Maine CDC), Maine Department of Health and Human Services.





Analytics & Engagement

Finding Success with Owned Media Efforts

-  What data is important for your team to collect in order to evaluate your impact, to make adjustments, or to make plans for the future?
-  How do you plan to capture and organize your analytic data?
-  How will you leverage your analytic data for future promotion or outreach?

Tips and Considerations for Implementation

What data is important for your team to capture?

Dependent on platform, but common options include:

Social Media:

Number of followers - how many people follow your page and content

Impressions - how many times was your post seen regardless of engagement

Reach - how many unique users saw your content

Engagement - how many times your post was liked, shared, commented on, clicked

Number of Posts - how many posts were published

Website:

Site Visits - how many times was your website visited in a time period

Clicks - how many times links were clicked within the website (click to call/click to enroll)

Downloads - reports on resources or materials downloaded on website

Newsletters:

Open Rate - how many people opened your email

Clicks - how many times links were clicked, what links were clicked within email

Industry Average Comparisons - see how your analytics stack up against industry averages



Tips and Considerations for Implementation

How do you plan to capture and organize your owned media analytics?

Utilize systems and platforms that work best for you and your team:

- Excel Spreadsheet
- Smartsheet Workspace & Sheets
- Google Drive

Organize, organize, organize:

- By year, quarter, month
- By platform
- By engagement type

Who needs access:

- Consider who needs access to the data and how to best share within your organization given security requirements or limitations



Tips and Considerations for Implementation

Leveraging your analytic data for future promotion or outreach

What trends are you seeing?

- Platform preference
- Timing of posts
- Type of post

Explore and expand your messaging:

- Continue with what is working, build off of that momentum
- Note what has missed the mark with your audience
- It's okay to take chances and adjust the plan as you go

Lean on your resources at hand:

- Colleagues who are delivering treatment firsthand
- Training team feedback
- Collaborate with others in Quitline community





Owned Media in Tobacco Control

A Cost-Effective Communication Strategy



Contact Us

Email Address

allyson.quinn@mainehealth.org

Websites

CTIMaine.org

MaineQuitLink.com

Social Media

Facebook:

[/MaineQuitLink](https://www.facebook.com/MaineQuitLink)

[/BreatheEasyMaine](https://www.facebook.com/BreatheEasyMaine)

Instagram:

[@MaineQuitLink](https://www.instagram.com/MaineQuitLink)

[@BreatheEasyMaine](https://www.instagram.com/BreatheEasyMaine)