## PROJECT: NH TOBACCO HELPLINE

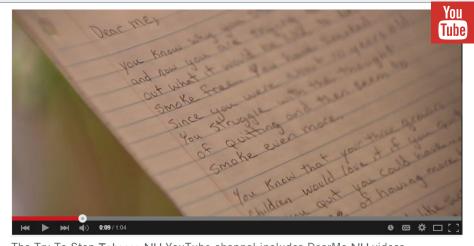
CLIENT: NEW HAMPSHIRE DEPARTMENT OF HEALTH & HUMAN SERVICES RELEVANT SERVICES: NH TOBACCO HELPLINE, WEBSITE, MULTI-MEDIA MARKETING, SOCIAL MEDIA, CONTESTS, SOCIAL MARKETING



JSI developed print flyers, brochures, hand-outs and posters in six languages, all posted on www.QuitNowNH.org.



JSI conducted the "Dear Me NH" social media contest using motivational interviewing and theory of reasoned action, produced social engagement, radio and TV ads, including twominute behind-the-scenes video for participants.



The Try-To-Stop Tobacco NH YouTube channel includes DearMe NH videos.



The New Hampshire Tobacco Helpline incorporates the following component services: call center to provide information and technical assistance to the public and to professionals in the field; phone-based tobacco cessation Quitline services; tobacco education clearinghouse; Technical Assistance Resource Center and Video Lending Library; customized quit tips via text, and an informational, interactive website.

## Thinking about quitting tobacco?

The New Hampshire Tobacco Helpline can help you stop using tobacco.



Free and Confidential

Anyone in New Hampshire can use the helpline to quit, stay quit or just get information.



CALL: 1-800-QUIT-NOW/1-800-784-8669 VISIT: www.TryToStopNH.org

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The DearMe-NH campaign has resulted in more than a doubling of calls to the NH Tobacco Helpline. Winner: 2013-2014 Campaign Summary Report. (2015) BRONZE MEDAL, National Public Health Information Coalition.

The "Dear Me NH" campaign encouraged individuals to upload letters and videos through posts to the campaign's Facebook page or the NH Tobacco Helpline's website.



Dear Me, You begged your parents to quit smoking, and then you started at 15. I know it will be difficult, but you can do it! Sincerely, Me

