

Quit & Stay Quit Monday Check-List

Introduction

The Virginia Department of Health (VDH) and Quit & Stay Quit Monday (QSQM) are partnering on a 12-week “Quit & Stay Quit Monday” promotion campaign for worksite employees. The campaign will primarily be delivered via 50 worksites that sign-on, but will also be promoted on VDH social media channels.

The goals of the campaign are to:

- Encourage smokers to quit, by using motivational messaging and resources.
- Increase awareness and use of the Virginia state quitline, Quit Now Virginia.
- Offer a feasible starting point to consider a worksite tobacco free policy using Quit Now Virginia’s worksite toolkit.

We recognize that you might get more inquiries from employees about quitting smoking because of this campaign. If you are approached by employees with questions, please refer them to Quit Now Virginia. If you are approached by employees with questions, please refer them to Quit Now Virginia (1-800-QUIT-NOW / 1-800-784-8669; QuitNow.net/Virginia). We also developed a FAQ document to answer common questions about the Monday concept if you feel comfortable having that conversation.

Below is a checklist of activities for the campaign. This is meant to guide you as you deliver the campaign to your employees.

All of the campaign materials can be downloaded [here](http://www.vdh.virginia.gov/tobacco-free-living/virginia-tobacco-free-toolkit): <http://www.vdh.virginia.gov/tobacco-free-living/virginia-tobacco-free-toolkit>

If you still have questions about what to do during the campaign or if you have issues downloading, please contact [Rita Miller](mailto:rita.miller@vdh.virginia.gov) at rita.miller@vdh.virginia.gov

Gearing Up

Select staff person(s) who will oversee the distribution of the campaign and facilitate data collection. There can be one or a more people overseeing its distribution (worksite wellness, HR, social media staff, etc.) If there are multiple coordinators at a single site, it’s ideal if they can have a group planning meeting to ensure consistency of campaign throughout the organization.

Sign-up as a Quit Now Virginia referral site. This is an easy form that allows your worksite to do direct referrals to the quitline.

Schedule a kick-off announcement or event to launch the campaign. Be sure to use the [Quit & Stay Quit Monday overview video](https://www.youtube.com/watch?time_continue=7&v=AMFhvdeGvxE) ([youtube.com/watch?time_continue=7&v=AMFhvdeGvxE](https://www.youtube.com/watch?time_continue=7&v=AMFhvdeGvxE)) in your announcement to describe why we’re doing the Quit Monday campaign.

Post Monday Quitter infographic poster and overview handout in high traffic areas (breakroom, front-desk/ lobby, etc.).

Review promotion calendar document so you’re informed about what digital and print materials you need to share each week and to get a jump start on scheduling distributions.

Off to the Races!

Schedule weekly Monday distribution of the designated graphic via your communication channels. If your organization manages several channels (social media, email, internal website, on-site bulletin boards, video monitors, etc.), ensure that the same message is distributed across all of them during that week. Note: The promotion calendar is posted on the VDH website above.

Remind employees about that week's campaign message during staff meetings or "huddles". You can refer to the creative graphic that was distributed that week to grab their attention.

Ask employees if they want their perspectives to be featured to represent how a person can progress during their quit journey (this can be anonymous). If they do, please send their testimonials to your regional coordinator. The Quit & Stay Quit Monday team will create graphics of these quotes that can be shared anytime during the 2nd half of the campaign, as a source of additional motivation.

Mid-way through the campaign, check email, website, and social media data to see how campaign is performing. Confirm that distribution is consistent with campaign specifications.

Mid-way through the campaign (week 5-7), send a mid-campaign motivational reminder or host a mid-campaign event to keep employees engaged.

Winding Down

On week 11, inform employees that you will be distributing a survey to gather anonymous feedback about the campaign. Note: This can be integrated into an existing survey that's distributed around the same time, or shared separately.

Request that employees complete surveys immediately after Week 12, and send reminders for at least two weeks to maximize the number of responses.

After Week 12, compile email, website, and social media data, and prepare to submit your employer site feedback and engagement data via this online survey.

Congratulate employees on participating for 12 weeks, and encourage them to continue their commitment to quitting by subscribing to the [QSQM weekly newsletter](http://quitmonday.org/subscribe-to-our-newsletter): quitmonday.org/subscribe-to-our-newsletter

For a tobacco free you,
we're here to help.
Call us at
800-784-8669

Quit Now
Virginia
Tobacco User Quitline

Quit & Stay Quit
Monday

QuitNow.net/Virginia