

Montgomery County ADAMHS Campaign is Right on the Money



When Montgomery County Alcohol, Drug Addiction and Mental Health Services (ADAMHS) wanted a custom campaign to boost engagement in quitting tobacco among residents, it banked on the EX Program.

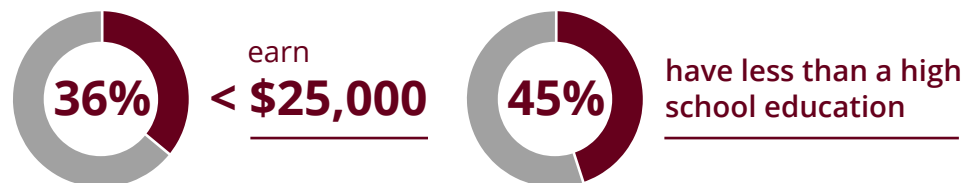
In search of a solution to better engage tobacco users in quitting, Montgomery County ADAMHS partnered with Truth Initiative to launch the EX Program in September 2020.

Montgomery County ADAMHS is responsible for the planning, funding, and monitoring of public mental health and addiction treatment services for individuals and families of Montgomery County, Ohio.

Building on the stream of registrants since launch, Montgomery County ADAMHS wanted a specific campaign it could use to target the low-income population of tobacco users in East Dayton.

A significant percentage of smokers in Ohio make less than \$25,000 (36% of all smokers in Ohio) and about half (45%) of those who smoke in Ohio have less than high school education.

Of all smokers in Ohio



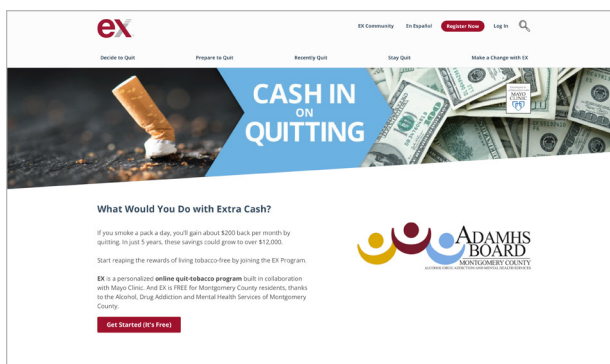
Through the partnership between Montgomery County ADAMHS and the EX Program, Montgomery County residents gain a personalized quit plan, peer support in the EX Community, expert advice from EX Coaches via live chat, up to 8 weeks of quit medication delivered to their home, and more.

Solution

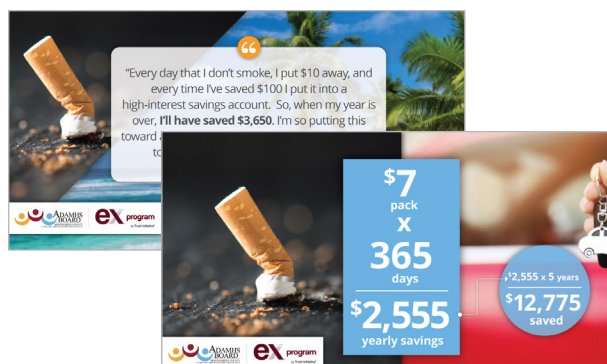
Montgomery County ADAMHS sought a campaign that leaned into the financial benefits of quitting tobacco that could launch in October 2021. Montgomery County's goal was simple: Gain 15 to 20 new registrants in October through November 2021.

In response, the EX Program team created a multi-touch promotion called "Cash In On Quitting" that showed tobacco users the hard cash they could gain by quitting.

The targeted campaign included:



A custom landing page



Social posts and gifs



Flyers to be used by healthcare providers and at community events



An email series



A 60-second radio spot



Static and digital billboards distributed throughout East Dayton

Results

Leveraging the Cash In On Quitting campaign in October and November, Montgomery County gained nearly 70 new registrants for the EX Program. Feedback from those who registered and used the program was inspiring, including this participant comment to an EX Coach via live chat to discuss quit medications.



"I heard about this online and I needed patches to quit. I'm just a struggling single mother so it's hard to afford to buy patches. This is so great I could cry with joy, thank you!"

- Montgomery County resident
who enrolled from Cash In On Quitting campaign

See how the EX Program can drive engagement for you

See how we build promotions that engage your unique population in quitting tobacco for good. [Reach out today to start a conversation.](#)



www.theexprogram.com

The EX Program is the only tobacco cessation program that combines Mayo Clinic's treatment model with scientific leadership in digital tobacco solutions from Truth Initiative, a public health non-profit.

