

MEDIA/ OUTREACH ACTION TEAM



**Southern
Illinois
Tobacco
Disparities
Partnership**

Overall Goal

Reduce and prevent tobacco/nicotine product use among targeted populations through the implementation of a media/outreach strategic plan in the southernmost 16 counties of Illinois.

Strategies

- Develop and implement evidence-based media messages about the health consequences of tobacco use to increase quit attempts and motivate people to utilize the Quitline.
- Disseminate information about the remaining gaps in commercial tobacco control and how we can work to end the tobacco epidemic.
- Ensure disparity issues are integrated into media efforts and that these efforts are reaching and involving disparate populations.

Contact Information

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