

Helping Benefit Oregon Smokers Collaborative Meeting

September 21st, 2010, 11:30 – 1:30

Avalon Hotel and Spa
0455 SW Hamilton Court

AGENDA

11:30 – 12:00

Networking and Lunch

12:00 – 1:00

Finalize HBOS recommended benefit document

Note: DO NOT SHARE THIS OUTSIDE THE HBOS GROUP UNTIL ALL THE INPUT, EDITS AND CORRECTIONS HAVE BEEN FINALIZED.

- Review and comment on HBOS summary recommended benefit
 - Screening
 - Behavioral counseling/coaching
 - Quitline or Group Programs
 - Individual counseling/coaching programs
 - Pharmacotherapy
 - Co-pays and deductibles

- Discussion to reach consensus on final document

1:00 – 1:30

Finalize Communications Strategy

- Review and finalize HBOS communication strategy
 - Goals
 - Audiences
 - Messages
 - Strategies to research target audience groups