



Minnesota
Heart Health
Program

H. Blackburn

Copies - MITTELMARK

Laboratory of Physiological Hygiene □ School of Public Health □ University of Minnesota □ 611 Beacon Street SE □ Mpls., MN 55455 □ (612) 373-3586

February 25, 1982

TO: Maury Mittelmark

FROM: Terry Pechacek *R*

SUBJECT: Contests as a Promotional Vehicle for Use in Our Campaigns

MM - What's the hurry? Why are we the last to know. This requires Board & CAB approval in my view.

As you know, I have planned to use some form of contest within the smoking campaign for a long time. I have also discussed several ideas with Ken Greer related to other risk factors besides smoking. I would like to put down a general statement about the role of such contests activities within our campaign planning.

H.B.

Smoking:

I remain very interested in promoting a large scale Quitters' Raffle in January or February 1983 for Mankato and potentially for Fargo as well. The Quitters' Raffle basically would recruit current smokers (and require CO verification that they are smokers) who would receive a raffle ticket and sign a commitment to quit smoking during our Quit Smoking Week. The rules of the contest would require individuals to be nonsmokers for 4-5 weeks prior to the contest drawing. At the time of the contest drawing, winners would be required to submit to saliva testing to verify abstinence. The Quitters' Raffle would gain momentum, I believe, only if we have very large prizes, for example: trips to Hawaii, color TV sets, video games, or video recorder. I would prefer to use prizes that are attractive to other family members besides the smoker. Optimally, I would like the prize to be for all family members (for example a trip for 4 to Hawaii) so that the success of the smoker in quitting would involve the whole family potential to get the prize. Building upon natural support networks can make the program work.

Exercise:

I have briefly discussed with Kevin and Dick a contest idea that Ken Greer and I had for using the kiosks to stimulate reading our exercise materials. We propose that entry forms into a raffle be put around town on the kiosks and other locations and that these entry forms would have a short exercise quiz on the back. The exercise quiz could be drawn from questions used in the staff training questionnaire. The contest rules would state that you must answer all questions correctly to win but that answers to all quiz questions would be found in our Heartbeat or newspaper columns. Thus an individual must know our health message or read our materials to get all quiz items correct and win our raffle drawing. Again, for this to work, good prizes must be offered.