

A Health Plans Approach to Adolescent Tobacco Cessation



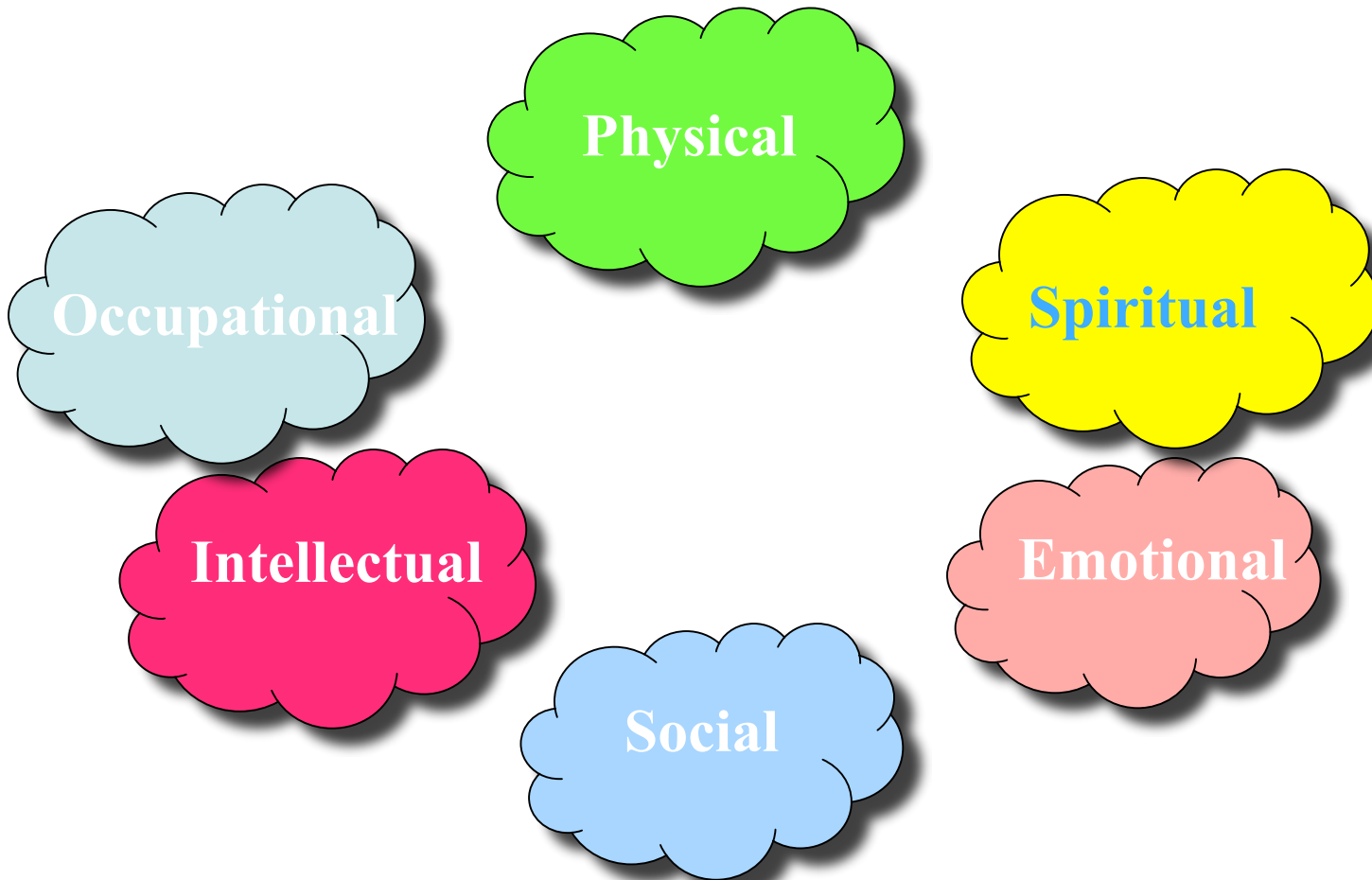
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August 29, 2007
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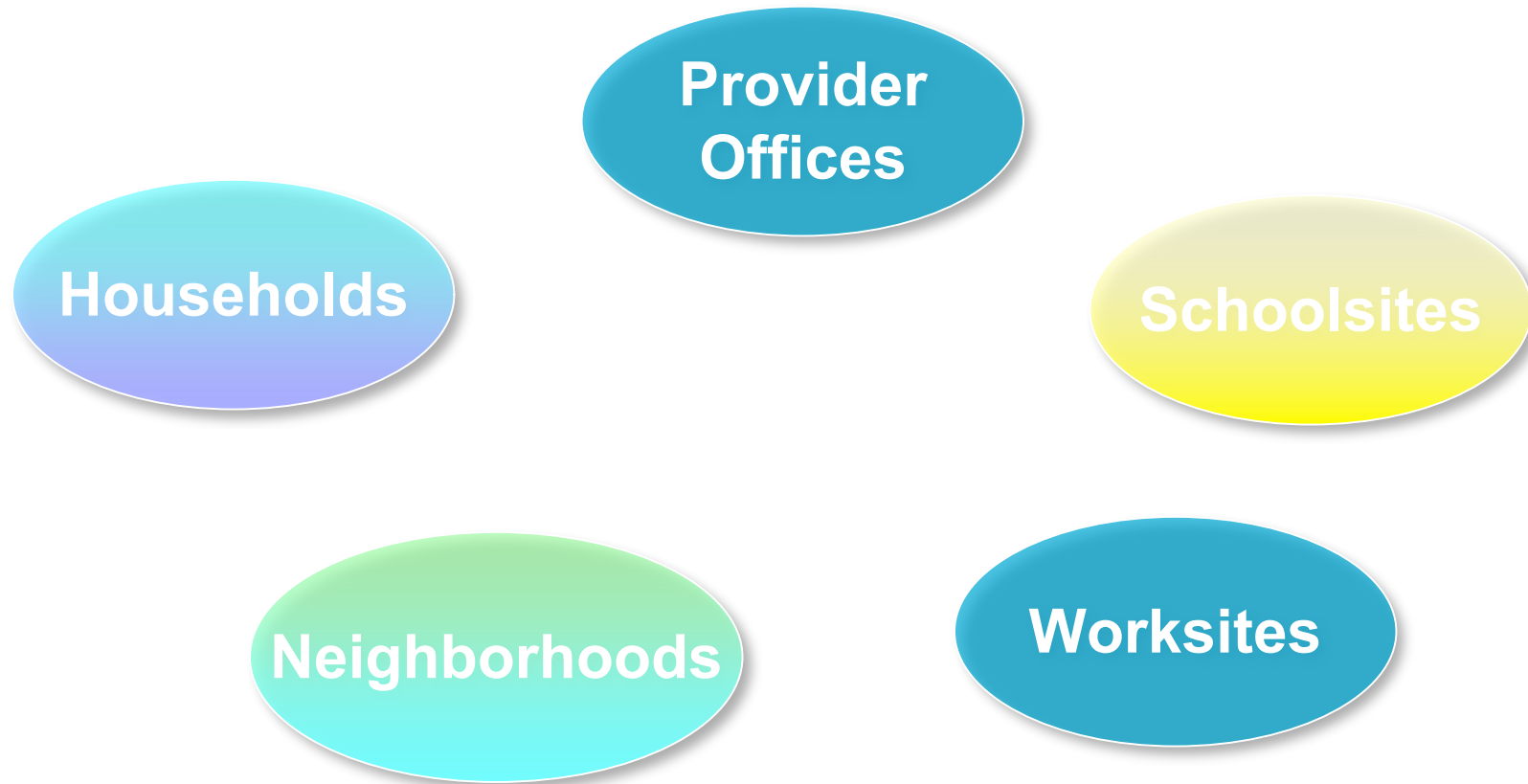
Official Health Benefits Provider
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Tobacco Use The Big Picture



Sites for Tobacco Cessation Interventions



Communication Channels for Tobacco Cessation

- **Print**
- **E-mail**
- **Internet**
- **Posters**
- **Webinars**
- **Phone Coaching**
- **Face to Face Coaching**



Our Approach

Focused campaign to develop maximum leverage and effectiveness

Key activities woven into the fabric of healthy behavior targets

Healthy Behavior Targets

Tobacco Cessation
Weight management
Physical Activity
Nutrition
Stress management
Preventive Health
Back Care
Substance Abuse

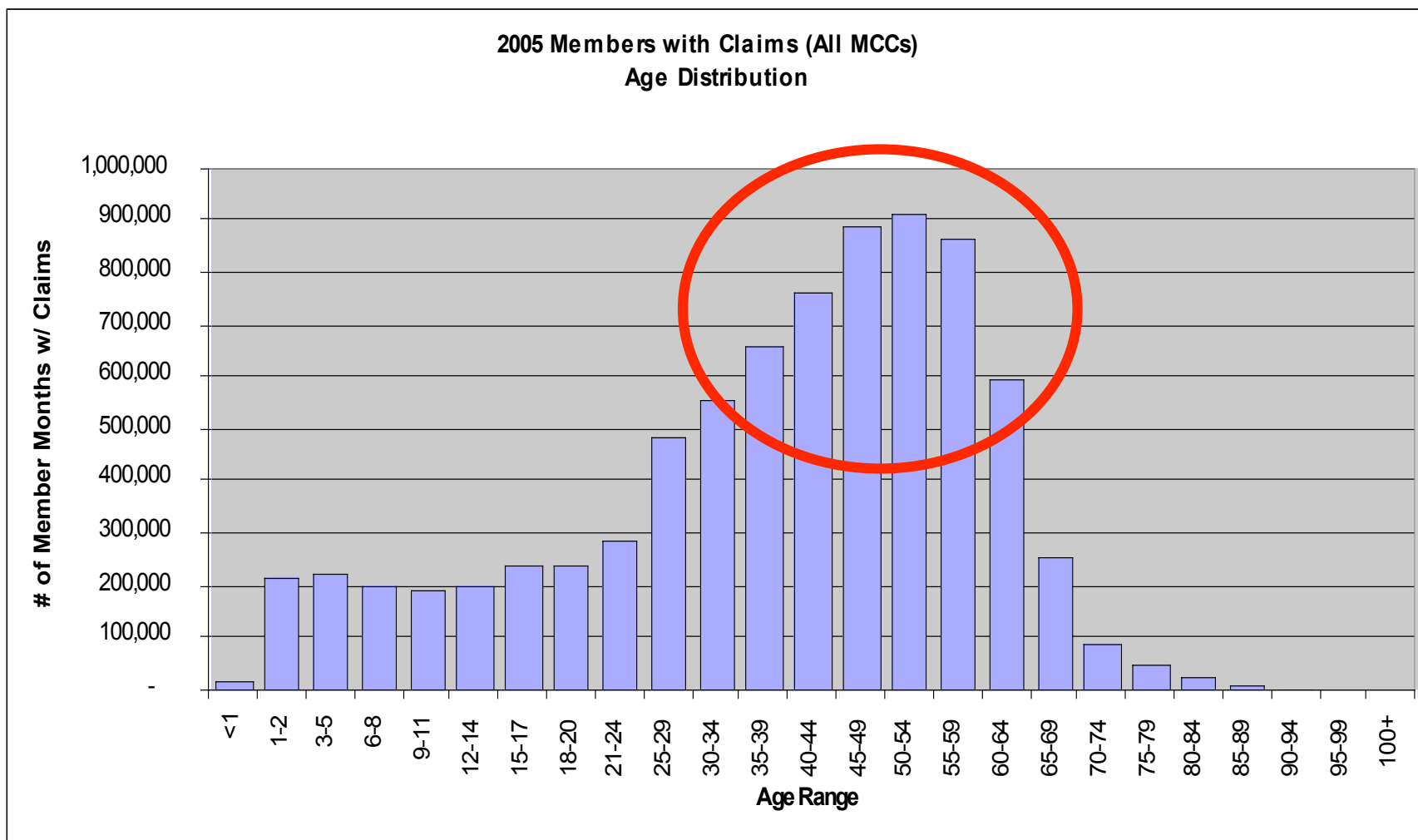
Activities

Phone Coaching
Internet Interactivity
Print Communications
Integration of all Touchpoints
Humana Health Assessment (HRA)
Discounts/Incentives
Monthly Theme with Resources
Physical Activity Program

Adolescent Road to Success

- Aware of programming, health issues
- Participate in activities
- Smarter about an issue
- Change their attitude
- **Actually change behavior**
- Reduce risk profile
- Decrease utilization of medical services
- Reduction in aggregate medical costs

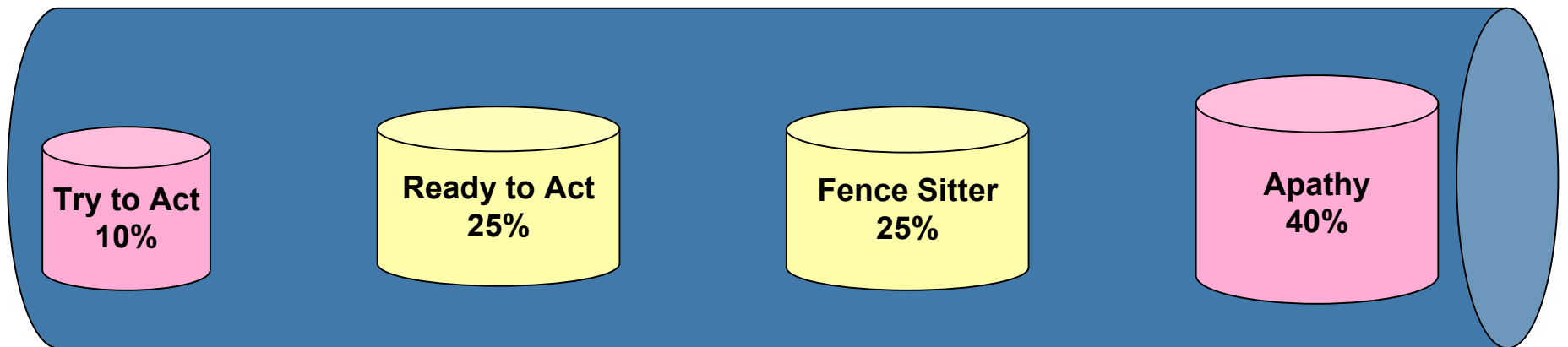
Pediatrics: Population Distribution by Age for 2005



Data Source: Verisight Sept. 2006

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Target Segmentation for Behavior Modification



Adolescent Challenges to Behavior Change



- **Peer Pressure**
- **Impressionable**
- **Rebellious**
- **Immortality Perception**
- **Lack of environmental control**



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