



# Finding the Right Campaign

This handy matrix, offers a quick look at the materials available to you as part of the CDPHE tobacco templates project. We encourage you to use it to identify the campaign most suitable for your issue, audience, product or community.

	ISSUE			AUDIENCE				PRODUCT TYPE			
	General Cessation	Youth Prevention	Secondhand Smoke	Low-SES Adults	Straight-to-Work Young Adults	Youth	Hispanic/Spanish	LGBT	General Tobacco	Cigarettes	Chew
The Day I Quit	X			X	X		X	X	X	X	X
Tobacco Robs You	X			X	X		X	X	X	X	X
Real Killers	X	X		X	X	X	X			X	
Kiss of Death		X				X			X	X	X
Smoking Kills		X				X				X	
Totally Nasty		X				X				X	
Inherited Traits			X	X	X		X			X	
Real Consequences			X	X	X		X			X	



## TIPS FOR YOU

Available for FREE at [COHealthResources.org](https://COHealthResources.org), and fully customizable, our campaigns are meant to be utilized as a set, because effective communications target the audience across multiple channels at the same time.