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Background

Public dissemination of research findings is important for developing and improving the effectiveness of tobacco control policies and programs.

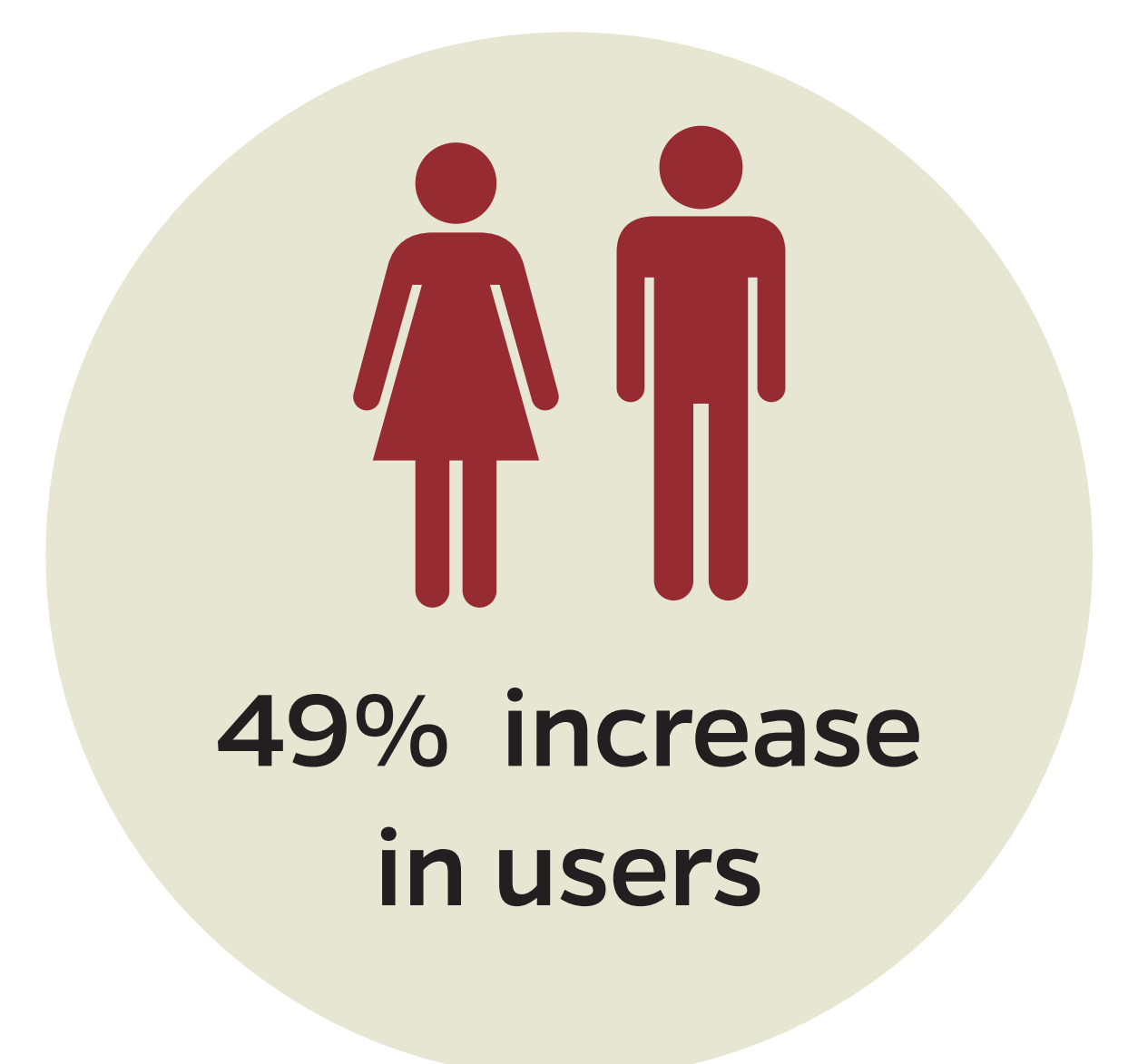
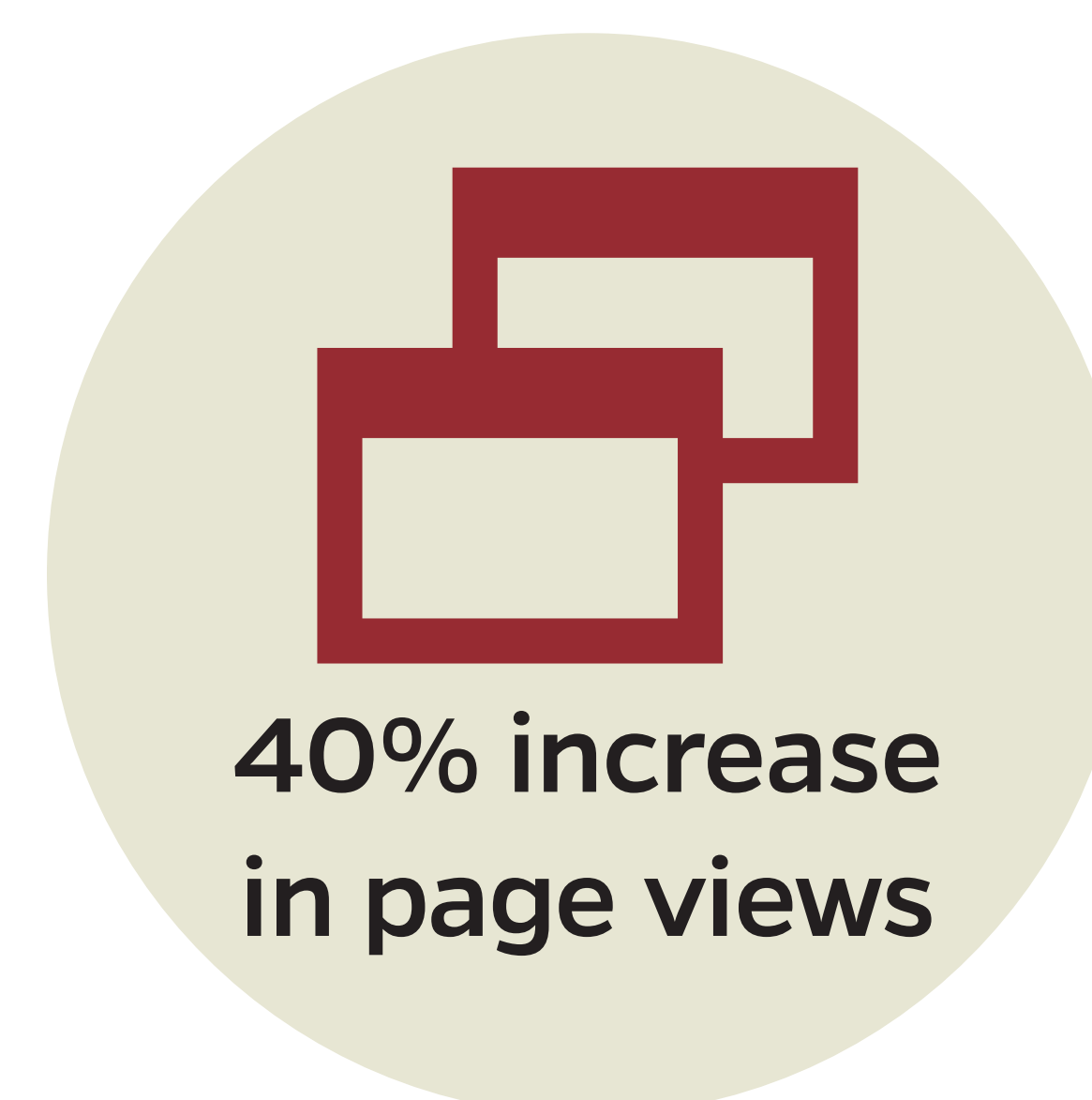
- Primary goal: To expand our main site, www.globaltobaccocontrol.org, into a comprehensive tobacco control resource and to update the branding
- Secondary goal: Maximize web traffic by cross marketing to different user populations (course users to resources and resource users to courses)
- Resources include: Online repository of cigarette pack photos, compliance guides, fact sheets, research reports and videos

Approach

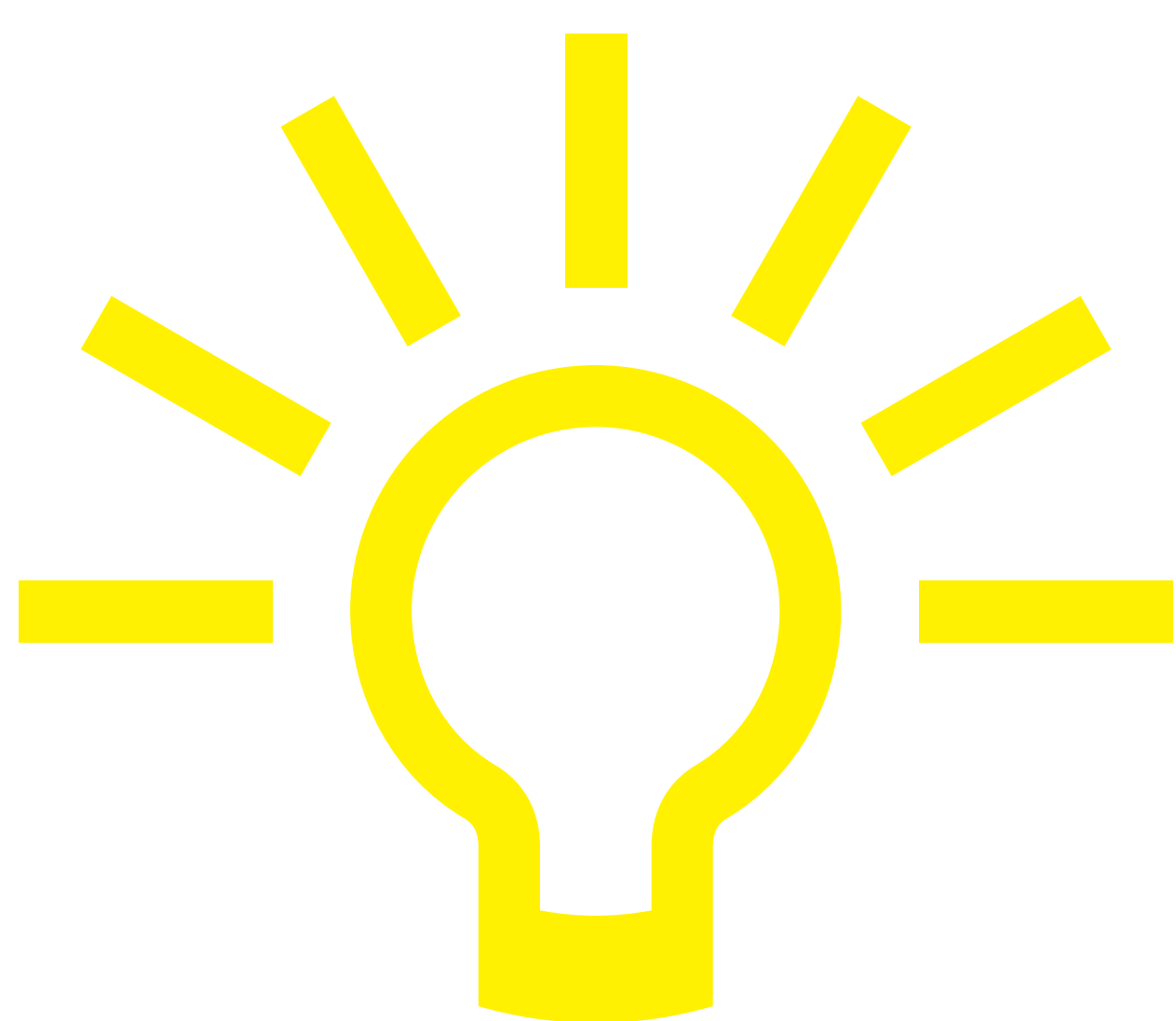


All products are consistent in tone and aesthetics and belong under the larger www.globaltobaccocontrol.org umbrella, while still allowing them to be unique and have their own character.

Comparing page views and users from 2012-2013 to page views and users from 2013-2014 when the new design of the site went live, we saw:



Conclusion



Updating design and branding was key to bolstering the overall presence of www.globaltobaccocontrol.org. It allowed for consolidation of various sites into one central hub and allowed us to maximize our web presence to be more effective in reaching our target audience.

Lessons Learned:

- Keep the design simple and flexible; unforeseen issues will come up and a simple structure will allow for simple solutions
- Have fun with the brand, use it to give your materials some character

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