

## CVS Health, Lung Association Partner to Create a Tobacco-Free America



## Partner Overview

**CVS Health** is a well-known retail chain that boasts nearly 10,000 stores. It employs 300,000 men and women, and in September 2014 CVS became the first pharmacy retailer to stop selling tobacco products.

CVS Health's goal for partnering with the **American Lung Association** are:

- To create a tobacco-free America by supporting an organization that is helping people to quit smoking and improving the early diagnosis of lung cancer.
- To partner with the Lung Association on LUNG FORCE, a program specifically focused on lung health in women, a key demographic for the retailer.
- To help fund research and direct patient service for other lung-related diseases like asthma.

## Backstory

The first time the Lung Association contacted CVS Health about a partnership, the retailer had a one-word answer: "No."

"We felt it was very disingenuous to ask customers at the register to give a dollar to support lung health, when right behind the register we were selling cigarettes," said **Joanne Dwyer**, Former Vice President, CSR & Sustainability and President of the **CVS Health Foundation**.

That all changed in 2014 when CVS Health stopped selling tobacco products in its stores.

"The first nonprofit we called was the American Lung Association," said Joanne. "They are clearly the most well-known and respected lung health organization in the country."

As it turned out, CVS Health's timing could not have been better. The Lung Association was launching LUNG FORCE, an initiative to unite women and their loved ones across the country to stand together for lung health and against lung cancer.

"Eighty percent of CVS Health's consumers are women," said Joanne. "They are the CHO - the chief health officer - of the family, so we saw LUNG FORCE as a way to reach and support women. We signed on to become a national presenting sponsor of the program."



## Strategic Approach

CVS Health's partnership with the Lung Association includes:

- In-store checkout fundraisers that ask customers to donate or to round-up to support the American Lung Association.
- Purchase-triggered fundraisers with brand partners such as **GSK** Consumer Healthcare that donate to the Lung Association when customers purchase Nicorette® or NicoDerm® CQ® products.
- The **CVS Health Foundation** is funding programs to address the disproportionate levels of asthma in both children and adults in underserved communities and communities of color.
- Senior leaders at CVS Health serve on the Lung Association's National Board of Directors, local boards and committees, and team members participate nationwide in the Fight for Air Climbs and LUNG FORCE Walks.

“The Lung Association has great consumer brand recognition. When you have just a moment to ask someone who is trying to get in and out of a store to support the American Lung Association, no one is wondering what they do or what they are all about. They know the incredible work they’re doing. The connection is immediate and the response from our customers has been very generous.”

— Joanne Dwyer, Former Vice President, CSR & Sustainability and President of the CVS Health Foundation

**Let's be tobacco free.**

As part of our Be The First Initiative, we're partnering with the American Lung Association to raise money for programs that help communities be tobacco free.

Over the next three weeks, we need your help to ask every customer to donate \$1 or \$3. Together, we can fight back against tobacco and win the war on lung cancer.

**AMERICAN LUNG ASSOCIATION** | **LUNG FORCE**

Learn more at [Lung.org/ CVS](http://Lung.org/ CVS)

**Our Store Fundraising Goal \$ \_\_\_\_\_**

**Store Colleague Champion**

WEEK 1 \_\_\_\_\_

WEEK 2 \_\_\_\_\_

WEEK 3 \_\_\_\_\_

\*There's no alcohol, tobacco, or other products sold at this store. We're asking you to help us raise money for the American Lung Association. Thank you!



## Results

CVS Health’s partnership with the Lung Association has brought to life the commitment the retailer made to lung health when they stopped selling tobacco products in 2014.

1. In-store fundraising programs have raised over \$27 million to support the Lung Association’s efforts to improve lung health and prevent lung disease through education, advocacy and research.

2. CVS Health sponsored smoking cessation programs have helped thousands of people to stop using tobacco products.

“The hands-down reason CVS Health has become synonymous with lung health is because of our partnership with the Lung Association,” said Joanne.

The partnership has also been good for business.

“When we sold a nicotine replacement product that triggered a donation to the Lung Association, we not only sold more of that product, but we also sold more of all our cessation products, including our own store brands,” said Joanne. “I suspect customers were paying it forward: buying for themselves, but also for a friend, a family member, a colleague that was also trying to quit.”



## Partner Insights

For other companies that are considering partnering with the Lung Association, CVS had this advice.

- 1. Put your house in order.** “It would not have been appropriate or effective for CVS Health to partner with the Lung Association when we were selling tobacco products,” said Joanne. “We only agreed to partner with them when the values of our two organizations were fully aligned.”
- 2. If you are serious about affecting change, you’ve come to the right place.** “The Lung Association has a strong policy and advocacy arm,” said Joanne. “When we were looking to advance policies to reduce smoking in this country, they were a really good third-party advocate and validator that we could join hands with to achieve policy-related goals.”
- 3. Your goals are their goals.** “In all the years of working together, we’ve never come at them with a challenge - whether it’s on the policy side, the retail business side, or the philanthropy side - that they haven’t come back to us with a perfect plan for that is both results and story driven, which is very important to us,” said Joanne.

“The American Lung Association comes from a place of yes. They always figure out a way to help us achieve our goals no matter what that goal is. The reason? They are 100% committed to the partnership and are a talented team of experts, creatives, marketers, and innovators.”

— Joanne Dwyer, Former Vice President, CSR & Sustainability and President of the CVS Health Foundation



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