

Real People, Real Stories

In March 2012, the Centers for Disease Control and Prevention (CDC) launched the first-ever paid national tobacco education campaign—*Tips From Former Smokers (Tips)*.

The *Tips* campaign profiles real people—not actors—who live with serious long-term health effects from smoking and exposure to secondhand smoke. Over the first 2 years of the campaign, ads have shown people who've had stomas, lung removal, heart attacks, limb amputations, asthma, and diabetes complications. These individuals offer “tips” on how to get dressed when you have a stoma or an artificial limb. Their compelling stories send a powerful message: Quit smoking now—or better yet, don't start.

- These hard-hitting ads deliver results. An estimated 1.64 million Americans tried to quit smoking because of the 2012 *Tips* campaign, and at least 100,000 are expected to quit smoking for good.
- The *Tips* campaign serves as an important counter to cigarette marketing that exceeds \$950,000 an hour—more than \$23 million a day—in the United States.

What Are the Key Messages of the Campaign?

- Smoking causes immediate damage to your body, which can lead to long-term health problems.
- For every smoking-related death, at least 30 Americans live with a smoking-related illness.
- Now is the time to quit smoking, and if you want help, free assistance is available.

How Can I Use CDC's *Tips* Campaign Resources to Help My Patients Quit?

- Explain how patients' health conditions can be linked to smoking. Use the *Tips* campaign participants as examples. You can get to know them and hear their personal stories at CDC.gov/tips.
- Suggest that your patients visit the I'm Ready to Quit! page of the *Tips* Web site.



- Check out the CDC's resources developed just for **health care professionals**. These include printable posters for your waiting room and patient rooms, FAQs about quitlines, and a pocket card to help guide your conversations with patients.
- Let your patients know that they can get free quit help by calling 1-800-QUIT-NOW (1-800-784-8669) or 1-855-DEJALO-YA (1-855-335-3569) (for Spanish speakers).

Explore and share the resources CDC has available at CDC.gov/tips.
And like CDC Tobacco Free on Facebook today to keep informed.



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