Tobacco use remains the leading cause of preventable disease, disability, and death in the United States.

As of 2019, about 34 million US adults smoke cigarettes, and every day, more than 1,600 young people aged 18 or younger try their first cigarette. Over 16 million Americans live with at least one disease caused by smoking. Smoking-related illness costs society over $300 billion each year, including more than $225 billion in direct medical costs. Costs could be reduced if we prevent young people from starting to smoke and help people who smoke to quit.

Since 2012, the Tips From Former Smokers® campaign has motivated at least 1 million cigarette smokers to quit for good.