

# Impact of **2013 Tips From Former Smokers** campaign on Quitline Calls and Web Visits



**+75%**

The 2013 Tips From Former Smokers campaign generated more than 150,000 calls, or a **75% increase.**



**+3,700%**

The 2013 Tips From Former Smokers campaign generated 2.8 million web visits, or an almost **3,700% increase.**

**TIPS FROM  
FORMER  
SMOKERS**

**#CDCTIPS**



**U.S. Department of  
Health and Human Services**  
Centers for Disease  
Control and Prevention