

How the *Tips From Former Smokers* Campaign Can Help North Carolina's Faith Leaders and Their Communities



In its first year, CDC's *Tips From Former Smokers (Tips)* campaign motivated an estimated 1.64 million smokers to try to quit, with about 100,000 smokers expected to stay quit for good. The campaign features a wide variety of health conditions linked to smoking, such as COPD, heart disease, and cancer. One *Tips* participant featured in the campaign, Julia, has a particularly strong message about how her faith helped her quit smoking.

Members of your community may see the ads and hear from *Tips* participants about the toll that smoking-related diseases can take. They may turn to their faith leaders for support as they think about quitting.



KNOW THE FACTS ABOUT SMOKING RATES IN NORTH CAROLINA

Following are some important facts that North Carolina faith leaders can share with members of their community:

- More than one in five (20.3%) adults in North Carolina smokes cigarettes.
- More than half of North Carolina smokers (53.1%) have quit smoking for at least one day in the past year. Many smokers want to quit, and it often takes several attempts before they quit for good.
- On average, about 14,220 people in North Carolina die each year from cigarette smoking.
- The cost of health care related to smoking in North Carolina is enormous. In 1 year, total medical costs were \$3.81 billion from smoking. That includes hospital stays, prescription medicines, and treatment for diseases related to smoking.

HOW TO START THE CONVERSATION

If you want to quit smoking, we want you to know that:

- Your faith community cares about you.
- We support you in leading a healthy lifestyle.
- We want you to be here with us and with your family, in good health.
- We can provide you with support during your quit attempt.
- If you want to quit smoking, call toll free 1-800-QUIT-NOW (1-800-784-8669). Trained quit coaches can answer questions, help you develop a quit plan, and provide support.
- CDC also has the *Tips From Former Smokers* Web site to help you. This site has a quit guide and many stories from people who used to smoke to help motivate and inspire you.



HOW TO USE THE *TIPS* CAMPAIGN RESOURCES TO HELP SMOKERS IN YOUR COMMUNITY QUIT



Encourage members of your faith community to:

- Explore and share the resources CDC has available at www.cdc.gov/tips.
- “Like” CDC Tobacco Free on [Facebook](#) to stay informed.
- Display *Tips* ads in your place of worship and link to them from your Web site.
- Promote the "I'm Ready to Quit" guide <http://www.cdc.gov/quit>, which provides practical tips to help smokers quit.
- Give CDC’s “Reasons to Quit Smoking” handout at <http://www.cdc.gov/tobacco/campaign/tips/partners/health/materials/twyd-poster-reasons-to-quit.pdf> to members of your community who would like to quit smoking, and make it available wherever you have free literature on display.
- Tell members of your community who want to quit that they can also get free help by calling 1-800-QUIT-NOW (1-800-784-8669) or 1-855-DÉJELO-YA (1-855-335-3569 for Spanish speakers).
- Tell members of your community about CDC’s resources to help smokers quit. The free content can be used in bulletins, newsletters, blogs, and social media (on [Facebook](#), [Pinterest](#), [Twitter](#), and [YouTube](#)).

\$3.81 BILLION

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