

# How the *Tips From Former Smokers* Campaign Can Help South 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 SOUTH CAROLINA

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

- More than one in five (22%) adults in South Carolina smokes cigarettes.
- More than half of South Carolina smokers (53.9%) 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 7,230 people in South Carolina die each year from cigarette smoking.
- The cost of health care related to smoking in South Carolina is enormous. In 1 year, total medical costs were \$1.90 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](http://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](#)).

# \$1.90 BILLION

*The cost of health care related to smoking in South Carolina is enormous. In 1 year, total medical costs were \$1.90 billion from smoking.*



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