

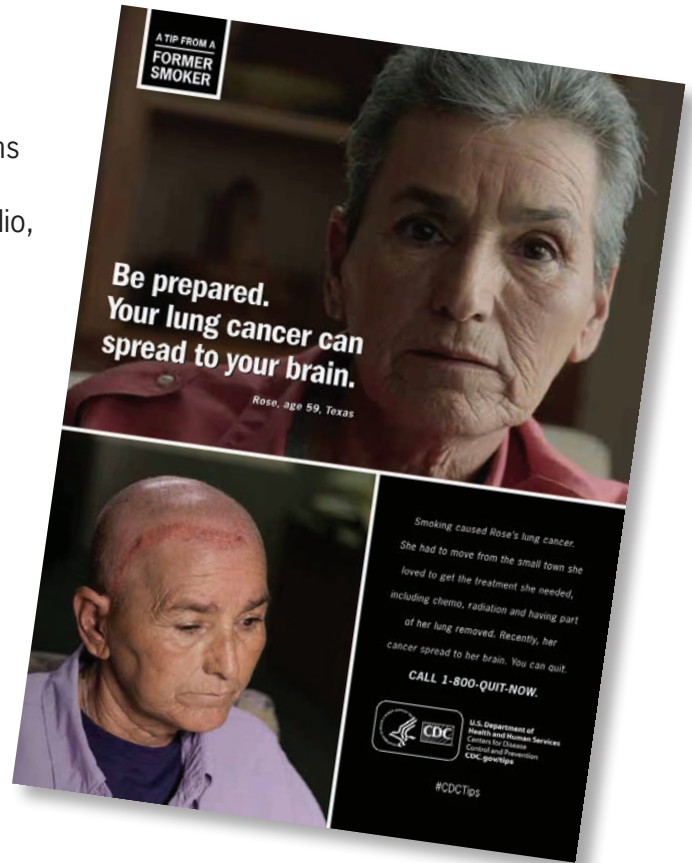
Why It Matters to Pharmacists

In its first year, CDC's *Tips From Former Smokers* campaign motivated 1.6 million smokers to try to quit. The campaign continues this year with new tobacco-related health conditions and a large, national media buy. From July to September 2014, many of your patients will see and hear television, radio, and print messages from former smokers about the toll that smoking-related disease can take. As a result, some of your smoking patients may think about quitting. They may seek your professional advice on how to get started.

For those patients who are ready to quit, you can offer the motivation they need to become former smokers themselves. That's why the *Tips From Former Smokers* campaign has resources to support pharmacists and their patients.

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 **pharmacists**. These include printable posters to hang in store or at your pharmacy window, 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-DÉJELO-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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