

# 2021 TIPS® CAMPAIGN OVERVIEW

## Real People, Real Stories

- In March 2012, the Centers for Disease Control and Prevention (CDC) launched the first federally funded national tobacco education campaign—*Tips From Former Smokers*® (*Tips*®).
- The *Tips* campaign profiles real people who are living with serious long-term health effects due to smoking cigarettes and secondhand smoke exposure. The campaign also features stories of family members impacted by their loved one's smoking-related illness. The more than 40 participants and their families who share their stories send a powerful message: Quit smoking now—or better yet, don't start.



- These hard-hitting *Tips* ads delivered significant results:
- From 2012–2018, CDC estimates that approximately one million people who smoke have successfully quit and more than 16.4 million have attempted to quit because of the *Tips* campaign.
- Additionally, in the first year of the campaign alone, an estimated 6 million non-smokers talked with friends and family about the dangers of smoking.
- During 2012–2018, the *Tips* campaign helped prevent an estimated 129,000 early deaths and helped save an estimated \$7.3 billion in smoking-related healthcare costs. The cost-effectiveness study found that for every \$3,800 spent on the *Tips* campaign, we prevented an early death, when factoring in smoking relapse, inflation, and advertising and evaluation costs.

## Health Conditions Featured in *Tips*

Over the past 10 years, *Tips* ads have shown the challenges that real people face every day as a result of smoking in a way that statistics cannot. The *Tips* campaign focuses on many health conditions caused or made worse by smoking or exposure to secondhand smoke, including:

- Cancer (lung, throat, head and neck, colorectal)
- Heart disease
- Stroke
- Asthma
- Diabetes complications
- Buerger's disease
- COPD (chronic obstructive pulmonary disease)
- Gum disease
- Preterm birth
- HIV (human immunodeficiency virus)
- Mental health conditions (depression and anxiety)
- Vision loss

## 2021 *Tips* Campaign Media Overview

### The 2021 media buy will:

- Begin March 1st and end September 26th.
- Air ads nationally on cable and network TV, streaming radio, and online.
- Include additional TV placements in 28 designated market areas with high smoking rates.
- Reach American Indian/Alaskan Native, Asian, African American, Hispanic/Latino, and LGBTQ audiences through additional placements on targeted TV, print, and digital channels.
- Engage audiences on social media platforms, including Facebook, Twitter, YouTube, Instagram, Pinterest, and LinkedIn.
- Place ads in English, Spanish, and four Asian languages.
- Promote offers for free nicotine replacement therapy.
- Direct people who smoke to free resources to help them quit.

## Meet the 2021 *Tips* Ad Participants

The new *Tips* ads feature the following people:

**Tonya M.**, age 49, was diagnosed with heart failure at 38. She had to have a mechanical pump inserted inside her chest to help her heart pump blood throughout her body.

**Denise H.**, age 66, has spent more than 30 years caring for her husband, Brian, featured in previous *Tips* ads, who suffers from multiple health issues as a result of his smoking.

**Asaad M.**, age 25, put his young life on hold to care for his mother, Leah, who was diagnosed with colorectal cancer from smoking.



## Working with Healthcare Providers

The *Tips* campaign engages doctors, nurses, dentists, pharmacists, and many other healthcare providers so they can encourage their patients who smoke to quit for good. Resources for healthcare providers, public health professionals, and mental health providers can be found on the *Tips* website at [www.cdc.gov/tipshcp](http://www.cdc.gov/tipshcp).

## *Tips* Key Messages

- Smoking causes immediate damage to your body, which can lead to long-term health problems.
- For every American who dies because of smoking, at least 30 are living with a serious smoking-related illness.
- Now is the time to quit smoking. Free help is available:

### **Quitlines**

- 1-800-QUIT-NOW (1-800-784-8669) (English)
- 1-855-DÉJALO-YA (1-855-335-3569) (Spanish)
- 1-800-838-8917 (Mandarin and Cantonese)
- 1-800-556-5564 (Korean)
- 1-800-778-8440 (Vietnamese)

### **Websites**

- [CDC.gov/quit](http://CDC.gov/quit) (English)
- [CDC.gov/consejos](http://CDC.gov/consejos) (Spanish)

### **Smartphone App**

- [NCI QuitSTART app](#)

### **Text Message Program**

- [NCI SmokefreeTXT](#)



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