



# 2022 TIPS FROM FORMER SMOKERS® CAMPAIGN OVERVIEW

## Real People, Real Stories

2022 marks the 10-year anniversary of the *Tips From Former Smokers*® (*Tips*®) campaign, which has featured more than 40 brave individuals, from a variety of backgrounds, who live with serious long-term health effects due to smoking cigarettes or secondhand smoke exposure. The campaign also features stories of family members impacted by their loved one's smoking-related illness. The message they send is powerful: Now is the time to quit smoking, and free help is available.



## Health Conditions Featured in *Tips*

During 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:

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

## 2022 *Tips* Campaign Media Buy Overview

The 2022 media buy will:

- Begin February 28th and end September 25th.
- Air ads nationally on cable and network TV, streaming radio, and online.
- Promote [1-800-QUIT-NOW](https://www.1-800-QUIT-NOW.com), a free telephone-based counseling service.
- Promote text messaging services, available in English and Spanish, designed to connect people with text message-based support to help them quit smoking.
- Reach American Indian/Alaska Native, Asian, Native Hawaiian, and Other Pacific Islanders, African American, Hispanic/Latino, and LGBTQ+ communities through additional placements on audience-focused TV, print, radio, and online.
- Engage audiences on social media platforms, including Facebook, Twitter, YouTube, and Instagram.
- Place in-language ads in English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese.
- Promote offers for free nicotine replacement therapy.

## Meet the 2022 *Tips* Ad Participants

New *Tips* TV, radio, print, and digital ads feature the following people:

- Rebecca C., age 43, lives in Indiana and had all the toes on her right foot amputated because of Buerger's disease, a smoking-related condition that cut off the blood supply to her foot.
- Tonya M., age 49, lives in North Carolina and was diagnosed with heart failure from smoking at 38. She had to have a mechanical pump inserted inside her chest to help her heart pump blood throughout her body.
- Michael F., age 57, lives in Florida and has smoking-related COPD. His wife used to smoke too, but she quit to stay healthy enough to help take care of him.
- Asaad M., age 25, lives in California and put his young life on hold to care for his mother, Leah M., who was diagnosed with colorectal cancer from smoking.
- Geri M., age 58, lives in Michigan and smoked menthol cigarettes. She now lives with COPD.

## Expanding Reach Through a National Texting Portal

- In addition to promoting the 1-800-QUIT-NOW telephone-based counseling service, the *Tips* campaign will now also be promoting text messaging services, available in English and Spanish, designed to connect adults with text-message based support to help them quit smoking.
- The [National Texting Portal](#), developed in collaboration with the National Cancer Institute (NCI), connects adults to state resources or routes them to NCI's SmokefreeTXT if state text messaging services are not available.
- *Tips* ads, which will run on a digital platform, will encourage adults to text QUITNOW to 333888 for free help in English or text DÉJELO YA to 333888 for free help in Spanish (data and message rates may apply).
- Evidence-based texting services are an important complement to 1-800-QUIT-NOW as texting services may reach adults who want additional quit support, but may be less likely to call a quitline.

## 10 Years of Impact

The hard-hitting *Tips* ads deliver [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.
- People who smoke and have seen *Tips* ads report greater intentions to quit within the next 30 days, and those who have seen the ads multiple times have even greater intentions to quit.
- From 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, an early death is prevented.



## *Tips* Uses Approaches to Address Health Disparities in Pursuit of Health Equity

- The *Tips* campaign uses approaches to address health disparities in pursuit of health equity by increasing the reach, representation, receptivity, and accessibility of smoking cessation messages. *Tips* also increases awareness of free quit-smoking resources among adults—no matter who they are, where they live, or how much money they make.
- Specifically, the *Tips* campaign:
  - Develops evidence-based smoking cessation messages and includes people in the campaign that reflect the diversity of those suffering from smoking-related health conditions and experiences.
  - Places *Tips* ads on a variety of media channels to reach communities and groups with high levels of smoking and smoking-related diseases, including those populations who are disproportionately affected by tobacco use.
  - Makes *Tips* materials available for free to state and local health departments and community-based organizations so they can use their limited funds to place ads in communities that have high smoking rates.
  - Translates *Tips* information and resources into additional languages, uses culturally appropriate language, and creates materials that are accessible for people with disabilities.

## 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:

### Telephone

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

### Web

- [CDC.gov/quit](https://www.cdc.gov/quit) (English)
- [CDC.gov/consejos](https://www.cdc.gov/consejos) (Spanish)

### Text-Based Messages

- Text [QUITNOW to 333888](https://www.cdc.gov/quit) (English)
- Text [DEJELO YA to 333888](https://www.cdc.gov/consejos) (Spanish)

### App

- [QuitSTART app](https://www.cdc.gov/quit)

A TIP FROM A  
**FORMER  
SMOKER'S  
SON**



**Asaad put  
his life on  
hold because  
his mom  
smoked.**

Meet Asaad 

A TIP FROM A  
**FORMER  
SMOKER**



**You don't  
have to be  
old to get  
COPD.  
I was 44.**

Meet Geri 

UN CONSEJO  
— DE UN —  
**EXFUMADOR\***



**No espere  
a tener un  
colapso  
pulmonar  
para dejar  
de fumar.**

Conozca a Michael 

A TIP FROM A  
**FORMER  
SMOKER**



**I didn't think  
smoking  
could do this.**

Meet Rebecca 

A TIP FROM A  
**FORMER  
SMOKER**



**Smoking  
caused my  
heart failure  
when I  
was 38.**

Meet Tonya 



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