



# TIPS FROM FORMER SMOKERS® FREE CAMPAIGN MATERIALS

Spread the word about CDC's *Tips From Former Smokers*® campaign and the health benefits of quitting smoking. Find free resources to help enhance your smoking cessation communication efforts.

## OSH's Media Campaign Resource Center (MCRC)

CDC's [Media Campaign Resource Center \(MCRC\)](#) is a clearinghouse for tobacco control ads developed by states and communities, federal agencies, and other nonprofit organizations.



- Find tobacco control ads for TV, print, radio, digital, and out-of-home (billboards, bus shelters).
- Use free broadcast-quality ads for paid placement.
- In-language materials available in English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese.
- Some ads may require usage fees.
- For more information, please contact [mcrccdc.gov](mailto:mcrccdc.gov).

## Tips Campaign Website

Visit the [Tips website](#) to find a variety of free campaign resources.



- View *Tips* ads, [participant biographies](#), and additional background videos. Customize and share pre-written [matte articles](#).
- Use *Tips* [social media content](#) on your social media platforms, or share from CDC Tobacco Free on [Facebook](#), [Twitter](#), [YouTube](#), and Instagram.
- Visit [CDC.gov/quit](https://www.cdc.gov/quit) for a variety of free resources to help people successfully quit smoking, including a [texting program](#), a [downloadable app](#), a quit plan, and many other helpful tools.
- In-language materials available in English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese.

## Tips From Former Smokers Download Center

The [Tips From Former Smokers Download Center](#) supports the communication efforts of the tobacco control community, educators, healthcare providers, professional organizations, and others.

- Find *Tips* public service announcements (PSAs), and low-resolution video, print, radio, digital, and out-of-home ads.
- In-language materials available in English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese.

