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**TIPS FROM  
FORMER  
SMOKERS**

**CDC's National Tobacco Education Campaign**  
*Tips From Former Smokers*



# Campaign Goals

- ❑ Build public awareness of the immediate health damage caused by smoking and exposure to secondhand smoke.
- ❑ Encourage smokers to quit and make free help available for those who want to quit, including calling 1-800-QUIT-NOW or visiting [CDC.gov/tips](https://www.cdc.gov/tips).
- ❑ Encourage smokers not to smoke around others and nonsmokers to protect themselves and their families from exposure to secondhand smoke.



# Target Audiences

## ❑ Main Audience

- Smokers ages 18 through 54

## ❑ Other Audiences

- Parents, family members, adolescents, health care providers, and faith communities



## Key Messages

- ❑ Smoking causes immediate damage to your body, which can lead to long-term health problems.
- ❑ For every person who dies because of smoking, at least 30 people live with a serious smoking-related illness.
- ❑ Now is the time to quit smoking, and if you want help, free assistance is available.



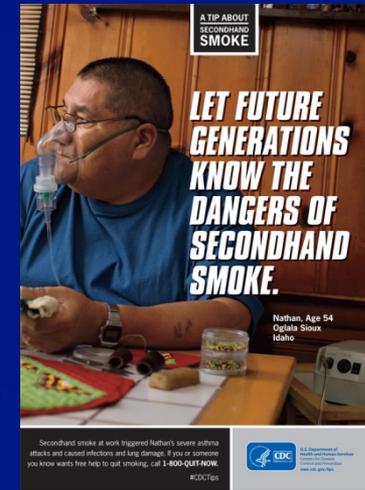
# Health Issues Featured in the *Tips* Ads

- ❑ Cancer (lung, throat, head and neck, colorectal)
- ❑ Heart disease
- ❑ Stroke
- ❑ Asthma
- ❑ Diabetes complications
- ❑ Buerger's disease
- ❑ COPD (chronic obstructive pulmonary disease)



# Health Issues Featured in the *Tips* Ads

- ❑ Gum disease
- ❑ Preterm birth
- ❑ HIV
- ❑ Vision loss
- ❑ Mental health conditions (depression and anxiety)
- ❑ Dual use\*



\* Dual use is defined as the current use of both cigarettes and electronic cigarettes.

# 2012 Tips Campaign Results: *The Lancet*

**THE LANCET** Articles

## Effect of the first federally funded US antismoking national media campaign

Tom Mulley, Kimberlie Chen, Robert L Alexander, Terry F Pechacek, Rebecca Hornell

**Summary**  
Background Every year, smoking kills more than 3 million people globally, including 440 000 people in the USA, where the long-term decline in smoking prevalence has slowed. The US Centers for Disease Control and Prevention (CDC) delivered a national, 5-month antismoking campaign called Tips From Former Smokers (Tips) that started in March, 2012, in which hard-hitting, emotionally evocative television advertising was featured, depicting smoking-related suffering in real people. We aimed to assess the effects of the Tips campaign.

**Methods** We undertook baseline and follow-up surveys of nationally representative cohorts of adult smokers and nonsmokers. The national effect of the Tips campaign was estimated by applying rates of change in the cohort before and after the campaign to US census data.

**Findings** 3031 smokers and 2220 non-smokers completed baseline and follow-up assessments. 2395 (78%) smokers and 1851 (84%) non-smokers recalled seeing at least one Tips advertisement on television during the 3-month campaign. Quit attempts among smokers rose from 31.1% (95% CI 30.3–31.9) at baseline to 34.5% (34.0–35.2) at follow-up, a 12% relative increase. The prevalence of abstinence at follow-up among smokers who made a quit attempt was 33.4% (95% CI 3.2–37.2). Nationally, an estimated 1.64 million additional smokers made a quit attempt, and 220 000 (95% CI 157 000–282 000) remained abstinent at follow-up. Recommendations by non-smokers to quit grew from 2.4% at baseline to 5.7% at follow-up, and the prevalence of people talking with friends and family about the dangers of smoking rose from 31.9% (95% CI 31.3–32.5) to 35.2% (34.6–35.9), resulting in an estimated 4.7 million additional non-smokers recommending cessation services and more than 6 million talking about the dangers of smoking.

**Interpretation** The high-exposure Tips media campaign was effective at increasing population-level quit attempts. The growth in smokers who quit and became sustained quitters could have added from a third to almost half a million quality-adjusted life-years to the US population. Expanded implementation of similar campaigns globally could accelerate progress on the WHO Framework Convention on Tobacco Control and reduce smoking prevalence globally.

**Funding** CDC, US Department of Health and Human Services.

**Introduction**  
Tobacco use remains the leading cause of preventable death worldwide, causing nearly 5 million deaths annually.<sup>1</sup> For individuals, smoking shortens life expectancy by more than 10 years,<sup>2</sup> whereas adults who quit before age 40 years regain almost a decade in life expectancy.<sup>3</sup> Every year in the USA, cigarettes kill more than 440 000 people<sup>4</sup> and cost US\$96 billion in direct medical costs and \$97 billion in lost productivity.<sup>5</sup> Despite these striking statistics, the long-term decline in smoking in the USA has slowed in recent years.<sup>6,7</sup> Although 30% of US smokers attempt to quit every year,<sup>8</sup> the annual sustained cessation rate remains around 5%.<sup>9</sup> Intervention by doctors can increase quit rates, but competing demands, inadequate reimbursement policies, and insufficient training constrain their ability to reach the 40 million smokers in the USA.<sup>10</sup> State and local mass-media campaigns have motivated smokers to quit,<sup>11</sup> but these initiatives have typically been done sporadically or at low exposure levels. States vary widely by campaign implementation, a few (such as California and New York) have run consistent media campaigns for many years,

whereas others have either never run media campaigns or have made intermittent efforts at low doses. Globally, several national media campaigns have taken place, but assessments of these have been based largely on regional samples, evaluated multiple state-based campaigns at the national level, used surrogate markers for quit-attempt rates, relied on differences in self-reported exposure to advertising, or used samples without prospective cohort designs or excluding non-smokers.<sup>12–14</sup>

In the USA, the Patient Protection and Affordable Care Act 2010 (ACA)<sup>15</sup> provides opportunities to accelerate national progress in tackling tobacco use,<sup>16</sup> including enhanced reimbursements for cessation services and mass-media support. In 2012, through the ACA, the US Centers for Disease Control and Prevention (CDC) launched the first, federally funded, national, anti-smoking, mass-media education campaign—Tips From Former Smokers (Tips). This \$24 million initiative featured emotional true stories told by former smokers to increase awareness of the human suffering caused by smoking, encourage quitting, and motivate non-smokers to communicate with family and friends about the

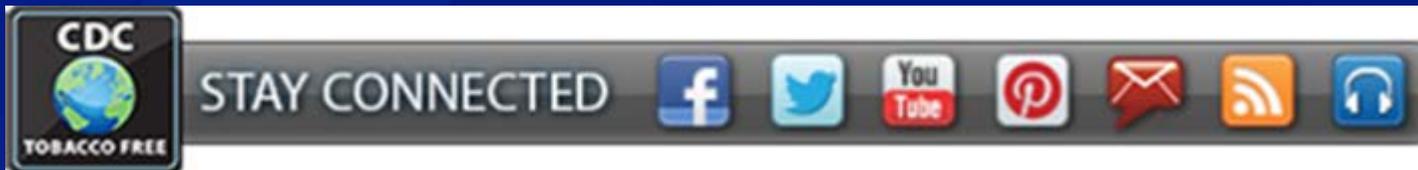
Submitted October 10, 2012; accepted October 10, 2012. WHO Collaborating Centre for Tobacco Control and Health Promotion, London School of Hygiene and Tropical Medicine, London, UK; US Centers for Disease Control and Prevention, Atlanta, GA, USA; US Department of Health and Human Services, Washington, DC, USA; National Cancer Institute, Bethesda, MD, USA; and US Department of Health and Human Services, Office on Smoking and Health, Washington, DC, USA. Correspondence: Dr Tom Mulley, WHO Collaborating Centre for Tobacco Control and Health Promotion, London School of Hygiene and Tropical Medicine, Keppel Street, London WC1E 7HT, UK (t.mulley@lshtm.ac.uk).

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- ❑ In its first year, the *Tips* campaign motivated 1.64 million smokers to make a quit attempt.
- ❑ About 100,000 U.S. smokers are expected to stay quit for good as a result of the 2012 campaign.
- ❑ More than 6 million nonsmokers talked with friends and family about the dangers of smoking.

## *Tips* Information and Resources

- ❑ Visit the *Tips* Web site [CDC.gov/tips](https://www.cdc.gov/tips) for ideas, information, and resources.
- ❑ Follow **CDC**TobaccoFree on social media sites.



- ❑ Free help is available for those who want to quit at 1-800-QUIT-NOW and [CDC.gov/tips](https://www.cdc.gov/tips) as well as 1-855-DÉJELO-YA and [CDC.gov/consejos](https://www.cdc.gov/consejos) (Spanish).

Thank you!