

TIPS FROM
FORMER
SMOKERS

FREE CAMPAIGN MATERIALS AVAILABLE FROM CDC

Smoking is the leading cause of preventable death, killing more than 1,300 Americans each day. For every person who dies because of smoking, at about 30 people live with a serious smoking-related illness. Reducing smoking is one proven way we can help people live longer, healthier lives.

The Centers for Disease Control and Prevention (CDC) developed the *Tips From Former Smokers* campaign to raise awareness about the suffering caused by smoking and secondhand smoke exposure and to encourage smokers to quit. The campaign targets smokers ages 18–54 as well as parents, family members, health care providers, and adolescents.

Tips campaign resources include:

- **TV, print, radio, digital, and out-of-home (billboards, bus shelters) ads**

Ads are available for paid placement in English and some are available in Spanish. These broadcast-quality ads are available from CDC's Media Campaign Resource Center (MCRC) at **CDC.gov/tobacco/MCRC**. The MCRC is a clearinghouse for tobacco control ads developed by states and communities, federal agencies, and other nonprofit organizations.

- **The Tips From Former Smokers Web site**

Visit **CDC.gov/tips** to view the *Tips* ads and background videos about the participants. Find their bios, print ads and photos, as well as buttons, matte articles, and social media content. Read consumer friendly information about illnesses caused by smoking and how to quit smoking. Materials are available in English and Spanish.

- **The Tips From Former Smokers Download Center**

To access low-resolution TV, print, radio, online, and out-of-home ads for use by educators, health care providers, and community organizations, go to **plowsharegroup.com/cdctips**.

Public service announcements about quitting smoking and the effects of secondhand smoke are available in English and Spanish from the *Tips From Former Smokers* Download Center.



- **Web buttons**

Buttons are available in English and Spanish. Help promote the campaign messages and resources to your partners and constituents by placing a button on your Web site. To download these products, visit **CDC.gov/tips**.



To learn more about the *Tips From Former Smokers* campaign, please visit **CDC.gov/tips**.



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
CDC.gov/tips