

Real People, Real Stories

In March 2012, the Centers for Disease Control and Prevention (CDC) launched the first federal national tobacco education campaign—*Tips From Former Smokers™* (*Tips™*).

The *Tips™* campaign profiles real people—not actors—who are living with serious long-term health effects due to smoking and secondhand smoke exposure. During the campaign, ads have featured people living with stomas, lung cancer, amputations, and other serious health conditions as a result of smoking.

The participants who shared their stories sent a powerful message: Quit smoking now—or better yet, don't start. These hard-hitting *Tips* ads also delivered significant results:

- About 1.6 million people tried to quit smoking because of the 2012 *Tips* campaign and about 100,000 of these quit smoking for good.
- The 2012 *Tips* campaign averted at least 17,000 premature deaths.
- *Tips* is a “best buy” in public health at a cost of just \$393 per year of life saved.

2017 Tips™ Campaign

In 2017, *Tips* ads focus on many health issues caused or made worse by smoking or exposure to secondhand smoke, including:

- Cancer (lung, throat, head and neck, colorectal)
- Heart disease
- Stroke
- COPD (chronic obstructive pulmonary disease)
- Gum disease
- Preterm birth
- HIV (human immunodeficiency virus)
- Dual use (the current use of both cigarettes and electronic cigarettes)
- Mental health conditions (depression and anxiety)



2017 Tips™ Campaign Media Overview

Media Buy

- Will run for at least 20 weeks, beginning January 9, in every media market in the country.
- Ads will be placed in English, Spanish, Chinese, Vietnamese and Korean.
- Social media platforms featuring *Tips* content include Facebook, Twitter, YouTube, and Pinterest.

- The commercials will direct smokers to free resources to help them quit, including:

- 1-800-QUIT-NOW (English)
- 1-855-DÉJELO-YA (Spanish)
- 1-800-838-8917 (Mandarin and Cantonese)
- 1-800-556-5564 (Korean)
- 1-800-778-8440 (Vietnamese)
- CDC.gov/tips (English)
- CDC.gov/consejos (Spanish)

Media Channels

Ads will be placed on network broadcast and cable TV, radio, and billboards; online; and in magazines and newspapers. Spanish-language ads will run on Hispanic TV and digital networks, and Asian-language newspaper ads will run in cities with large Asian populations.

What Are the Key Messages of the Campaign?

- 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 Americans live with a serious smoking-related illness.
- Now is the time to quit smoking, and if you want help, free assistance is available.

We know this is money well spent. The *Tips* campaign inspires and supports quit attempts and helps people quit smoking for good. This campaign saves lives and saves dollars.

- Data show that the campaign has sustained success over the past 5 years.
- The *Tips* campaign serves as an important counter to the nearly \$1 million that the tobacco industry spends each hour on cigarette advertising and promotion in the United States.
- The money spent on this campaign is roughly equal to the amount of money the tobacco industry spends on advertising and promotion in about 3 days.
- Smoking-related diseases cost the United States nearly \$170 billion a year in health care spending.
- As a result of the campaign, thousands of lives and millions of health care dollars will be saved.

If you want to be inspired, watch the ads and listen to these stories of men and women whose lives were changed forever by smoking and exposure to secondhand smoke, and who had the courage to tell their stories so others wouldn't suffer.