



Dear Colleagues,

Thank you for your enthusiasm and participation in the first quarter of the [Year of Cessation](#). Your promotion of this important initiative through social media posts, emails to listservs, information posted to websites, and stories featured in local media have made the launch a success and, most importantly, helped promote quit attempts.

Since launching the *Year of Cessation*, one primary focus has been on partnerships—reaching out to broader audiences, and exploring opportunities for collaboration. This has included sharing information about the *Year of Cessation* with nearly 500 participants on a webinar hosted by the Smoking Cessation Leadership Center. I also had the honor of discussing cessation with CDC’s Tribal Advisory Committee as well as with our state and territorial tobacco control managers. Across OSH we are continuing to move forward with activities to advance three major goals: addressing high-prevalence populations, tailored and targeted cessation resources, and health systems/clinical improvement.

As we kick off the second quarter of the *Year of Cessation*, we will focus on the role of smoking cessation in improving health, and ways that health systems can make tobacco screening and cessation treatment a part of routine care. It’s fitting that the hallmark event of this quarter is today’s launch of the 2019 [Tips From Former Smokers®](#) (*Tips*®) campaign.

Tips 2019. The 2019 *Tips* ads feature new participants as well as familiar faces. Participants tell stories about the effect of smoking on their lives—and the lives of their family members. Dana is a former smoker whose mother, Terrie, spoke out against smoking, and is featured numerous times in the *Tips* campaign. Terrie died in 2013 from cancer caused by smoking. Now Dana wants to carry on Terrie’s mission and encourage all smokers to quit. Another ad features actor Leonard Nimoy, who died in 2015 of smoking-related COPD. Leonard used his influence in the last years of his life to speak about the dangers of smoking. His widow, Susan, is joining the *Tips* campaign to share their story. *Tips* ads are set to air on network and cable television, in magazines, and online through October 2019.

How can *Tips* materials support tobacco cessation efforts in health systems?

- Providers can use the *Tips* campaign materials to help [start conversations with patients](#) about tobacco use.
- Offices and clinics can display [Tips posters](#) in waiting rooms or exam rooms, to encourage patients to talk with their providers about quitting.
- Offices and clinics can play [Tips television ads](#) on a loop in waiting rooms.

Our hope is that *Tips* will encourage those who smoke to seek care and support to help them quit. We know people affected by and at risk for smoking-related disease seek care from health systems that can and should provide

support to help patients quit smoking. These health systems include not just primary care settings, but also cancer treatment centers, cardiology and pulmonary clinics and rehabilitation centers, reproductive health centers, dental offices, and behavioral health treatment centers. Given the critical role that health systems and providers play in identifying people who use tobacco and providing treatment and support to help them quit, we've revamped [some of our Tips webpages](#) with health systems and provider audiences in mind, highlighting the many cessation resources offered by OSH and our partners.

In collaboration with Million Hearts®, we've already developed and published a [suite of materials](#) aimed at helping health systems and clinicians develop and routinely implement a tobacco cessation intervention protocol. In the coming months, Million Hearts will launch an additional resource focused on integrating tobacco cessation treatment into inpatient, outpatient, and behavioral health settings, so stay tuned for its release.

As we continue the *Year of Cessation*, I want to thank you for your shared passion, ongoing commitment, and collaboration.



Sincerely,
Corinne Graffunder
Director
Office of Smoking and Health

2019 *Tips From Former Smokers*®

Beginning today, CDC is airing a new round of hard-hitting ads from the *Tips* campaign on national network and cable television, in magazines, and online. The 2019 ads feature stories about the impact of smoking not only on *Tips* participants but on their loved ones, as well. New ads will run through Sunday, October 6, 2019 pausing three times during the 27-week run for the weeks of Memorial Day, Fourth of July, and Labor Day.

CDC Feature Article: Former Smokers and Their Families Speak Out

Today, a feature article called "[Former Smokers and Their Families Speak Out](#)" is available on [CDC.gov](#). The article provides an overview of the 2019 *Tips* campaign. In the article, you will find more information about Dana, Terrie, Leonard, Susan and Christine, as well as resources for families to share with those who need inspiration to quit. The feature is also available in Spanish. Find sharable social media messages about the article on the *Tips* social media web page. Finally, please share a link to this article to members of your listservs.

Social/Digital Media Activities: We Need Your Help!

OSH is planning a variety of social and digital media activities to promote the campaign launch, and we would greatly appreciate your support. We have updated the [social media page](#) on the *Tips* website for 2019; feel free to share and promote the messages and images. We will let you know when we update this page throughout the 2019 campaign.

News Release

OSH issued a [news release](#) highlighting the 2019 *Tips* campaign.

Tips Website Resources

Content on the *Tips* website is now live and fully updated. On the site, you will find:

- [Ad participant](#) biographies and video interviews
- Practical strategies for quitting smoking and links to several free [cessation resources](#)
- Information about the [health conditions](#) featured in the campaign
- [Printable *Tips* ads](#) to hang in your workplace
- A link to the *Tips* [Spanish-language site](#).

Materials from the *Tips From Former Smokers*® [Download Center](#)

Access free materials—such as low-res TV, radio, online, print, and out-of-home ads as well as PSAs—at any time from the Download Center.

CDC's [Media Campaign Resource Center \(MCRC\)](#)

All new *Tips* ads are now available from the Media Campaign Resource Center (MCRC). The MCRC collects broadcast-quality *Tips* ads and other tobacco prevention and control ads from paid campaigns around the country. Some may require usage fees; contact mcrc@cdc.gov with questions.

We hope these products and tools will allow you to share and promote the 2019 *Tips From Former Smokers*® campaign. If you have additional questions about this year's campaign, please contact OSH at tobaccomediacampaign@cdc.gov.

Sincerely,
CDC's Office of Smoking and Health



Centers for Disease Control and Prevention – 4770 Buford Highway, MS S107-7, Atlanta, GA 30341 – 800-CDC-INFO (800-232-4636)