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. Ads have featured people living with stomas, lung cancer, amputations, and other serious health conditions as a result of their smoking.

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

- From 2012 to 2015, CDC estimates that millions of Americans have tried to quit smoking cigarettes because of the campaign and at least half a million have quit for good.
- Additionally, in the first year of the campaign alone, an estimated 6 million non-smokers talked with friends and family about the dangers of smoking.
- Tips is cost-effective. An economic analysis of the Tips campaign has shown that for every $2,000 we spend on the ads, we prevent a death.

2018 Tips® Campaign

In 2018, 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
- Asthma
- Diabetes complications
- Buerger’s disease
- COPD (chronic obstructive pulmonary disease)
- Gum disease
- Preterm birth
- Macular degeneration
- HIV (human immunodeficiency virus)
- Mental health conditions (depression and anxiety)

2018 Tips® Campaign Media Overview

The 2018 Media Buy will:

- Run for 25 weeks, beginning April 23, in every media market in the country.
- Include additional TV placements in 37 designated market areas with high smoking rates.
- Extend the Tips campaign through Facebook, Twitter, YouTube and Instagram.
- Place ads in English, Spanish and four Asian languages.
- Reach additional priority populations through targeted media channels.
- Promote an offer for nicotine replacement therapy on national television for at least two weeks.
- 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)
  - NCI QuitSTART app: https://smokefree.gov/apps-quitstart
  - NCI SmokefreeTXT: https://smokefree.gov/smokefreetxt

Media Channels

Ads will be placed on national television, in magazines, and online. Spanish-language ads will run on Hispanic TV and digital networks, and Asian-language newspaper and digital 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. Free help is available by calling 1-800-QUIT-NOW.

In 2018, new Tips ads will feature the following participants:

- **Brian**, age 63. An Air Force veteran, Brian had his first heart attack at age 35, while on assignment in England. He quit smoking in 2009 and received a heart transplant in July 2012. In January 2017, Brian was diagnosed with lung cancer and had part of his lung removed.
- **Christine**, age 55, began smoking at age 16. At age 44, she was diagnosed with oral cancer, which eventually required doctors to remove half of her jaw.
- **Sharon**, age 58, began smoking at age 13. In 1997, at age 37, she was diagnosed with stage IV throat cancer.
- **Tiffany**, age 40, shares strategies for successfully quitting smoking.