

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.

