

CDC'S NATIONAL TOBACCO EDUCATION CAMPAIGN 2023 *TIPS*® CAMPAIGN OVERVIEW

TIPS FROM FORMER SMOKERS®

REAL PEOPLE, REAL STORIES

The *Tips From Former Smokers*® (*Tips*®) campaign features the stories of more than 40 brave individuals from diverse backgrounds living with serious long-term health effects from smoking and secondhand smoke exposure. The campaign also features stories of family members impacted by their loved one's smoking-related illness. The message they send is urgent: Now is the time to quit smoking, and free help is available if needed.



TIPS KEY MESSAGES

- Smoking causes immediate damage to your body, which can lead to long-term health problems.
- For every American who dies because of smoking, at least 30 are living with a serious smoking-related illness.
- Now is the time to quit smoking. Free help is available:

Telephone

1-800-QUIT-NOW (1-800-784-8669) (English)
1-855-DÉJELO-YA (1-855-335-3569) (Spanish)
1-800-838-8917 (Mandarin and Cantonese)
1-800-556-5564 (Korean)
1-800-778-8440 (Vietnamese)

Web

[CDC.gov/quit](https://www.cdc.gov/quit) (English)
[CDC.gov/consejos](https://www.cdc.gov/consejos) (Spanish)

App

QuitSTART app

Text

Text QUITNOW to 333888 (English and Spanish)
Text DÉJELOYA to 333888 (Spanish)

2023 *TIPS* CAMPAIGN MEDIA BUY OVERVIEW

The 2023 media buy will:

- Begin on March 6 and end on September 24.
- Air ads nationally on cable and network TV, and digital video, display, search, and social media platforms.
- Promote free telephone-based counseling services, available in English, Spanish, and multiple Asian languages.
- Promote free text messaging-based services, available in English and Spanish, on YouTube, social media, and integrated programming on Telemundo and Univision.

- Promote 1-855-DEJELO-YA and the National Texting Portal through new content on Telemundo and Univision as part of their integrated “telethon style” programming. Integrations will run in markets based on high Hispanic population density, language preference, and prior year call volume.
- Reach American Indian/Alaska Native, Asian, Native Hawaiian, and other Pacific Islanders, African American, Hispanic/Latino, and LGBTQ+ communities through additional placements on audience-focused TV, print, radio, and digital channels.
- Engage audiences on social media platforms, including Facebook, Twitter, YouTube, and Instagram.
- Place in-language ads in English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese.
- Promote offers for free nicotine replacement therapy (NRT) on television ads and Facebook periodically during the media buy.



HEALTH CONDITIONS FEATURED IN TIPS

Tips ads show the challenges that real people face every day as a result of smoking in a way that statistics cannot. The campaign focuses on many health conditions caused or made worse by smoking or exposure to secondhand smoke, including:

- Asthma
- Buerger’s disease
- Cancer (lung, throat, head and neck, colorectal)
- COPD (chronic obstructive pulmonary disease)
- Diabetes complications
- Gum disease
- Heart disease
- HIV (human immunodeficiency virus) complications
- Mental health conditions (depression and anxiety)
- Preterm birth
- Stroke
- Vision loss

TIPS USES APPROACHES TO ADDRESS HEALTH DISPARITIES IN PURSUIT OF HEALTH EQUITY

Tips increases the reach, representation, receptivity, and accessibility of smoking cessation messages. *Tips* also increases awareness of free quit-smoking resources among adults—no matter who they are, where they live, or how much money they make.

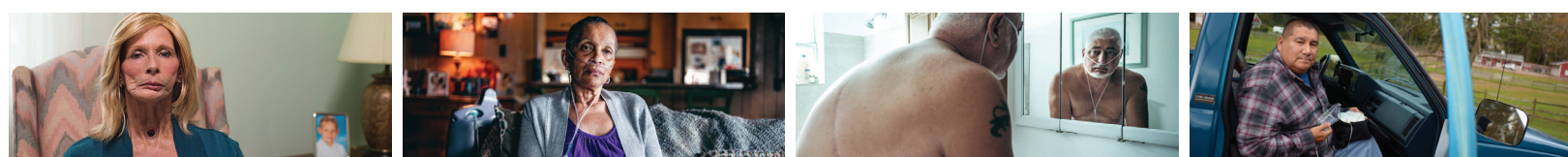
Specifically, the *Tips* campaign:

- Develops evidence-based smoking cessation messages and includes people in the campaign that reflect the diversity of those suffering from smoking-related health conditions and experiences.
- Places ads on a variety of media channels to reach communities and groups with high levels of smoking and smoking-related diseases, including those populations who are more affected by tobacco use.
- Makes materials available for free to state and local health departments and community-based organizations so they can use their limited funds to place ads in communities that have a high percentage of people that smoke.
- Translates information and resources into additional languages using culturally appropriate language, and creates materials that are accessible for people with disabilities.



EXPANDING REACH THROUGH A NATIONAL TEXTING PORTAL

In addition to promoting the 1-800-QUIT-NOW telephone-based counseling service, the *Tips* campaign now promotes text messaging services, available in English and Spanish, designed to connect adults with text message-based support to help them quit smoking. The National Texting Portal, developed in collaboration with the National Cancer Institute (NCI), connects people to state resources or routes them to NCI's SmokefreeTXT if state text messaging services are not available. *Tips* ads will encourage adults to text QUITNOW to 333888 for free help in English and Spanish, or text DÉJELOYA to 333888 for free help in Spanish (data and message rates may apply). The texting portal will be promoted on YouTube, social media, and Telemundo and Univision integrated programming.



TIPS DELIVERS RESULTS

The hard-hitting *Tips* ads deliver significant results:

- From 2012–2018, *Tips* motivated more than 1 million adults to quit smoking and inspired millions more to try to quit. *Tips* may also help those who have quit, not to start again.
- People who smoke and have seen *Tips* ads report greater intentions to quit within the next 30 days, and those who have seen the ads multiple times have even greater intentions to quit.
- From 2012–2018, the *Tips* campaign helped prevent an estimated 129,000 early deaths and helped save an estimated \$7.3 billion in smoking-related healthcare costs. The cost-effectiveness study found that for every \$3,800 spent on the *Tips* campaign, an early death is prevented.
- The *Tips* campaign serves as an important counter to the \$7.84 billion that the tobacco industry spent on advertising and promotion of cigarettes in 2020, a year when annual cigarette sales increased for the first time in 20 years.
- The *Tips* campaign has increased quit attempts among specific groups of people, including African American persons, pregnant people, people with mental health conditions, and those with some high school education.



For more information about *Tips*, visit [CDC.gov/Tips](https://www.cdc.gov/Tips)

Questions? Please contact CDC's Office On Smoking and Health's Technical Assistance Team at: OSHCommTA@cdc.gov

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

