Tips From Former Smokers®

Tips Impact and Results

The Tips From Former Smokers® (Tips®) campaign shows real people living with serious long-term health effects from smoking and secondhand smoke exposure. Tips also features compelling stories from family members who take care of loved ones affected by a smoking-related disease or disability.

To learn more about the background of the Tips campaign, visit the About the Campaign web page.

Tips Campaign Impact

- From 2012–2018, CDC estimates that more than 16.4 million people who smoke have attempted to quit and approximately one million have successfully quit because of the Tips campaign.¹
- People who smoke who have seen Tips ads report greater intentions to quit within the next 30 days, and people who smoke who have seen the ads multiple times have even greater intentions to quit.²
- Higher levels of exposure to the Tips campaign were associated with lower odds of relapse to cigarette smoking.³
- During 2012–2018, CDC’s Tips From Former Smokers campaign helped prevent an estimated 129,000 early deaths and helped save an estimated $7.3 billion in smoking-related healthcare costs.⁴
- For every $3,800 spent on the Tips campaign between 2012-2018, we prevented an early death. A cost-effectiveness study on the topic factored in smoking relapse, inflation, and advertising and evaluation costs.⁴
- In each campaign, there was an immediate, sustained and dramatic spike in calls to 1-800-QUIT-NOW, and in visits to the campaign website.

Tips Publications and Evaluation Results

Find and filter articles about the Tips campaign by topic, publication date, and campaign year.

Search for articles
More than 1 Million people quit smoking because of the #CDCTips campaign

Source: Preventing Chronic Disease

#CDCTips
What People Are Saying About *Tips*

“Those are the most effective antismoking PSAs I’ve ever seen.”

**References**


2. Kevin Davis, MA; Deesha Patel, MPH; Paul Shafer, MA; Jennifer Duke, PhD; Rebecca Glover-Kudon, PhD; William Ridgeway, MA; Shanna Cox, MSPH. *Association Between Media Doses of the *Tips From Former Smokers* Campaign and Cessation Behaviors and Intentions to Quit Among Cigarette Smokers, 2012-2015*. Health Education & Behavior: May 12, 2017.


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