

Tips From Former Smokers®



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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

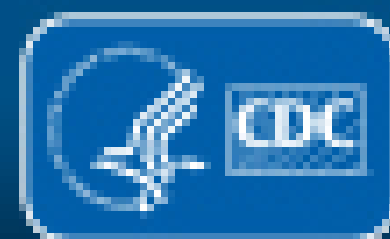
Find and filter articles about the *Tips* campaign by topic, publication date, and campaign year.

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TIPS FROM
FORMER
SMOKERS[®]

More than
1 Million
people quit smoking because
of the **#CDCTips** campaign

Source: *Preventing Chronic Disease*



#CDCTips

Impact of CDC's *Tips From Former Smokers*® Campaign

From 2012 through 2018, the campaign was associated with:




Infographic [PDF – 433KB]

What People Are Saying About *Tips*

"These are the most effective antismoking PSAs I've ever seen."

References

1. Murphy-Hoefer R, Davis KC, King BA, Beistle D, Rodes R, Graffunder C. [Association between the *Tips From Former Smokers* Campaign and Smoking Cessation Among Adults, United States, 2012–2018](#). *Preventing Chronic Disease* 2020;17:200052.
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.
3. Davis K, Murphy-Hoefer R, Dutra L, King B, Bradfield B, Rodes R, Beistle D. [The Impact of the *Tips from Former Smokers*® Campaign on Reducing Cigarette Smoking Relapse](#) [↗](#). *Journal of Smoking Cessation*, vol. 2022, Article ID 3435462, 8 pages, 2022.

4. Shrestha SS, Davis K, Mann N, Taylor N, Nonnemaker J, Murphy-Hoefer R, Trivers KF, King BA, Babb S, Armour BS. [Cost Effectiveness of the *Tips From Former Smokers* Campaign—United States, 2012–2018](#)  . American Journal of Preventive Medicine; 2021

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