

Impact of **2013 Tips From Former Smokers** campaign on Quitline Calls and Web Visits



+75%

The 2013 Tips From Former Smokers campaign generated more than 150,000 calls, or a **75% increase.**



+3,700%

The 2013 Tips From Former Smokers campaign generated 2.8 million web visits, or an almost **3,700% increase.**

**TIPS FROM
FORMER
SMOKERS**

#CDCTIPS



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