

CDC'S *TIPS FROM FORMER SMOKERS*: BEST BUY FOR PUBLIC HEALTH

Problem:

**\$170
BILLION**

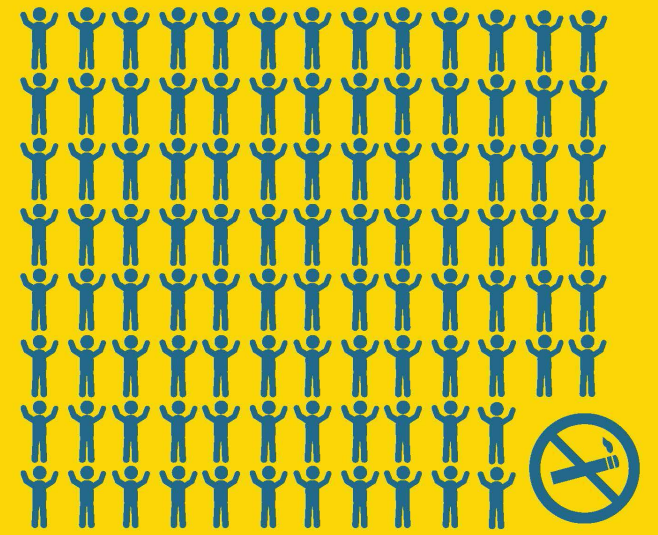
Cigarette smoking costs up to **\$170 BILLION** a year in healthcare spending, and more than 60% of it is paid for by public programs such as Medicare and Medicaid.

Response:



Tips from Former Smokers launched in 2012 for twelve weeks with a campaign cost of roughly **\$48 MILLION**.

Results:



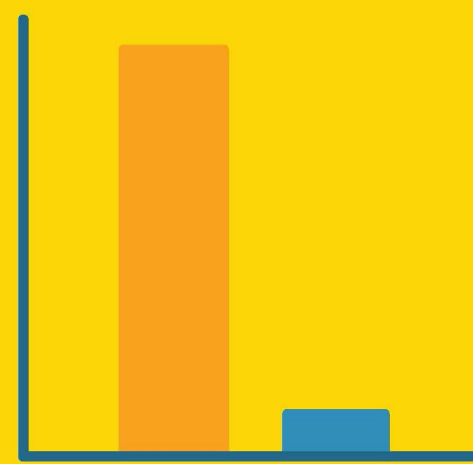
The 2012 campaign was responsible for approximately **100,000** smokers quitting permanently and helped prevent **17,000** premature deaths.

Cost:



The 2012 *Tips From Former Smokers* campaign cost **\$393** per year of life saved.

Cost Savings:



Even with counseling, medication and other expenses to help smokers quit, *Tips* still costs **FAR** less than the \$50,000 benchmark for cost-effective health programs.



Source: *American Journal of Preventive Medicine*, December 2014.

Learn more at www.cdc.gov/tips



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SMOKERS