

Real People, Real Stories

In March 2012, the Centers for Disease Control and Prevention (CDC) launched the first-ever federally-funded paid national tobacco education campaign—*Tips From Former Smokers™* (*Tips™*).

The *Tips* campaign profiles real people—not actors—who are living with serious long-term health effects from smoking and secondhand smoke exposure. Since its launch, the campaign ads have featured people living with stomas, heart attacks, amputations, and other serious health conditions. Their stories send a powerful message: Quit smoking now—or better yet, don't start.

- These hard-hitting ads delivered results. About 1.6 million people tried to quit smoking because of the 2012 *Tips* campaign and about 100,000 of these quit smoking for good.
- The 2012 *Tips* campaign averted at least 17,000 premature deaths.
- *Tips* is a “best buy” in public health at a cost of \$393 per year of life saved. The accepted benchmark for cost-effective health programs is \$50,000.

2016 Tips Campaign

In 2016, new *Tips* ads will feature:

- Rebecca: Tooth loss and depression.
- Brian: Heart disease; served in the military.
- Kristy: Early COPD (lung disease); used e-cigarettes to try to quit smoking but ended up using both. Her continued cigarette smoking led to a collapsed lung.
- Rico: Quit smoking cigarettes to be around for his children.
- Becky: End stage COPD.

Media Buy

- 20 weeks beginning January 25 in every media market in the country
- Ads placed in English, Spanish, and three Asian languages
- Campaign extended through Facebook, Twitter, YouTube, and Pinterest
- Directs smokers to 1-800-QUIT-NOW, CDC.gov/tips, 1-855-DÉJELO-YA, or CDC.gov/consejos
- Promotes Asian-language quitlines: Mandarin and Cantonese: 1-800-838-8917, Korean: 1-800-556-5564, Vietnamese: 1-800-778-8440

Media Channels

Ads are placed on network broadcast, cable TV, radio, out-of-home, online, and in magazines and newspapers. Spanish-language ads will run on Hispanic TV and digital networks, and Asian-language newspaper ads will run in cities with large Asian populations.

Follow *CDCTobaccoFree* or *#CDCTips* on Facebook, Twitter, Pinterest, and Instagram—or visit CDC.gov/tips for social media content.

What Are the Key Messages of the Campaign?

- Smoking causes immediate damage to your body, which can lead to long-term health problems.
- For every smoking-related death, at least 30 Americans live with a smoking-related illness.
- Now is the time to quit smoking, and if you want help, free assistance is available.

