

Tips from Former Smokers Campaign

The Prevention and Public Health Fund (the Fund), created in the Affordable Care Act, is the nation's largest investment in prevention and takes an innovative approach at addressing the most common risk factors for chronic diseases, including tobacco use. The Centers for Disease Control and Prevention (CDC) used an investment from the Fund to launch the first-ever nationwide tobacco education campaign, *Tips from Former Smokers (Tips)*, which will extend the lives of tens of thousands of people who are inspired to quit as a result of the campaign. According to a study published in [Preventing Chronic Disease](#), the 2014 national ad campaign led an estimated 1.8 million smokers to attempt to quit smoking, and helped more than 104,000 Americans quit smoking for good. Since 2012, *Tips* has helped over 400,000 smokers quit for good.

Tobacco is one of the leading causes for chronic illnesses such as coronary heart disease, stroke, cancer, and others, and is responsible for more deaths than HIV, illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined^{1,5}.

Smoking also takes a devastating toll on our nation's economy. Each year, smoking costs almost \$200 billion, nearly \$96 billion in health care costs and an additional \$97 billion in lost productivity⁴.

What is *Tips from Former Smokers (Tips)*?

The *Tips* campaign was launched in 2012, and is the first federally funded, nationwide tobacco education campaign. *Tips* was designed to educate the public about the harmful effects of smoking and encourage people to quit through graphic ads featuring real people sharing their stories about living with the consequences from smoking. The ads were placed on television, radio, print, billboards, in-theater, and online through digital and social media. The CDC built upon past successful campaigns by launching a new round of advertisements for 2016. The 2016 campaign expands upon the previous campaign by raising awareness about chronic pulmonary disease, depression, a military-focused look at a smoker's risk for heart disease, and a cancer survivor with a gain-framed message focusing on the benefits of quitting. The campaign also features nonsmokers, who have experienced life-threatening episodes as a result of exposure to secondhand smoke.



June 2016

Tips Sparks Dramatic Increase in Calls to Quitlines

The Prevention Fund has dedicated over \$1.35 billion to reducing tobacco use from FY12-16, which has enabled CDC to run the *Tips from Former Smokers Campaign*. In addition, money from the Fund has been awarded to 46 states, the District of Columbia, Guam and Puerto Rico to enhance the capacity of quitlines to ensure everyone who calls receives cessation assistance.

***The Lancet* estimates the growth in smokers who quit and became sustained quitters because of the *Tips* campaign could have added from a third of to almost half a million quality-adjusted life-years to the US population.**

- After the 2014 campaign, the percentage of smokers attempting to quit rose from 37.5 to 41.9. In addition, the overall proportion of smokers who resolved to quit over the next six month period rose from 21.1 to 25.3 percent.
- 2016's campaign saw page views to the Tips website (including both English and Spanish versions) rise by 332 percent. Paid digital advertisements delivered over 110 million impressions, with almost 28 million video completions. The advertisements have over 1.7 million views on YouTube.

¹ Centers for Disease Control and Prevention. [Annual Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses—United States, 2000–2004](#). Morbidity and Mortality Weekly Report 2008;57(45):1226–8.

² Centers for Disease Control and Prevention. [Health, United States](#). Hyattsville (MD): Centers for Disease Control and Prevention, National Center for Health Statistics.

³ Centers for Disease Control and Prevention. [Tips From Former Smokers 2013 Campaign](#). 2013. <http://www.cdc.gov/features/SmokersTips/>

⁴ Centers for Disease Control and Prevention. [Frequently Asked Questions About the Campaign](#). 2013. <http://www.cdc.gov/tobacco/campaign/tips/about/faq.html>

⁵ Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual Causes of Death in the United States. *JAMA: Journal of the American Medical Association* 2004;291(10):1238–45 [cited 2012 Jan 10]

⁶ Centers for Disease Control and Prevention. [Increases in Quitline Calls and Smoking Cessation Website Visitors During a National Tobacco Education Campaign—March 19–June 10, 2012](#). Morbidity and Mortality Weekly Report 2012;61(34):667–670.