

TIPS FROM

FORMER
SMOKERS



2017 *Tips From Former* *Smokers*TM Campaign

SIMON MCNABB

SENIOR POLICY ADVISOR

CDC OFFICE ON SMOKING AND HEALTH

Communication Support



- Leverage CDC *Tips*™ campaign
- Review communication materials for health/scientific accuracy
- Communicate policy rationale and field media inquiries on scientific/health topics
- Place *Tips* ads near public housing authorities

Tips™ Campaign Overview

A TIP ABOUT SECONDHAND SMOKE

LET FUTURE GENERATIONS KNOW THE DANGERS OF SECONDHAND SMOKE.

Nathan, Age 54
Ogala Sioux
Idaho

Secondhand smoke at work triggered Nathan's severe asthma attacks and caused infections and lung damage. If you or someone you know wants free help to quit smoking, call 1-800-QUIT-NOW.

#CDCTips

A TIP FROM A FORMER SMOKER

It's easier to move forward when you're not short of breath.

Rebecca, age 57, Florida

Et qui excedit, necesse sitasaram neffige aer!
Vid quo molante non param, volens, actio,
sibi consuet exaroidat laboribus quanto.
Enant, et ad voler disaromped maion faga sarant.
Paibant atq; saetar; vento quocidat nitrood.
You can quit.

CALL 1-800-QUIT-NOW.

#CDCTips

A TIP FROM A FORMER SMOKER

BE CAREFUL NOT TO CUT YOUR STOMA.

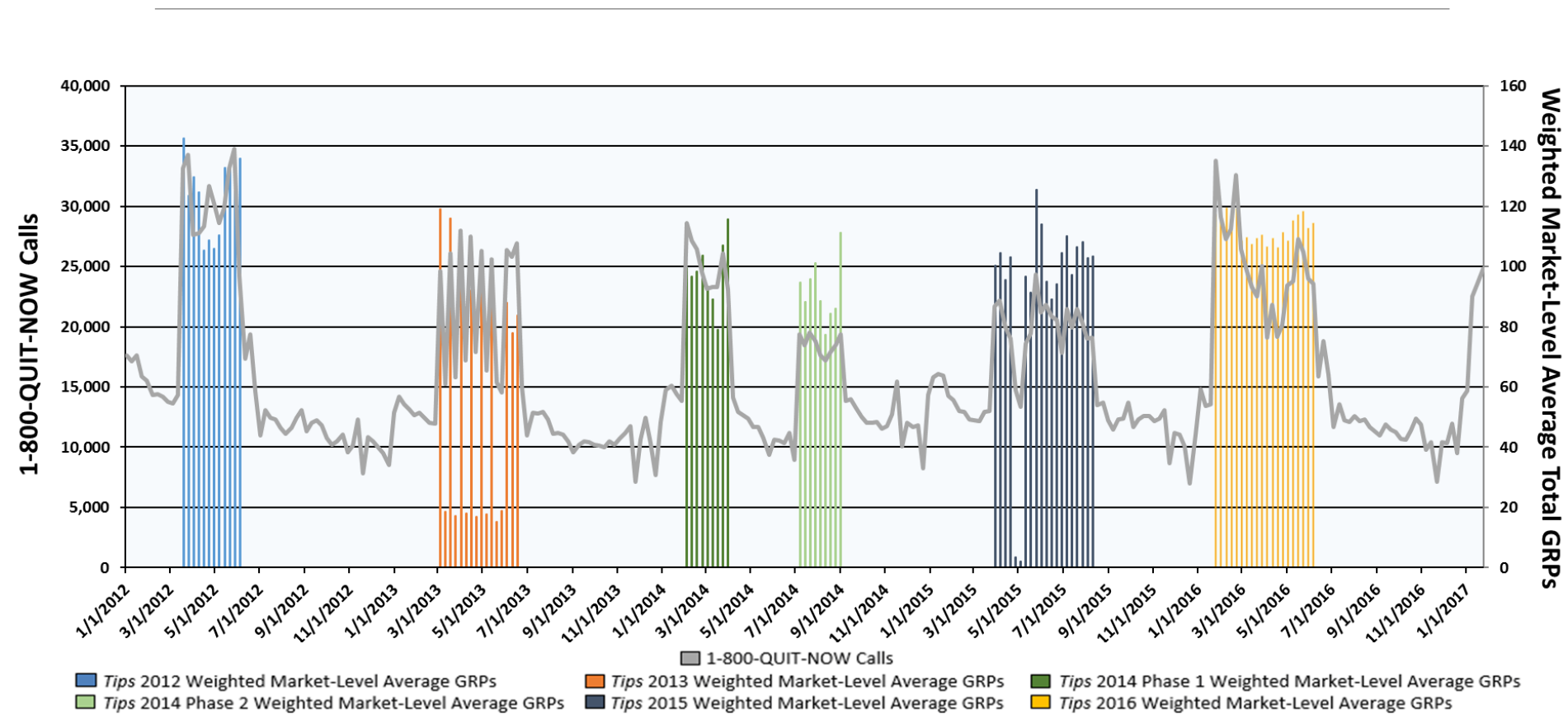
Shawn, Age 50, Diagnosed at 46
Washington State

Smoking causes immediate damage to your body. For Shawn, it caused throat cancer. You can quit. For free help, call 1-800-QUIT-NOW.

1. CDC. Current Cigarette Smoking Among Adults—United States, 2005–2014.. MMWR 2015;64(44):1233–40
2. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: HHS,CDC, NCCDPHP, OSH, 2014

National 1-800-QUIT-NOW Call Volume

January 2012 – January 2017



Tips™ Impact & Results

The screenshot shows a web browser window displaying the CDC website page for 'Tips From Former Smokers™ Impact and Results'. The browser's address bar shows the URL: <https://www.cdc.gov/tobacco/campaign/tips/about/impact/campaign-impact-results.html>. The page header includes the CDC logo and the text 'Centers for Disease Control and Prevention' with the tagline 'CDC 24/7. Saving Lives. Protecting People™'. A search bar and a 'CDC A-Z INDEX' dropdown menu are also visible.

The main content area is titled 'Tips From Former Smokers™' and features a navigation menu on the left with the following items: 'About the Campaign', 'Frequently Asked Questions', 'Tips Impact and Results', 'Burden of Tobacco Use in the U.S.', 'I'm Ready to Quit!', 'Real Stories', 'Diseases/Conditions Featured in the Campaign', 'For Specific Groups', 'Partners', 'Campaign Resources', 'Stay Connected', and 'Newsroom'. The 'Tips Impact and Results' section is currently selected.

The main content area is titled 'Tips Impact and Results' and includes social media sharing icons for Facebook, Twitter, and a plus sign. Below this is the section 'Why Tips?' with the following text: 'The personal stories shared in the *Tips From Former Smokers™* (Tips™) ads are compelling and communicate in a very human way that smoking causes immediate damage to your body and that the damage can happen at a young age and be severe. Hard-hitting media campaigns have been proven to raise awareness about the dangers of smoking and to motivate smokers to quit.'

Below the text are three bullet points:

- Smoking remains the leading cause of preventable death and disease in the United States, killing more than 480,000 Americans each year. For every person who dies because of smoking, at least 30 people live with a serious smoking-related illness.
- The *Tips* campaign counters these sobering statistics by giving a face of a real person to the 16 million Americans who are living day in and day out with these consequences.
- The *Tips* campaign was developed based on an in-depth review of research conducted in multiple U.S. states and other countries, as well as extensive campaign development research and testing.

A fourth bullet point is partially visible: 'In the five years since the *Tips* campaign launched, the results have far exceeded the most optimistic expectations.'

On the right side of the page, there is a section titled 'On This Page' with a list of links: 'Why Tips?', 'What People Are Saying About Tips', 'Why Tips Works', 'Tips Impacts', and 'Tips Publications and Evaluation Results'.

At the bottom of the page, there is a 'Get Email Updates' button and a 'Tips From Former Smokers (Tips™) Impact and Re...' button. The browser's taskbar at the bottom shows the page title 'Tips Impact andhtml' and a 'Show all' button.

CDC.gov/TipsImpact

2017 *Tips*™ Campaign Topics

Ads focus on health issues caused or made worse by smoking or exposure to secondhand smoke:

- Cancer (lung, throat, head and neck, colorectal)
- Heart disease
- Stroke
- COPD (chronic obstructive pulmonary disease)
- Gum disease
- Preterm birth
- HIV
- Mental health conditions (depression and anxiety)
- Dual use (concurrent use of cigarettes and electronic cigarettes)



2017 Tips™ Ad Placements



**A TIP ABOUT
SECONDHAND
SMOKE**

**DON'T BE SHY ABOUT
TELLING PEOPLE NOT TO
SMOKE AROUND YOUR KIDS.**

Aden, Age 7
Jessica, His mother
New York

Half of U.S. kids are exposed to secondhand smoke. For Aden, it triggers his asthma attacks. Keep kids smoke-free. If someone you know wants free help, call 1-800-QUIT-NOW.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.cdc.gov/tobacco



Suggested Page

CDC Tobacco Free
Sponsored

Like us for motivation to quit smoking and stay quit.

CDC Tobacco Free
Government Organization
98,486 likes



Outreach to Specific Populations

UN CONSEJO
— DE UN —
EXFUMADOR

NO ESPERES POR UNA OPERACIÓN A CORAZÓN ABIERTO PARA DEJAR DE FUMAR.

Mariano, 55 años
Illinois

Fumar puede dañar mucho más que sus pulmones. Mariano necesitó una operación a corazón abierto para salvar su vida. Usted puede dejar de fumar. Para recibir ayuda gratuita, llame al 1-855-DE-LEO-YA.
#CDCConsejos




A TIP ABOUT
SECONDHAND
SMOKE

NO ONE CHOOSES TO TAKE UP SECONDHAND SMOKING.

Nathan, Age 54
Ogjala, Sioux
Idaho

Secondhand smoke at work triggered Nathan's severe asthma attacks and caused infections and lung damage. If you or someone you know wants free help to quit smoking, call 1-800-QUIT-NOW.
#CDCTips




LỜI KHUYÊN TỪ
NGƯỜI TỪNG
HÚT THUỐC

HÃY CẨN THẬN ĐỪNG CẮT VÀO LỖ THỞ CỦA MÌNH.

Ông Shawn, 50 tuổi,
chẩn đoán bị ung thư lúc 46 tuổi
Tiểu bang Washington

Hút thuốc gây tác hại lúc thì dần cơ thể. Đối với ông Shawn, nó gây ra bệnh ung thư cổ họng. Quý vị có thể cai thuốc lá. Để được trợ giúp miễn phí và nhận bộ công cụ khởi đầu với các miếng dán nicotine miễn phí, hãy gọi Trung Tâm Cai Thuốc Lá Miễn Phí Bằng Tiếng Việt ngay tại số 1-800-778-8446.




Cessation Support



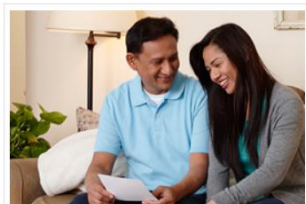
- State & local cessation resources (e.g., state quitlines)
- 1-800-QUIT-NOW
- 1-855-DEJELO-YA (Spanish)
- Asian quitline (Chinese, Vietnamese, Korean)
- NCI text messaging service
- NCI smokefree.gov
- Coordination of resident cessation support with partners

Tips™ Resources - Website

Tips From Former Smokers™



Language: English



REAL STORIES



DISEASES AND CONDITIONS



ALL VIDEOS



TIPS IMPACT AND RESULTS



CAMPAIGN RESOURCES

Buttons, images, print ads, videos, podcasts, and more.



ABOUT THE CAMPAIGN

Overview and answers to frequently asked questions.



FOR SPECIFIC GROUPS

Learn more about how smoking and secondhand smoke affect specific groups.



PARTNERS

Free tools and materials for health care providers, faith-based organizations, and public health professionals to help people quit smoking.



STAY CONNECTED

Join the conversation about Tips and smoking-related topics on social media channels, including Facebook, Twitter, YouTube, and Pinterest.




NEWSROOM

Information for journalists, bloggers, and members of the press about the Tips From Former Smokers campaign, which features real people suffering as a result of smoking and exposure to secondhand smoke.

www.CDC.gov/tips

Tips™ Posters for Smokefree Housing

AVAILABLE IN ENGLISH AND SPANISH



A TIP FROM A FORMER SMOKER

I stopped smoking and started exercising.

James, quit at age 46

If you want free help to quit smoking, CALL 1-800-QUIT-NOW.

#CDCTips

CDC U.S. Department of Health and Human Services



UN CONSEJO SOBRE EL HUMO DE RESISTENCIA PASADA

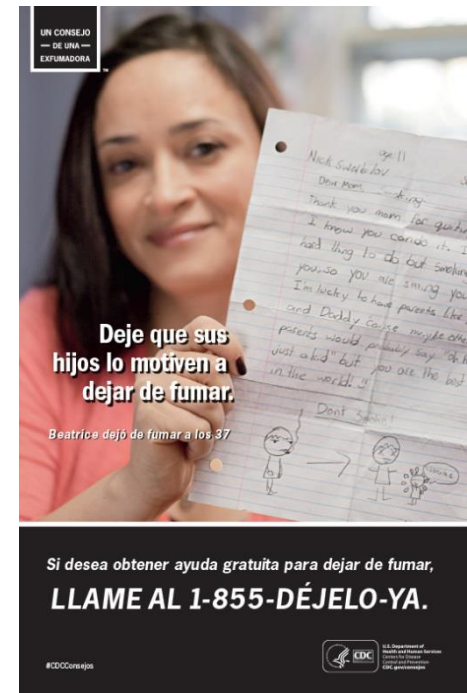
No le dé pena pedirle a la gente que no fume cerca de sus hijos.

Aden, 7 años; Jessica, su madre

Si desea obtener ayuda gratuita para dejar de fumar, LLAME AL 1-855-DÉJELO-YA.

#CDCConsejos

CDC U.S. Department of Health and Human Services



UN CONSEJO — DE UNA — EXFUMADORA

Deje que sus hijos lo motiven a dejar de fumar.

Beatrice dejó de fumar a los 37

Si desea obtener ayuda gratuita para dejar de fumar, LLAME AL 1-855-DÉJELO-YA.

#CDCConsejos

CDC U.S. Department of Health and Human Services

www.plowsharegroup.com/cdctips or www.CDC.gov/tobacco/mrcr

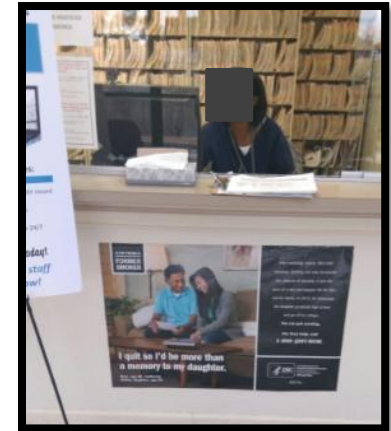
Tips™ Posters in the Community



Community Centers



Health Centers



WIC Clinics



Example of Available TV Ads: *Cessation Tips*

Smokefree Resource Flyers

Available in English and SPANISH

WHEN YOUR BUILDING GOES SMOKEFREE, WILL YOU?

Quitting smoking improves your health. It lowers your chances of getting:

- Heart disease and stroke
- Cancer
- Lung disease, including COPD
- Other smoking-related illnesses

"You have the power to make the decision to quit smoking. Some of the best things for me about quitting are enjoying food again, and being able to walk and not feel so out of breath."

Tiffany
Smoked a pack a day for 15 years. Now... smokefree.

Secondhand smoke contains poisons. Breathing even a little can be harmful, especially for kids, older people, and those with health problems made worse by secondhand smoke. Smokefree policies protect everyone's health.



GET FREE SUPPORT TO QUIT SMOKING.

- 1-800-QUIT-NOW (1-800-784-8689)**
Speak with a quit smoking coach
- 1-855-DEJALO-YA (1-855-435-3686)**
For help in Spanish

Smokefree.gov
Online tools and support to quit smoking

SmokefreeTXT
Text QUIT to 47848
24/7 text messaging program

QuitGuide
Mobile app to build your skills to quit



Visit CDC.gov/tips for real stories and resources from the *Tips From Former Smokers*™ campaign.

CUANDO SE PROHÍBA FUMAR EN SU EDIFICIO, ¿DEJARÁ DE FUMAR?

Dejar de fumar mejora su salud. Reduce sus posibilidades de tener:

- Enfermedades cardíacas y accidentes cerebrovasculares
- Cáncer
- Enfermedad pulmonar, incluida la EPOC
- Otras enfermedades relacionadas con el tabaquismo

"Usted tiene la capacidad de tomar la decisión de dejar de fumar. Para mí, algunas de las mejores cosas de dejar de fumar son disfrutar la comida de nuevo y poder caminar sin sentir que me falta el aire".

Tiffany
Fumó un paquete diario por 15 años. Ahora... no fuma.

El humo de segunda mano contiene sustancias tóxicas. Respirarlo aunque sea un poquito puede ser perjudicial, especialmente para los niños, las personas de edad avanzada y aquellos con problemas de salud que empeoran con el humo de segunda mano. Las políticas que prohíben fumar protegen la salud de todos.



OBTENGA APOYO GRATUITO PARA DEJAR DE FUMAR

- 1-855-DEJALO-YA (1-855-365-3686)**
Hable con un asesor para dejar de fumar
- 1-800-QUIT-NOW (1-800-784-8689)**
Para obtener ayuda en inglés

EspanoLaSmokefree.gov
Herramientas en línea y apoyo para dejar de fumar

SmokefreeTXT en Español
Mande LIBRE al 47848 desde su celular
Programa de mensajes de texto las 24 horas los 7 días de la semana

Visite CDC.gov/consejos para conocer historias de la vida real y recursos de la campaña *Consejos de exfumadores*™.

www.CDC.gov/tips

www.plowsharegroup.com/cdctips or www.CDC.gov/tobacco/mrcr

Leveraging *Tips*TM

There are several ways we suggest our partners help promote the campaign.

- Share the *Tips*TM campaign resources with stakeholders
- Include *Tips*TM campaign materials, including free videos, handouts, and notepads, in your community locations and meetings
- Highlight the *Tips*TM campaign on your organization's website, and in other materials
- Share our online quit guide and the 1-800-QUIT-NOW number with residents

Resources & Questions

- ***Tips*TM Campaign Resources:**
 - *Tips*TM Website CDC.gov/tips
 - *Tips*TM Campaign Download Center www.plowsharegroup.com/cdctips
 - CDC Media Campaign Resource Center (MCRC) www.cdc.gov/tobacco.mcrc
- **State and Local Health Departments**
 - Tobacco Control Network - State Directory www.tobaccocontrolnetwork.org/state/
 - NACCHO Directory of Local Health Departments www.naccho.org/membership/lhd-directory
- **General Public & General *Tips*TM Campaign Questions:**
 - Tobacco Education Campaign (CDC) tobaccomediacampaign@cdc.gov



Contact

Simon McNabb
202-245-0550
BOL1@cdc.gov

Tips[™] Partner Resources
Shelley Hammond
770-488-3948
AQQ7@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

