

Promoting CDC's *Tips from Former Smokers*® to Public Housing Residents

National Center for Health in Public Housing
Centers for Disease Control and Prevention, Office on
Smoking and Health

August 15, 2018

National Center for Health in Public Housing

- This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U30CS09734– Public Housing Primary Care National Training and Technical Assistance Cooperative Agreement- for \$608,000, and is 100% financed by this grant. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government .

Speakers



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NCHPA

National Center for Health in Public Housing



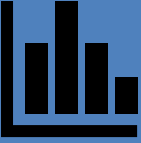

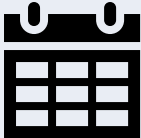

Increased Access + Quality of Care → Improved Health Outcomes

Capacity Building For Health Centers Serving Residents of Public Housing

- ✓ Training & Technical Assistance
- ✓ Research
- ✓ Outreach and Collaboration

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Agenda

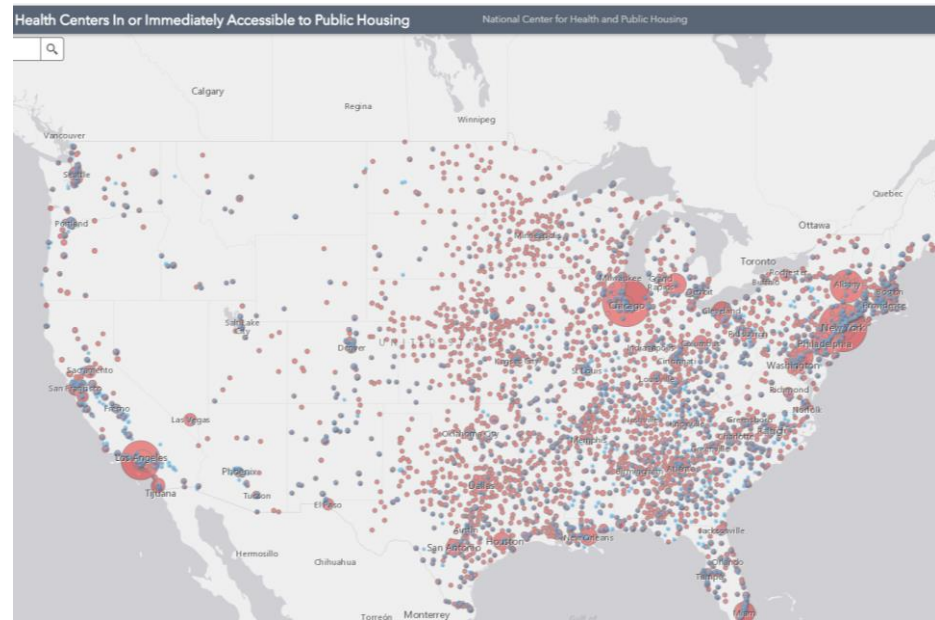
	Evidence and Policy
	CDC Tips from Former Smokers
	NCHPH Pilot Project
	Questions



EVIDENCE AND POLICY

Health Centers near Public Housing

- 1,400 Federally Qualified Health Centers (FQHC)=26 million
- 341 FQHCs In or Accessible to Public Housing= 2.7 million patients
- 105 Public Housing Primary Care (PHPC) = 609,000 patients



www.nchph.org

HUD Final Rule Banning Smoking

- Requires all Public Housing Agencies (PHAs) administering low-income, conventional public housing to initiate a smoke-free policy.
- Prohibits the use of tobacco inside or within 25 feet outside of the buildings



The screenshot displays the Federal Register page for the rule titled "Instituting Smoke-Free Public Housing". The page includes the following information:

- AGENCY:** Office of the Assistant Secretary for Public and Indian Housing, HUD.
- ACTION:** Final rule.
- SUMMARY:** This rule requires each public housing agency (PHA) administering public housing to implement a smoke-free policy. Specifically, no later than 18 months from the effective date of the rule, each PHA must implement a "smoke-free" policy banning the use of prohibited tobacco products in all public housing living units, indoor common areas in public housing, and in PHA administrative office buildings. The smoke-free policy must also extend to all outdoor areas up to 25 feet from the public housing and administrative office buildings. This rule improves indoor air quality in the housing; benefits the health of public housing residents, visitors, and PHA staff; reduces the risk of catastrophic fires; and lowers overall maintenance costs.
- DOCUMENT DETAILS:**
 - Printed version: PDF
 - Publication Date: 12/05/2016
 - Agency: Department of Housing and Urban Development
 - Dates: Effective date February 3, 2017.
 - Effective Date: 02/03/2017
 - Document Type: Rule
 - Document Citation: 81 FR 87430
 - Page: 87430-87444 (15 pages)
 - CFR: 24 CFR 965, 24 CFR 966

POLL QUESTION 1

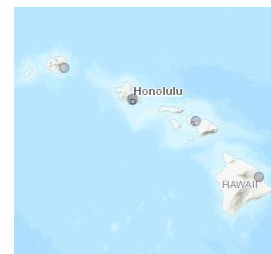
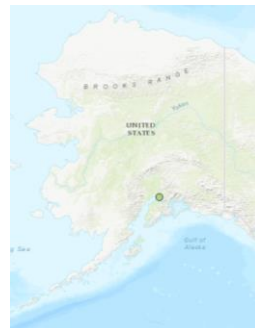
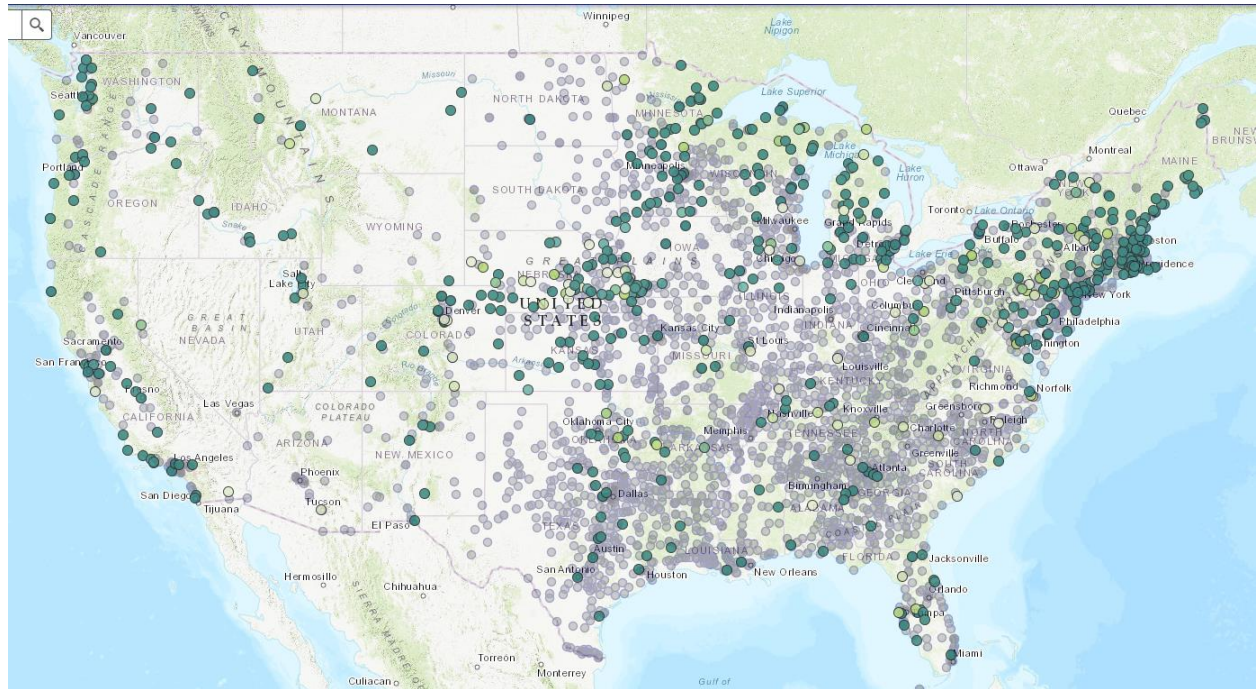
Public Housing Authorities that contain Smoke-Free Units

600 PHAs and Tribally Designated Housing Entities (TDHEs)

228,000 public housing units currently smoke free

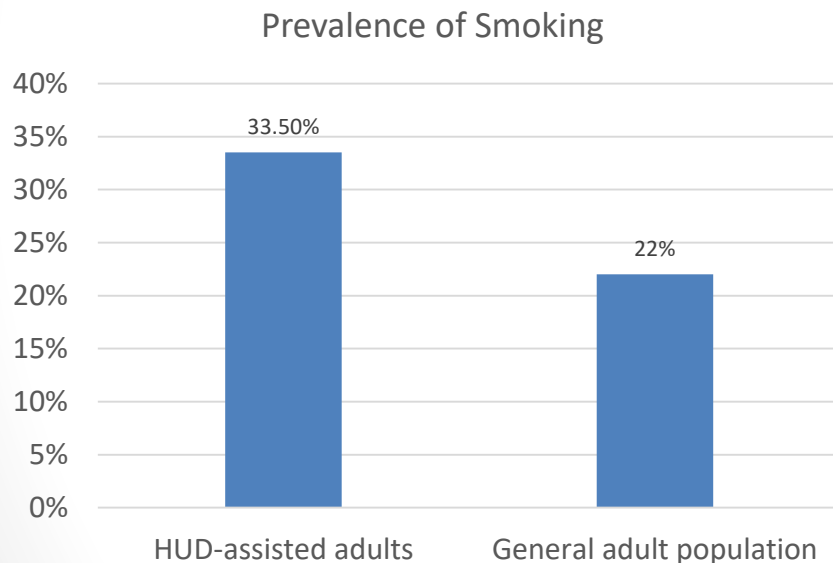
940,000 public housing units will become smoke free

500,000 units inhabited by elderly residents and 760,000 units with children



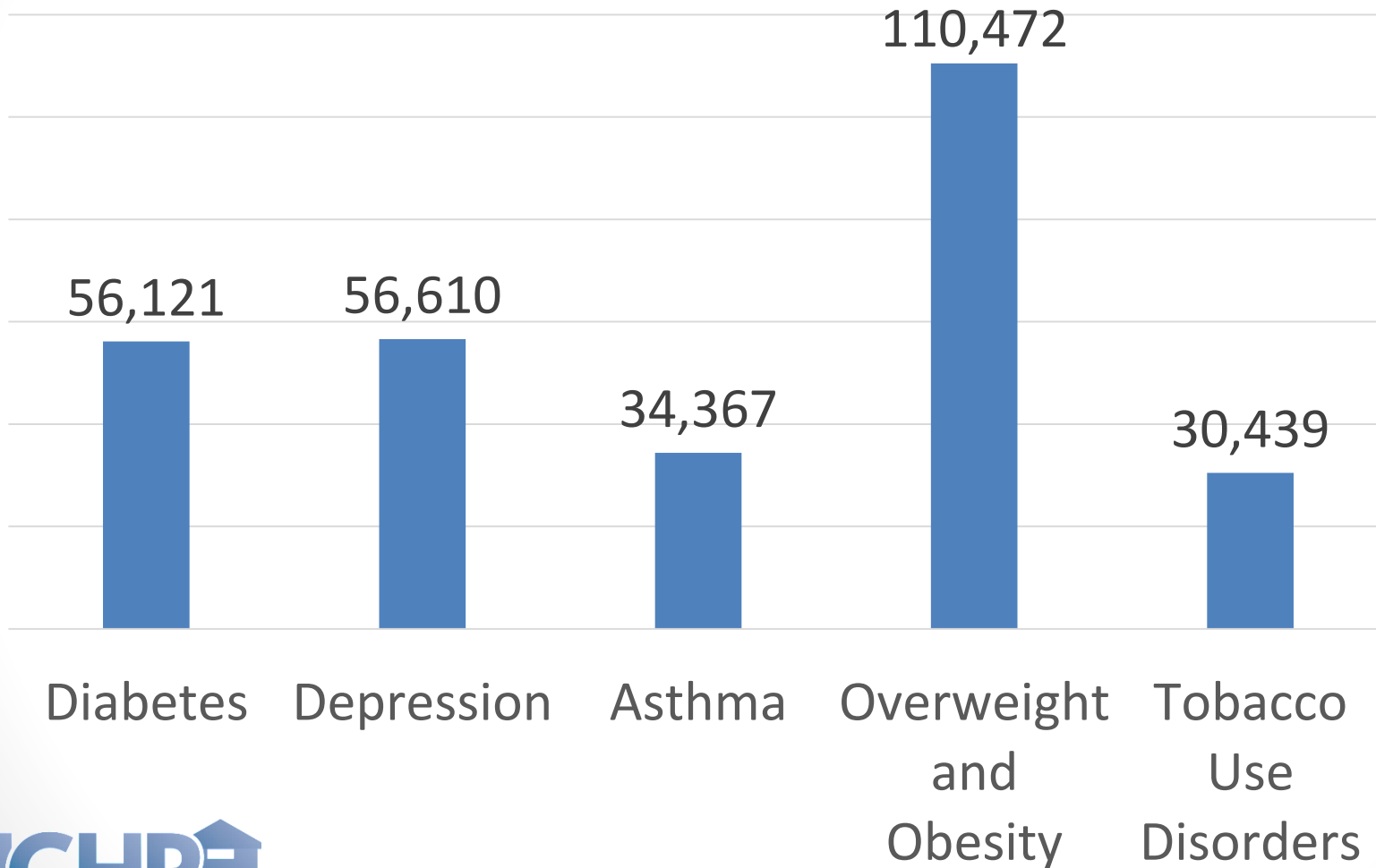
A Health Picture of HUD-Assisted Adults, 2006-2012

Adults in HUD-assisted housing have higher rates of chronic health conditions and are greater utilizers of health care than the general population.



- 35.8% are in fair or poor health vs. 13.8% of other adults
- 71% are overweight or obese vs. 64% of other adults
- 61% have a disability vs. 35.4% of other adults
- 17.6% have diabetes vs. 9.5% of other adults
- 13.6% have COPD vs. 6.3% of other adults
- 16.3% have asthma vs. 8.7% of other adults

Patient with Smoking-Related Illnesses at PHPCs, 2016



Smoking Cessation Services

- On site pharmacological- 72%
- On site non-pharmacological- 82%
- On site both pharmacological and non-pharmacological- 75%
- Referral to other organizations- 95%

Smoking Cessation Providers

Physician

Nurse

Physician Assistant

Case Manager

Nurse Practitioner

Community Health Worker

Tobacco Treatment Specialist

Outreach Worker

POLL QUESTION 2

Opportunities for Health Center Involvement During Implementation of the Smoking Ban

- Provide Health Center information and services during time of lease signing
- Meet with Resident Advisory Boards
- Provide materials and education on smoking cessation services in the public housing buildings
- Target smoking cessation support to violators of the policy

POLL QUESTION 3

2018 *TIPS FROM FORMER SMOKERS*[®] CAMPAIGN OVERVIEW & RESOURCES

Robin Scala, Health Communications Branch, Office on Smoking and Health



NATIONAL CENTER FOR CHRONIC DISEASE PREVENTION AND HEALTH PROMOTION

Office on Smoking & Health



2018 TIPS® CAMPAIGN OVERVIEW



New Ads



Media Buy



Campaign Resources

**A TIP FROM
FORMER
SMOKERS**

Sharon, age 58
Illinois

Christine, age 55
Pennsylvania

**If cigarettes are
your friend, you need
a better friend.**

Sharon and Christine thought cigarettes would always be there for them. They both smoked and they both got cancer. Cigarettes hurt them. What kind of friend would do that?

You can quit smoking. For free help, call
1-800-QUIT-NOW.

U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention
CDC.gov/tips

#CDCTips

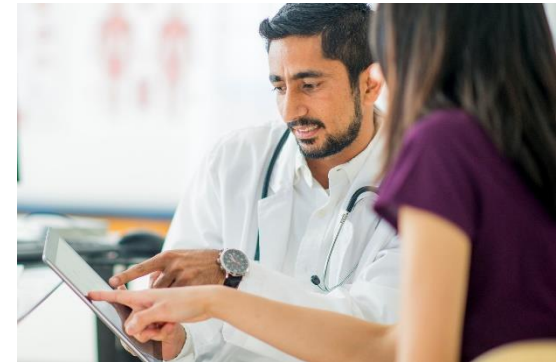
Tips[®] Motivates Smokers to Make Quit Attempts by....

Focusing on living with the health consequences of smoking, rather than dying.



Disrupting their belief that:
“I will quit later.”
“I’m going to die anyway.”

Offering new information linking smoking to health conditions that they may not be aware of.



Providing free resources to encourage cessation.

1-800-QUIT-NOW
CDC.gov/tips

2018 *Tips*[®] Campaign

We are combining previous and new campaign ads, that focus on health issues caused or made worse by smoking or exposure to secondhand smoke, including:



Tips® Impact & Results

Between 2012-2015, CDC estimates that over 9 million Americans have tried to quit smoking cigarettes because of the *Tips*® campaign, and more than half a million have quit for good.



2018 Media Buy

April 23rd - October 14th 2018

New Ads

National TV, digital

Local placements 37 high prevalence media markets

Brian, Christine, Sharon & Tiffany



2018 Media Buy

Targeted Outreach

Hispanic/Latino

LGBT

Black/African American

American Indian/Alaska Native

Asian - Chinese, Korean, Vietnamese, Filipino

UN CONSEJO
— DE UNA —
EXFUMADORA™

Piensas más
en tus dientes
cuando ya no
te queda ninguno.

Conozca a Felcita

A TIP ABOUT SECONDHAND SMOKE™

**NO ONE CHOOSES
TO TAKE UP
SECONDHAND
SMOKING.**

MEET NATHAN

昔日
吸煙者
良心建議

戒煙後，
你並非唯一
受惠者！

瞭解詳情

2018 Media Buy

Targeted Outreach

HUD Smokefree Public Housing Audiences

May 21 – October 14

Digital Banner Ads

www.cdc.gov/quit





FREE Tips & Tools to Help You Quit.

READ NOW

1-800-QUIT-NOW
5 Ways Quitlines Help YOU Succeed

SEE HOW



REAL STORIES

Hear the real stories of people living with smoking-related diseases and disabilities.



DISEASES AND CONDITIONS

Learn how smoking affects illnesses and conditions



ALL VIDEOS

View all commercials and videos from the *Tips*® campaign

In 2014, the *Tips* campaign motivated **1.83 million** Americans to try to quit smoking cigarettes.

104,000 cigarette smokers to quit for good.

TIPS IMPACT AND RESULTS

Learn how more than 5 million smokers have attempted to quit because of the *Tips*® campaign.

TIPS® WEBSITE: CDC.GOV/TIPS

- + Campaign Background Information
- + Ads, Participant Vignettes and Bios
- + Social Media, Digital, Print Materials
- + Cessation Content
- + Impact & Results

TIPS® WEBSITE PARTNER PAGES

Faith-Based Organizations
(FBO)

Health Care Providers

Organizations Serving Military
Members and Veterans

Organizations Serving Public
Housing Residents

Partners and Public Health
Professionals

Tips From Former Smokers®

Tips From Former Smokers®


- About the Campaign +
- How to Quit Smoking +
- Real Stories +
- Diseases/Conditions Featured in the Campaign +
- For Specific Groups +
- Partners -
- Faith-Based Organizations +
- Health Care Providers -**
- Dental Professionals
- Health Care Professionals
- Mental Health Professionals
- Pharmacists
- Vision Professionals
- FAQs for Health Care Providers
- Quitline FAQs for Health Care Providers
- "Talk With Your Health Care Team" Posters
- Organizations Serving Military Members and Veterans

CDC > [Tips From Former Smokers®](#) > [Partners](#)

Health Care Providers: How You Can Help Patients Quit

Language: English (US) ▼

In its first year, the *Tips From Former Smokers*® campaign motivated 1.6 million smokers to try to quit. As the campaign continues, many of your patients will hear the messages from former smokers about the toll that smoking-related disease can take. These messages may cause some of your smoking patients to think about quitting. They may seek your professional advice on how to get started. For those patients who are ready to quit, you can be the motivation they need to become former smokers themselves.



- DENTAL PROFESSIONALS
- HEALTH CARE PROFESSIONALS
- MENTAL HEALTH PROFESSIONALS
- PHARMACISTS
- VISION PROFESSIONALS

I'm Ready to QUIT!

FREE resources provided by
smokefree.gov

TIPS® CAMPAIGN CESSATION SUPPORT

State & local cessation
resources (e.g., state quitlines)

1-800-QUIT-NOW

1-855-DEJELO-YA (Spanish)

Asian Smokers Quitline
(Chinese, Vietnamese, Korean)

NCI text messaging service

NCI smokefree.gov

Coordination of resident
cessation support with partners



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

UN CONSEJO SOBRE EL HUMO DE CIGARRILLO




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


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

Tips® Posters in the Community



Health Centers



Community Centers

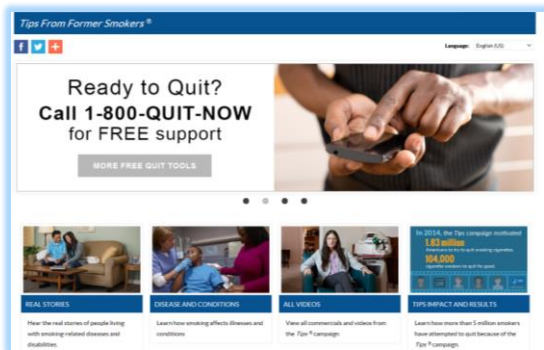


WIC Clinics

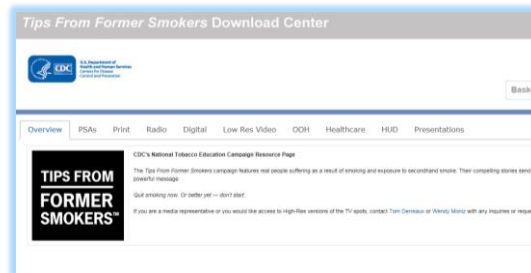


Accessing *Tips*® Materials

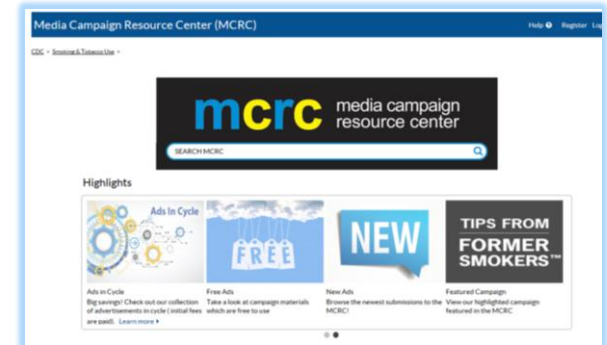
Many free and low-cost *Tips* materials are available to support media, communications and partnership efforts.



OSH Tips® Web Site
www.cdc.gov/tips



Tips® Download Center
www.plowsharegroup.com/cdctips



Media Campaign Resource Center
www.cdc.gov/tobacco/mcrc

Resources to Help You Access *Tips*® Campaign Materials



MEDIA CAMPAIGN RESOURCE CENTER
<http://nccd.cdc.gov/MCRC>

IF these key word are present
THEN utilize the MCRC

- ↳ Paid placements
- ↳ Campaigns
- ↳ Ad Tagging
 - Tag Ads with your own logo or messaging
- ↳ Media buys
- ↳ Textbook publishing
 - Use agreements
- ↳ Public Service Announcement
 - Used as a Media Buy
- ↳ Broadcast quality
 - High Resolution Images
- ↳ Rights to use, talent, or use agreements

mcrcc@cdc.gov

TIPS FROM
FORMER
SMOKERS

CAMPAIGN DOWNLOAD CENTER
www.plowsharegroup.com/cdctips

IF these key words are present,
THEN utilize Download Center

- ↳ Download and use ads "As Is"
- ↳ Free
- ↳ You can't afford paid placements,
but can still use and place *Tips* ads.
- ↳ Presentation materials
 - PowerPoint
 - Conference presentations
- ↳ Low-resolution images
- ↳ Continuous loop videos:
 - Doctor offices
 - Clinics
 - Retailers
- ↳ PSA downloading
 - TV, radio, digital
- ↳ Print materials:
 - Posters or flyers



CAMPAIGN WEB SITE
www.cdc.gov/tips

IF these key words are present, THEN
utilize *Tips From Former Smokers*
campaign Web site

- ↳ Download and use materials "As Is"
- ↳ Campaign Resources
 - Cessation and quitting
- ↳ Fact sheets
- ↳ Educational materials
- ↳ Web buttons
 - Gain tracking data
- ↳ Partner Resources
 - Faith-based groups, Health Care Providers, Public Health Professionals and more
- ↳ *Tips* participant Background
 - Vignettes, Stories, and Newsroom

Tips® Download Center Instructions

Tips From Former Smokers Download Center



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

Basket (0)

Overview

PSAs

Print

Radio

Digital

Low Res Video

OOH

Healthcare

Presentations

**TIPS FROM
FORMER
SMOKERS**

CDC's National Tobacco Education Campaign Resource Page

The *Tips From Former Smokers* campaign features real people suffering as a result of smoking and exposure to secondhand smoke. Their compelling stories send a powerful message:

Quit smoking now. Or better yet — don't start.


If you are a media representative or you would like access to High-Res versions of the TV spots, contact [Tom Derreux](#) or [Wendy Moniz](#) with any inquiries or requests.

www.plowsharegroup.com/cdctips

www.plowsharegroup.com/cdctips

1) Click to URL


Tips From Former Smokers Download Center



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

Basket (0)

Overview **PSAs** Print Radio Digital Low Res Video OOH Healthcare HUD Presentations



CDC's National Tobacco Education Campaign Resource Page

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You see this main page. Click to any tab along the top to get your media.

- Tips 2016
- Tips 2015
- Tips 2014
- Tips 2013
- Tips 2012

Click to navigate to any year.

Click thumbnail to view preview.

Overview	PSAs	Print	Radio	Digital	Low Res Video	OOH	Healthcare
Tips 2016	Tips from Former Smokers 2014						
Tips 2015	<i>Click on image thumbnail to see larger preview.</i>						
Tips 2014							
Tips 2013	"Amanda's Tip"	"Brian's Artery Tip"	"Felicitia's Tip"	"Rose's Tip"			
Tips 2012	<input type="checkbox"/> 7" x 10" (Full Page)	<input type="checkbox"/> 7" x 10" (Full Page)	<input type="checkbox"/> 7" x 10" (Full Page)	<input type="checkbox"/> 7" x 10"			
	<input type="checkbox"/> 7" x 4.875" (1/2 Horiz)	<input type="checkbox"/> 7" x 4.875" (1/2 Horiz)	<input type="checkbox"/> 7" x 4.875" (1/2 Horiz)	<input type="checkbox"/> 7" x 4.8			

"Becky's Tip"		"Becky's Tip"	
<input type="checkbox"/>	7" x 10" (Full Page)	<input checked="" type="checkbox"/>	7" x 10" (Full Page)
<input type="checkbox"/>	7" x 4.875" (1/2)	<input checked="" type="checkbox"/>	7" x 4.875" (1/2 Horiz)
<input type="checkbox"/>	4.625" x 4.875"	<input type="checkbox"/>	4.625" x 4.875" (1/3 Square)

**Click the check box for your selection
You can select as many files in any media.**



You will these items added to the basket.

CDC's Tins From Former Smokers Disclaimer

Campaign (no modification) **By agreeing, I hereby acknowledge** that I have read the above usage guidelines for CDC's *Tips From Former Smokers* campaign materials, will adhere to expiration dates and SAG/AFTRA talent regulations for media use, and will not alter any of the materials.

Please read and accept the disclaimer.

**When you are ready to download the files, click the 'Basket' tab.
You'll see a notice about expiration dates.
Please scroll to the bottom and accept.**

	Filename	Type	Size	File size	Downloads	
1	cdc_tips_becky_print_7x10_x1a.pdf	Magazine	7" x 10" (Full Page)	6.80 MB	93	▼ ✕
2	cdc_tips_becky_print_7x4.875_x1a.pdf	Magazine	7" x 4.875" (1/2 Horiz)	876.92 KB	19	▼ ✕

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will depend on your
browser.**



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TIPS® PARTNERSHIP CONTACTS

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www.cdc.gov/tips

SHELLEY HAMMOND

aqq7@cdc.gov

www.cdc.gov/tips

General *Tips*® campaign inquiries:
TobaccoMediaCampaign@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.





PILOT PROJECT

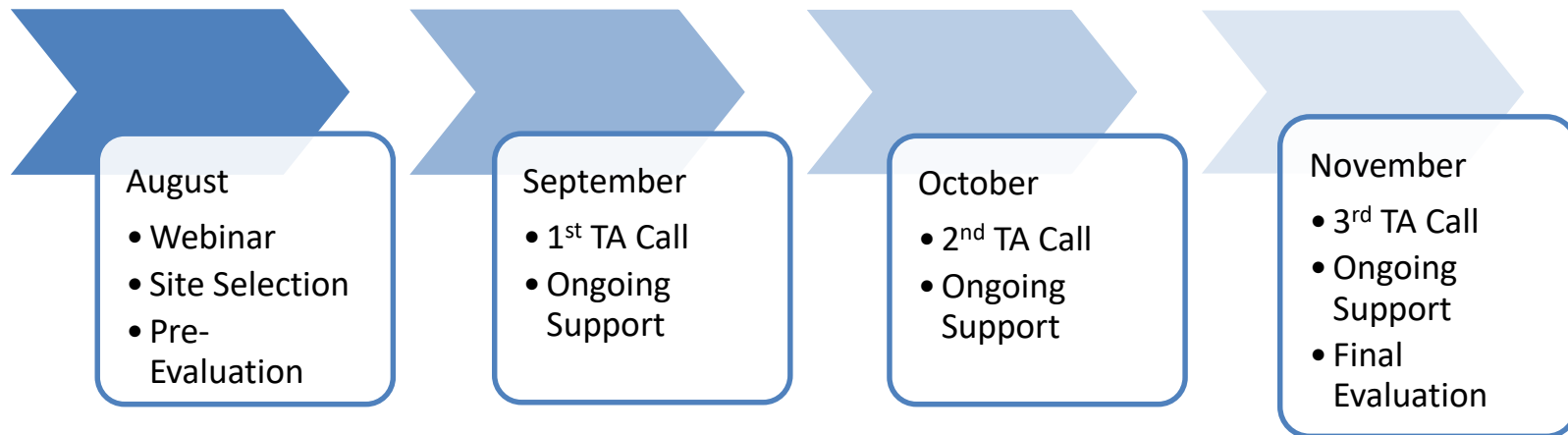
Objective

- To increase access to smoking cessation materials for public housing residents and the health care providers that serve them.
- To evaluate the pilot project.

Pilot Project

- 3-5 Health Centers to promote CDC *Tips* campaign materials.
- Participants will receive
 - training about the *Tips* campaign
 - technical assistance and support throughout the 3-month project period
 - small stipend

Pilot Project Timeline



Selection Criteria

- ✓ New to CDC Tips
- ✓ High prevalence of smoking
- ✓ High need for cessation materials
- ✓ Geographic diversity

To Apply

- Respond to Post-Webinar Evaluation Survey
- Send us an email:
 - bobburns@namgt.com
 - Saqi.cho@namgt.com
- Deadline is August 24, by 5pm ET

Resources

NCHPH.ORG

- [Abstracts, Best Practices, Factsheets, Webinars and Training Symposia](#)
- [Smoke-free Widget](#)
- [Maps of Health Centers and PHAs](#)

American Lung Association

- [Smokefree Policies in Multi-Unit Housing: Steps for Success Online Course](#)
- [State Tobacco Cessation Coverage](#)

HUD

- [A Health Picture of HUD-Assisted Adults, 2006–2012](#)
- [Smoke-Free Public Housing and Multifamily Properties Resource Portal](#)
- [Change is in the Air: An Action Guide for Establishing Smoke-Free Public Housing and Multifamily Properties, 2014](#)
- [Smoke-Free Housing: A Toolkit for Residents of Federally Assisted Public and Multi-Family Housing, 2011](#)

CDC

- [Best Practices for Comprehensive Tobacco Control Programs—2014: Cessation Interventions \[PDF–496 KB\]](#)
- [Clinical Practice Guideline: Treating Tobacco Use and Dependence: 2008 Update](#)
- [Treating Tobacco Use and Dependence: 2008 Update—Overview](#)
- [Consortium for Tobacco Use Cessation Technical Assistance](#)



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<http://www.youtube.com/namgthealth>

Contact Information

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□ Saqi Maleque Cho saqi.cho@namgt.com

□ Robin Scala rscala@cdc.gov

*Handouts available on the GoToWebinar platform
and www.nchph.org*

Q&A

- If you would like to ask the presenter a question please submit it through the questions box on your control panel
- If you are dialed in through your telephone and would like to verbally ask the presenter a question, use the “raise hand” icon on your control panel and your line will be unmuted.