

Promoting CDC's *Tips from Former Smokers*® to Public Housing Residents *PROJECT KICK OFF CALL*

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

September 6, 2018

National Center for Health in Public Housing

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Agenda



Project Details

**TIPS FROM
FORMER
SMOKERS™**

CDC Tips from Former Smokers



Questions

Purpose and Objectives

- To educate health care providers on the CDC Tips From Former Smokers resources
- To increase access to smoking cessation materials for public housing residents and the health care providers that serve them.
- To evaluate the pilot project

Funding

Funding is provided by Plowshare Group, a contractor for CDC's Office on Smoking and Health *Tips from Former Smokers*® Campaign, to work with health centers to expand healthcare providers' usage of the *Tips*® campaign and its resources.

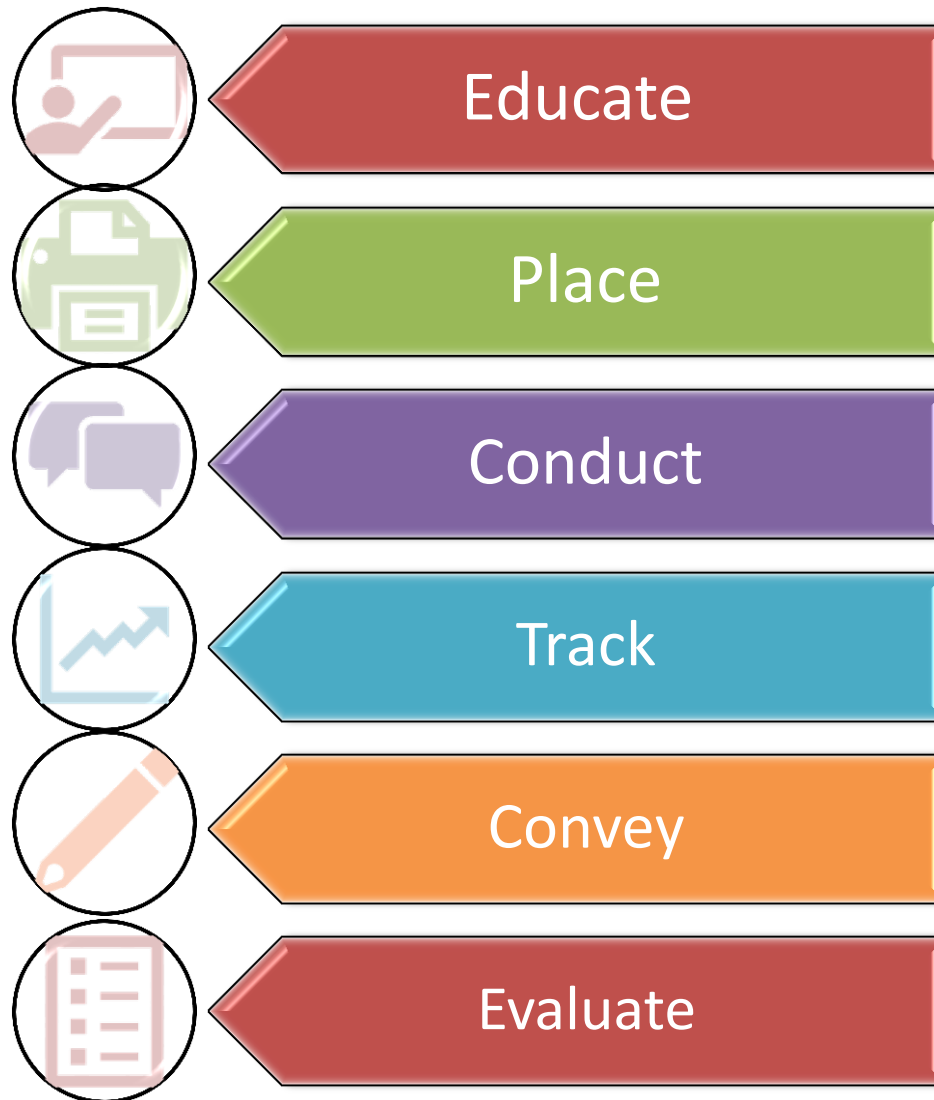
Participants

Health Center Name	City	State
Norton Sound Health Corporation	Nome	Alaska
Alabama Regional Medical Services	Birmingham	Alabama
Borinquen Medical Center	Miami	Florida
Foremost Family Health Center	Dallas	Texas
Hampton Roads Community Health Center	Portsmouth	Virginia

Baseline Data

	Total Patients Tobacco Use Disorders	Total Patients Smoking Cessation Counseling	Tobacco Users with Appropriate Follow Up
A	1094	518	90%
B	303	66	91%
C	503	8	98%
D	367	2	85%
E	933	20	99%

Project Activities



Grantee Requirements

- Educate staff on the *Tips*® campaign and resources;
- Reproduce (print) *Tips*® campaign materials provided from *Tips*® website;
- Place multi-media *Tips*® campaign materials (video and/or print) in clinic;
- Provide data on smoking cessation measures (*Use Final Data Report Form*);
- Provide qualitative answers evaluating the pilot (*Use Final Evaluation Form*);
- Answer brief evaluation survey at project end;

Project Evaluation Forms



***Tips From Former Smokers*® – Final Evaluation Form**

This form should be used to report Tips-related activities at the close of the project period.

Contact Name:
 Email:
 Phone:
 Health Center Name:
 City, State:
 Website:

Pictures of *Tips*® campaign posters/materials in the

Background (Word Limit: 200)*

Provide a brief background about your Health Center activities you're conducting in your community.

Project Overview (Word Limit: 200)*



***Tips From Former Smokers*® – Final Data Report Form**

This form should be used to report Tips-related activities at the end of the project period.

Organization:		
Contact:	Telephone:	E-mail:
Date reported: Click here to enter a date.		Time Period:

Patient Information
Number of patients with tobacco use disorders:
Percent of patients with tobacco use disorders:
Number of patients who have received smoking cessation counseling:
Number of tobacco users with appropriate tobacco cessation follow up:
Percent of tobacco users with appropriate tobacco cessation follow up:

Media Activities/Materials Disseminated
Please indicate what type(s) and # of media at the health center: <input type="checkbox"/> Print

DATA

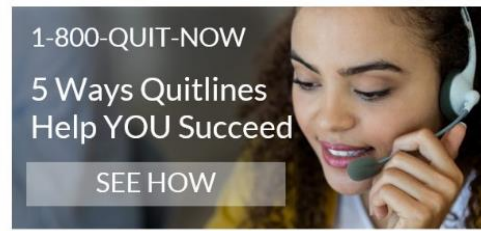
Number of patients with tobacco use disorders:

Percent of patients with tobacco use disorders:

Number of patients who have received smoking cessation counseling:

Number of tobacco users with appropriate tobacco cessation follow up:

Percent of tobacco users with appropriate tobacco cessation follow up:



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



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®

<i>Tips From Former Smokers</i> ®	+
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® 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 CIGARILLOS




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

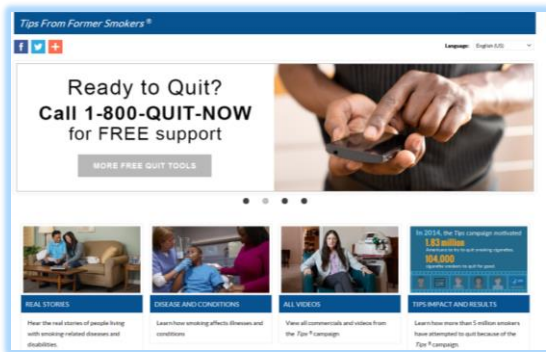


WIC Clinics

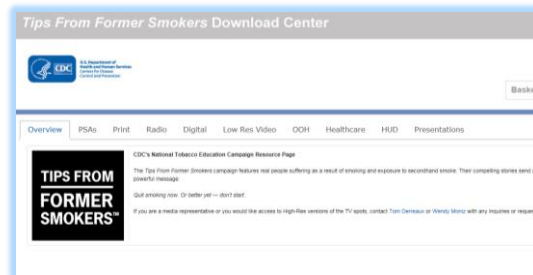


Accessing *Tips*® Materials

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.

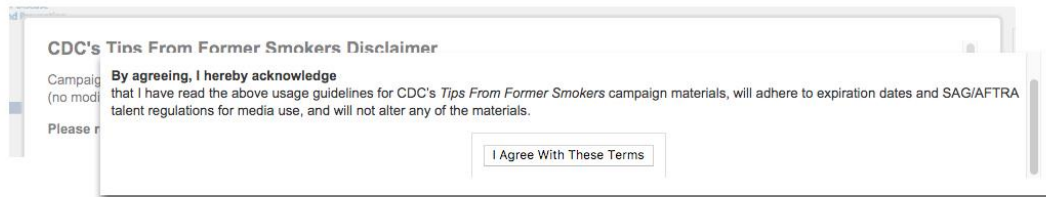
Overview	PSAs	Print	Radio	Digital	Low Res Video	OOH	Healthcare
Tips 2016	Tips from Former Smokers 2014						
Tips 2015	<i>Click on image thumbnail to see larger preview.</i>						
Tips 2014							
Tips 2013	"Amanda's Tip"	"Brian's Artery Tip"	"Felicita's Tip"	"Rose's Tip"			
Tips 2012	<input type="checkbox"/> 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			



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



You will these items added to the basket.



**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	▼ ✕

**You'll see your list.
Click the blue down
triange. button to
download each file.
The next screen
will depend on your
browser.**

TIPS® PARTNERSHIP CONTACTS

ROBIN SCALA

RScala@cdc.gov

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

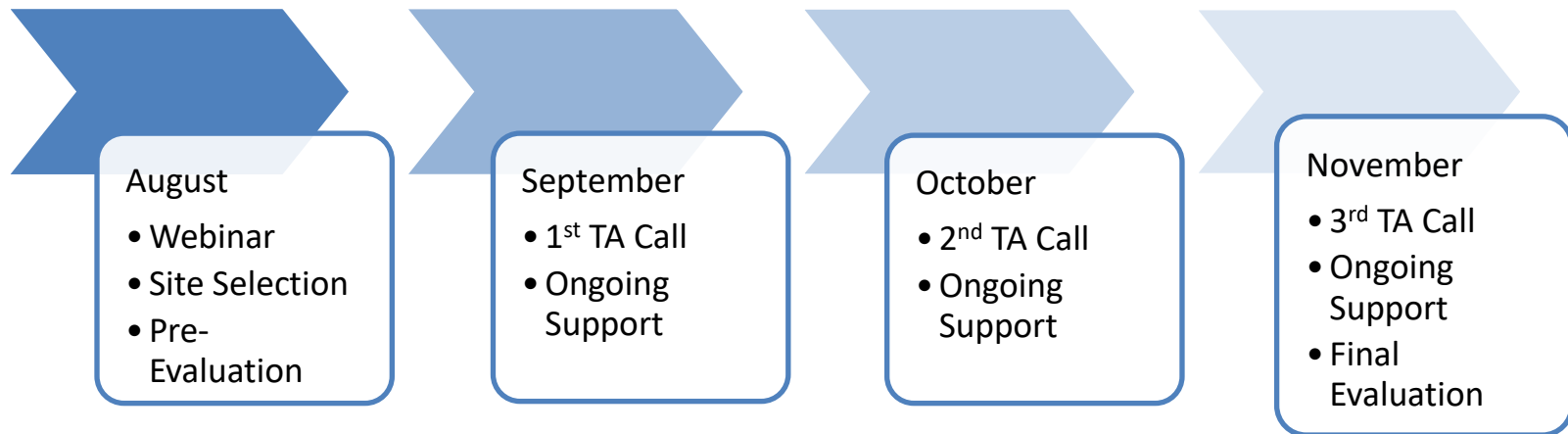
The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

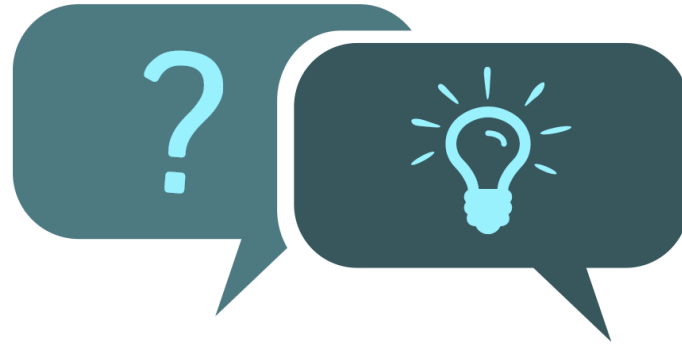


Next Steps

- Email will be sent with:
 - Data Reporting and Evaluation forms
 - Slides
 - PDFs
 - Kick-off Call Recording
 - How To Download Materials-CDC
 - Scope of Work 2018
 - And more!
- Use the Download Center to print materials
- Schedule a call for next week
 - Plan to educate staff
 - Plan to print and disseminate materials
 - Plan to track and report data

Pilot Project Timeline





Q & A