

Real People, Real Stories

In March 2012, the Centers for Disease Control and Prevention (CDC) launched the first federal 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 due to smoking cigarettes and secondhand smoke exposure. Ads have featured people living with stomas, various forms of cancers, amputations, and other serious health conditions as a result of their smoking. Ads also feature stories of family members impacted by their loved one's smoking-related illness.

The participants who share their stories send a powerful message: Quit smoking now—or better yet, don't start. These hard-hitting *Tips* ads also delivered significant results:

- During 2012-2015, over 9 million Americans tried to quit smoking cigarettes because of the campaign and over half a million cigarette smokers quit for good.
- Additionally, in the first year of the campaign alone, an estimated 6 million non-smokers talked with friends and family about the dangers of smoking.
- *Tips* is cost-effective. For every \$2,000 that OSH spends on *Tips* ads, one death is prevented.

Health Conditions

The *Tips* ads focus on many health conditions caused or made worse by smoking or exposure to secondhand smoke, including:

- Cancer (lung, throat, head and neck, colorectal)
- Heart disease
- Stroke
- Asthma
- Diabetes complications
- Buerger's disease
- COPD (chronic obstructive pulmonary disease)
- Gum disease
- Preterm birth
- HIV (human immunodeficiency virus)
- Mental health conditions (depression and anxiety)

2019 Tips® Campaign Media Overview

The 2019 Media Buy will:

- Begin on April 1st and end on October 6th.
- Include additional TV placements in 37 designated market areas with high smoking rates.
- Extend the *Tips* campaign through Facebook, Twitter, YouTube, Instagram, Pinterest, and LinkedIn.
- Place ads in English, Spanish, and four Asian languages.
- Reach additional priority populations through focused media placements.

- Promote an offer for nicotine replacement therapy on national television.
- Direct smokers to free resources to help them quit, including:
 - 1-800-QUIT-NOW (English)
 - 1-855-DÉJELO-YA (Spanish)
 - 1-800-838-8917 (Mandarin and Cantonese)
 - 1-800-556-5564 (Korean)
 - 1-800-778-8440 (Vietnamese)
 - [CDC.gov/quit](https://www.cdc.gov/quit) (English)
 - [CDC.gov/consejos](https://www.cdc.gov/consejos) (Spanish)
 - NCI QuitSTART app: <https://smokefree.gov/apps-quitstart>
 - NCI SmokefreeTXT: <https://smokefree.gov/smokefreetxt>

Media Channels

Ads will be placed on national television, in magazines, and online. Spanish-language ads will run on Hispanic TV and digital networks, and Asian-language newspaper and digital ads will run in cities with large Asian populations.

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 American who dies because of smoking, at least 30 are living with a serious smoking-related illness.
- Now is the time to quit smoking. Free help is available by calling 1-800-QUIT-NOW.

Meet the 2019 Tips® Ad Participants

In 2019, new *Tips* ads will feature the following participants:

Dana, Terrie's daughter, lived through her mother's illness and shares how families are also affected when loved ones become sick.

Terrie, who suffered from oral and throat cancer, says she wishes she had never seen a cigarette.

Leonard Nimoy, best known as Spock on the popular TV and film series, *Star Trek*, smoked for 37 years. His wife Susan shares how COPD from smoking affected their life and caused his death.

Christine, was diagnosed with oral cancer and shares how her illness impacted her family's life.

