Tips From Former Smokers

Resources and Materials

Michelle Johns, MA, MPH
CDC Office on Smoking and Health
Overview

1. What is the *Tips* from Former Smokers Campaign?
2. *Tips* and other Media Resources
3. How you can help!
What is the *Tips* from Former Smokers Campaign?
EVIDENCE BASED:

Large and growing evidence base around the world citing hard-hitting tobacco prevention media campaigns

Tips From Former Smokers

- 2013 *Lancet* article about 2012 *Tips* campaign results
- 2013 *MMWR* about 2012 *Tips* campaign results
What Works:

Messages and How They Are Presented

- Hard-hitting health effects
- Graphic Portrayals
- Real Stories
Tips Campaign motivates smokers to make a quit attempt 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 them to stop smoking. 1-800-QUIT-NOW CDC.gov/tips
Tips Campaign Goals

- Quit Smoking
- Prevent secondhand smoke exposure
- Educate public on dangers of commercial tobacco
**Tips Campaign Audiences**

**Primary Audience**
- Smokers, ages 18 to 54

**Secondary Audiences**
- Families
- Health care providers
- Faith-based organizations
Key Messages

Smoking causes immediate and long term damage to your body.

For every person who dies from smoking 30 more live with an illness caused by smoking.

Now is the time to quit smoking; free assistance available.

Buerger's Disease
Cancer
Diabetes
Gum (Periodontal) Disease
Asthma
HIV
Low Birth Weight
Mental Health Conditions
Heart Disease & Stroke
Vision Loss & Blindness
Specific Groups Featured in Tips 2012-2016

- African Americans
- American Indians/African Americans
- American Indians/Alaska Natives
- Asian Americans
- Hispanics/Latinos
- LGBT
- Military Service Members & Veterans
- Asian Americans
- Hispanics/Latinos
- LGBT
- Military Service Members & Veterans
Tips Campaign Channels

TV

Radio

Print
- Magazines
- Newspapers

Out-of-home
- Bus Shelters
- Theatres

Digital Media

Social Media
Examples of organizations who have used Tips Materials:
Tips is WORLDWIDE

Materials have been used in nearly every state; dozens of communities; nonprofit organizations; several tribes, territories and national tobacco control networks; and many countries! Those include:

- Australia
- Antigua
- Marshall Islands
- Saudi Arabia
- Canada
- China
- Guam
- United Kingdom
- Korea
- United States
2012 – 2015: Results of testing ads with AI/AN

- 80% Found ads believable
- 70% smokers motivated to quit
Tips American Indian/Alaska Native ad participants

Nathan – Native American, member of the Oglala Sioux tribe

Michael – Alaska Native, member of the Tlingit tribe
Since 2012, the Tips campaign has motivated at least 5 million Americans to try to quit smoking cigarettes. 400,000 cigarette smokers to quit for good.
Campaign Media Buy: Jan 25 – June 12

National:
- Cable & network broadcast TV
- Magazines
- Online: video, radio, mobile, search

Local:
- Additional media – 28 markets
- Radio, billboards, WIC centers; military bases; convenience stores, gas stations, bus shelters
AI/AN Media Buy Plans

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.

Nathan, Age 54
Oglala Sioux
Idaho

Smoking gave Michael COPD, a disease that makes it harder and harder to breathe and can cause death. You can quit. For free help, call 1-800-QUIT-NOW.

Michael, Age 57
Alaska
## 2016 AI/AN Media Buy

<table>
<thead>
<tr>
<th>Magazines</th>
<th>Newspapers</th>
<th>National Radio</th>
<th>Local Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whispering Wind</td>
<td>News From Indian County</td>
<td>Native American Calling</td>
<td>Anchorage Radio stations</td>
</tr>
<tr>
<td>Alaska Magazine</td>
<td>Navajo Times, Lakota Country</td>
<td>Earthsongs</td>
<td>KNBA Anchorage, KTKU Juneau</td>
</tr>
<tr>
<td>Native Oklahoma</td>
<td>Anchorage Daily News</td>
<td>NV1</td>
<td>KINY Juneau</td>
</tr>
</tbody>
</table>

### Newspapers
- Anchorage Daily News
- Capital City Weekly
- Frontiersman
- Juneau Empire
- Tundra Drums
- Ketchikan Daily News
- The Arctic Sounder
- Bristol Bay Times

### National Radio
- Native American Calling
- Earthsongs
- NV1

### Local Radio
- Anchorage Radio stations
- KNBA Anchorage
- KTKU Juneau
- KINY Juneau
The Tips campaign utilizes social media throughout the campaign to communicate with audiences who are currently following CDC Tobacco Free accounts. Paid efforts also reach new audiences through multiple targeting tactics across Facebook, in particular.

**Facebook**
- Targeting based on demographics & geography
- Further AI/AN targeting based on groups and interests such as Native Americans in the United States National Congress of American Indians, and multiple tribes and people including Sioux, Ho-Chunk, Lakota, Navajo, Mohawk, Apache, Comanche, and many others
Targeted Media Examples

[Images of various media outlets, including newspapers and radio stations, are shown.]
Tips and Other Media Resources
Supporting the Campaign

Additional Media Placements

Localize Ad Participant Stories

Work with Local Media
Maximize Effectiveness, Time and Money

Grantees and partners have limited resources for media and communications
Resources to Help You Access Materials

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

**CAMPAIGN DOWNLOAD CENTER**
www.plowsharegroup.com/cdctips

**CAMPAIGN WEB SITE**
www.cdc.gov/tips

- Paid placement
- Campaigns
  - Why: Tracking purposes and for gaining information about specific uses
- 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

**Presentation materials**
- PowerPoint
- Conference presentations

**Low-resolution images**

**Continuous loops:**
- Doctor offices
- Clinics
- Retailers

**PSA downloading**
- TV, radio, digital

**Print materials:**
- Posters or flyers

**You have no money but still want to leverage the campaign**

- Campaign Resources
  - Cessation and quitting
- Fact sheets
- Educational materials
- Web buttons
  - Gain tracking data
- Partner Resources
  - Faith, Health, Military, etc.
- Tips participant Background
  - Vignettes, Stories, and Newsroom
- Social Networking Sites
CDC's Tips From Former Smokers: Best Buy for Public Health

Problem: $170

Response: (In the image)

Results: (In the image)

Tips Campaign Impact Results
Snapshot of the infographic titled CDC's Tips From Former Smokers: Best Buy for Public Health $170 Billion saved from smoking

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.

I'm Ready to QUIT!

www.cdc.gov/tips
American Indians / Alaska Natives

Know the Facts

If you are an American Indian or Alaska Native, you likely know someone with health problems from cigarette smoking—possibly a member of your family with a smoker’s cough who is struggling to breathe or a friend with lung cancer. Cigarette smoking is more common among American Indians/Alaska Natives than almost any other racial/ethnic group in the United States.

Smoking increases the chances of:

- Losing members of your tribe to smoking-related illnesses
- Losing elders to smoking-related diseases before they can hand down tribal customs and traditions

Cigarette smoking harms more than the smoker. Smoking cigarettes while you are pregnant increases the risk for pregnancy complications. These health problems may be a special risk in American Indian/Alaska native communities, where smoking during pregnancy is more common than among other ethnic groups.

If you smoke during pregnancy, you may have a premature baby or a baby who weighs less than 5½ pounds. Sudden infant death syndrome (known as SIDS or crib death) is another danger for babies of moms who smoke during pregnancy.

Babies and children who breathe tobacco smoke can have health problems because their lungs don’t work well. These health problems can include bronchitis, pneumonia, and ear infections.

You can help protect future generations by keeping children away from cigarette smoke.

For More Information

- Detailed Statistics 
  Learn about smoking in specific populations and the current rates of cigarette smoking in the United States.

On this Page

- Know the Facts
- Real Stories: American Indians / Alaskan Natives
- Featured in Tips
- Quitting Help

Michael, an Alaska Native and member of the Tlingit tribe, started smoking at age 9. At 44, he was diagnosed with COPD—a condition that makes it harder and harder to breathe. Today, he struggles to play with his grandchildren or even carry a bag of groceries.

“Losing your breath is losing your life force.”
Tips Resources

CAMPAIGN IMPACT PAGE

TIPS PARTNERS’ PAGE

cdc.gov/tips
Tips Resources

Download Center

Media Campaign Resource Center

www.plowsharegroup.com/cdctips

http://nccd.cdc.gov/MCRC
Don’t Reinvent the Wheel

CDC/OSH’s Media Campaign Resource Center

Save money, time and avoid uncertainties of producing new ads

Re-use or adapt existing ads
Campaign Implementation:
PSA’s, Downloading, Social Media
CDC Tobacco Free Social Media
@CDCTobaccoFree

Twitter
Facebook
YouTube
Pinterest
Instagram
How You Can Help!
Social Media

Calendar

Link to Campaign

Listen to Feedback
National Networks on Disparities in Tobacco Control
Partnership and Outreach

- American Indians/African Americans
- American Indians/Alaska Natives
- Asian Americans
- Hispanics/Latinos
- LGBT
- Military Service Members & Veterans

- Dental Health Care
- Mental Health
- Vision Care
- Pharmacist
- Military
Partner Resources for Low Cost Materials
How You Can Help!

- Local focus
- Opportunities to leverage and extend
- Earned media activities
- Community engagement activities
- Distribution of materials
- Social media support
### Action Steps

<table>
<thead>
<tr>
<th>What YOU can do</th>
<th>What CDC can do</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Promote and share <em>Tips</em> messages</td>
<td>• Provide new materials and resources</td>
</tr>
<tr>
<td>• Use Free Resources</td>
<td>• Offer custom technical assistance</td>
</tr>
<tr>
<td>• Interview, work with participants</td>
<td>• Provide social media toolkits and collaboration</td>
</tr>
<tr>
<td>• Highlight campaign on their Web sites</td>
<td></td>
</tr>
<tr>
<td>• Write articles, blogs</td>
<td></td>
</tr>
</tbody>
</table>
Providing Partners with Tools They Can Use

Campaign Materials
Template Press Materials
“Rip and Reads”
Customized Technical Assistance

Strategy sessions available for communication planning, media outreach, and a variety of other topics

Opportunities to leverage existing campaigns and receive evidence-based recommendations

• Schedule by emailing: OSHCommTA@cdc.gov
• TA intake forms
Questions?
Contact

Michelle Johns
770.488.5289
mjohns@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)

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.