

**TIPS FROM  
FORMER  
SMOKERS**



*Tips From Former Smokers*  
Resources and Materials

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# Overview

**1**

What is the *Tips*  
from Former  
Smokers Campaign?

**2**

*Tips* and other  
Media Resources

**3**

How you can help!

1

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

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Hard-hitting  
health effects

Graphic  
Portrayals

Real Stories

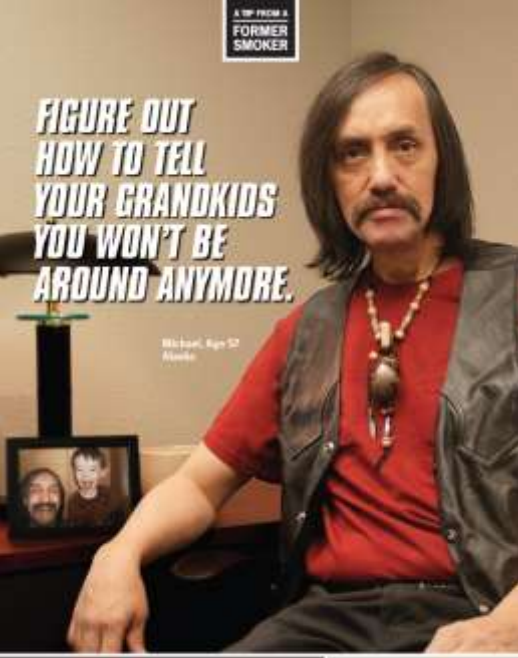

# Tips From Former Smokers Campaign

**A TIP FROM A FORMER SMOKER**

**FIGURE OUT HOW TO TELL YOUR GRANDKIDS YOU WON'T BE AROUND ANYMORE.**

Michael, Age 52, Alaska

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. #CDCtip

**A TIP FROM A FORMER SMOKER**

**Some of the reasons to quit smoking are very small.**

Ananda, age 20, Wisconsin

Ananda smoked while she was pregnant. Her baby was born 2 months early and weighed only 3 pounds. She was put in an incubator and fed through a tube. Ananda could only hold her twice a day. If you're pregnant or thinking about having a baby and you smoke, please call 1-800-QUIT-NOW.






**A TIP ABOUT SECONDHAND SMOKE**

**LET FUTURE GENERATIONS KNOW THE DANGERS OF SECONDHAND SMOKE.**

Nathan, Age 54, Oglala 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. #CDCtip

**A TIP FROM A FORMER SMOKER**

**Jokes about having gas are funny. Until they find a tumor in your colon.**

Jula, age 50, Mississippi

Jula smoked and got colon cancer. Having a colonoscopy saved her life. Doctors found her tumor and removed it the next day. Jula's near-death experience and pain are nothing to laugh about. Jula didn't know smoking causes colorectal cancer. Now you do. You can quit smoking. CALL 1-800-QUIT-NOW.




# 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](http://www.CDC.gov/tips)



# Tips Campaign Goals



Quit Smoking



Prevent  
secondhand  
smoke  
exposure



Educate public  
on dangers of  
commercial  
tobacco



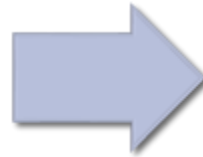


# Tips Campaign Audiences



## Primary Audience

- Smokers, ages 18 to 54



## Secondary Audiences

- Families
- Health care providers
- Faith-based organizations

# Key Messages

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Smoking causes immediate and long term damage to your body

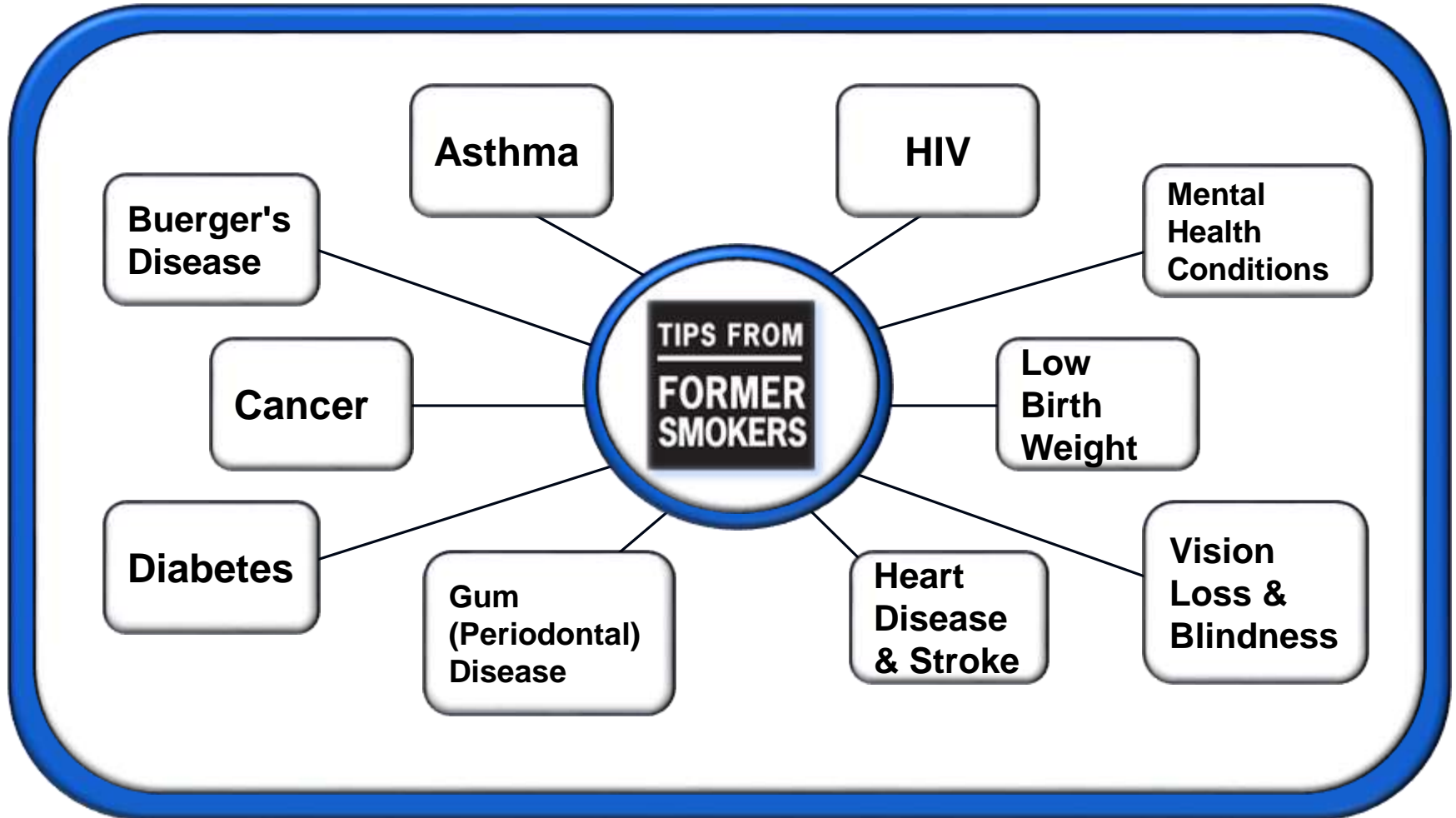


For every person who dies from smoking 30 more live with an illness caused by smoking

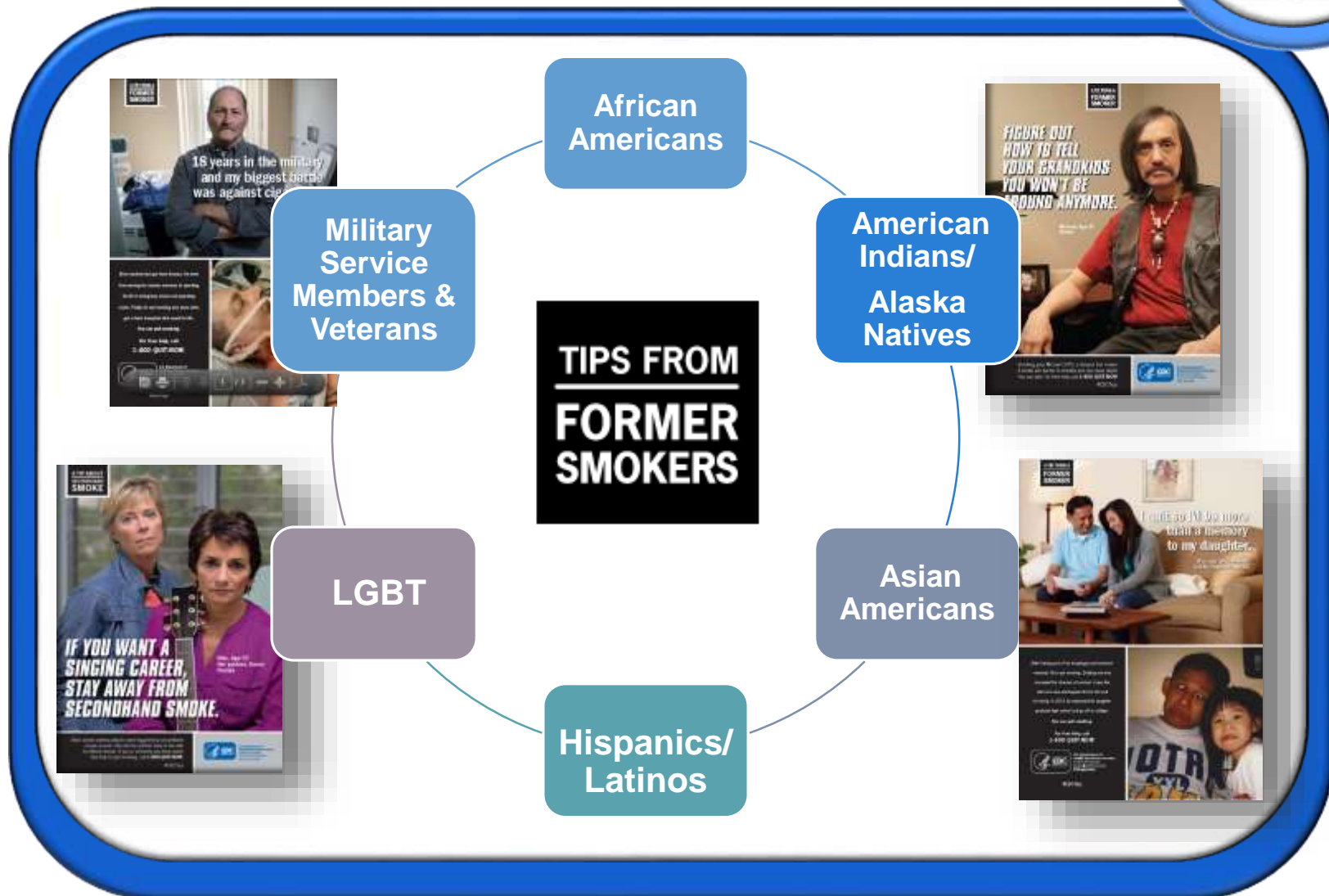


Now is the time to quit smoking; free assistance available

# Health Conditions Highlighted in Tips 2012 – 2016



# Specific Groups Featured in Tips 2012-2016



# 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:

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California Smokers Helpline  
Australia State Of Tasmania  
Albamarle Regional Health Services  
Arkansas Cancer Coalition  
Comp Cancer Program  
Royal Caribbean Cruises Ltd  
Australia Quit Victoria  
Georgia Tobacco Use Prevention Program  
Intertribal Council Of Michigan  
Manitoba Health  
Veterans Administration  
Northeast Delta Human Services Authority  
59th Medical  
South Texas Behavioral Health  
US Navy  
El Centro De La Raza  
Creative Pharmacist  
Central Kansas Foundation  
Leslie Davis DDS  
China CEO Roundtable On Cancer  
National Jewish Health

# *Tips* is **WORLDWIDE**

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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:



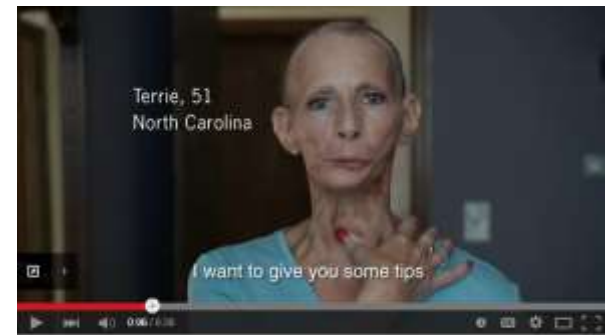
- Australia
- Antigua
- Marshall Islands
- Saudi Arabia
- Canada
- China
- Guam
- United Kingdom
- Korea
- United States

# 2012 – 2015: Results of testing ads with AI/AN

- 80% Found ads believable
- 70% smokers motivated to quit



CDC: Tips from Former Smokers - Anthem Ad



CDC: Tips From Former Smokers - Terrie's Tip Ad



CDC: Tips from Former Smokers - Nathan's Ad:  
Secondhand Smoke and Asthma



# 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.



TIPS FROM  
FORMER  
SMOKERS™



[cdc.gov/tips](https://cdc.gov/tips)

# 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

**A TIP ABOUT SECONDHAND SMOKE**

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

Nathan, Age 54  
Oglala 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


 U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention  
[www.cdc.gov/tips](http://www.cdc.gov/tips)

**A TIP FROM A FORMER SMOKER**

**FIGURE OUT HOW TO TELL YOUR GRANDKIDS YOU WON'T BE AROUND ANYMORE.**

Michael, Age 57  
Alaska

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**.  
#CDCTips

 U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention  
[www.cdc.gov/tips](http://www.cdc.gov/tips)

# 2016 AI/AN Media Buy

## Magazines

Whispering Wind  
Alaska Magazine  
Native Oklahoma

## Newspapers

News From Indian County  
Navajo Times  
Lakota Country  
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

# Social Media

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



**2**

*Tips* and Other  
Media Resources



# Supporting the Campaign

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"ONE DAY COULD CHANGE  
THE REST OF YOUR LIFE.  
IT CERTAINLY CHANGED MINE."

—CHRISTINE, FORMER SMOKER, CANCER SURVIVOR,  
LOST HALF HER JAW AND HER SMILE FOREVER.

The day I was diagnosed with oral cancer changed everything. I was an active 44-year-old woman and an avid smoker who thought I was perfectly healthy. Within the next three years, I battled cancer three times. I lived my life in doctor's offices and hospital rooms. I lost all my teeth and half my jaw. I'll never be the same—and I'll never touch another cigarette.

People stare when they see me. But I don't hide my face. I want everyone to see what smoking cost me because I don't want anyone else to pay the same price.

My No Tobacco Day came too late. But yours doesn't have to. Quit today and make every tomorrow your own No Tobacco Day.

Tobacco Free Northeast PA can help.  
Call 866-874-QUIT or [click here](#) to get started.



[Read Christine's story](#) -  
[Listen to her radio spot](#) -

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## Additional Media Placements

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## Localize Ad Participant Stories

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## 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>

IF these key word are present  
THEN utilize the **MCRC**  
([mcrc@cdc.gov](mailto:mcrc@cdc.gov))

- ↳ 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

## TIPS FROM FORMER SMOKERS

**CAMPAIGN DOWNLOAD CENTER**  
[www.plowsharegroup.com/cdctips](http://www.plowsharegroup.com/cdctips)

IF these key words are present,  
THEN utilize **Download Center**

- ↳ 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

**Smoking Causes  
Immediate Damage  
to Your Body.**



Learn More >

**CAMPAIGN WEB SITE**  
[www.cdc.gov/tips](http://www.cdc.gov/tips)

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

- ↳ 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

# Website & Resources



Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™

SEARCH



CDC A-Z INDEX ▾

## Tips From Former Smokers



Language: English ▾

### CDC'S TIPS FROM FORMER SMOKERS: BEST BUY FOR PUBLIC HEALTH

Problem:

\$170

Response:



Results:



#### Tips Campaign Impact Results

Snapshot of the infographic titled CDC's *Tips From Former Smokers: Best Buy For Public Health*

CDC'S TIPS FROM FORMER SMOKERS:  
BEST BUY FOR PUBLIC HEALTH



I'm Ready to QUIT!



#### 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



#### FOR SPECIFIC GROUPS



#### ALL VIDEOS

[www.cdc.gov/tips](http://www.cdc.gov/tips)

## Tips From Former Smokers

About the Campaign +

I'm Ready to Quit! +

Real Stories +

Diseases/Conditions  
Featured in the Campaign +

For Specific Groups -

All Groups (General Public)

Adults With Disabilities

African Americans

**American Indians / Alaska  
Natives**

Asian Americans

Hispanics / Latinos

HIV

Lesbian, Gay, Bisexual, and  
Transgender (LGBT)

Military Service Members  
and Veterans

People With Mental Health  
Conditions

Pregnant or Planning

Partners +

Campaign Resources +

[CDC](#) > [Tips From Former Smokers](#) > [For Specific Groups](#)

## 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

The screenshot shows the 'Tips From Former Smokers' website with the 'Campaign Impact and Results' page selected. The page title is 'Tips Campaign Impact and Results'. It features social media icons for Facebook, Twitter, and a plus sign. The main content area is titled 'Introduction' and includes a 'Dive In' section with links for 'Introduction', '2012 Tips Campaign', and '2013 Tips Campaign'. A '2012 Tips Campaign' section contains a link to a CDC report: 'Centers for Disease Control and Prevention. [Access to Quitline Call and Smoking Cessation Website Usage During National Tobacco-Free Week Campaign, March 19–June 23, 2012. Morbidity and Mortality Weekly Report 2013; 112\(4\):677-70](#) (accessed 2/2/13)'. A 'Summary' section lists key findings: 'Total calls to the 1-800-QUIT-NOW quitline during the 76-week period were 166,174 calls compared with 137,675 calls during the corresponding 72 weeks in 2011, for a total of 207,519 additional calls, or a 132% increase'; 'Compared with the corresponding weeks in 2011, weekly increases in calls to the quitline during the campaign period were 81% to 200%'; 'The Web site received 629,898 unique visitors during the 2012 campaign compared with 115,321 during the same period in 2011 for a total of 510,571 additional unique visitors, or a 428% increase'; 'Weekly increases in Web site visits compared with the corresponding weeks in 2011 ranged from 31% to 84%'. A 'Get Email Updates' button is visible at the bottom left.

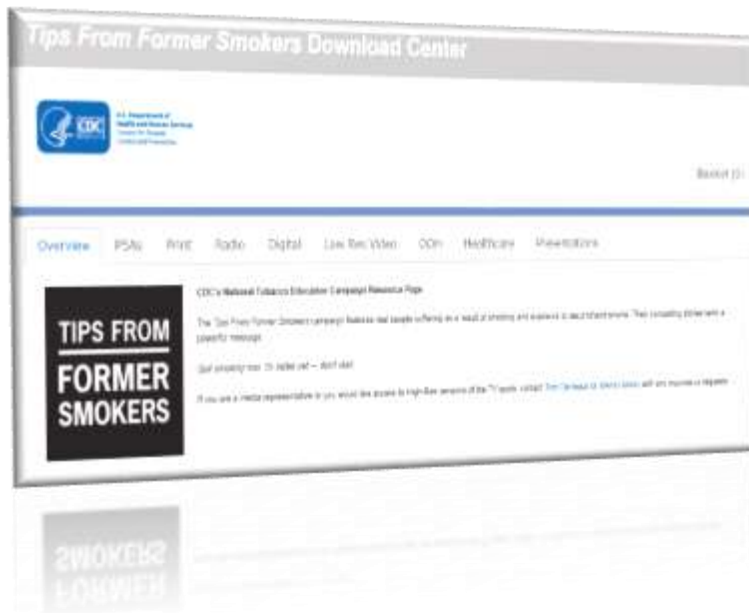
## TIPS PARTNERS' PAGE

The screenshot shows the 'Tips From Former Smokers' website with the 'Partners' page selected. The page title is 'Partners'. It features social media icons for Facebook, Twitter, and a plus sign. The main content area is titled 'Partners' and includes a list of partner categories: 'Faith-Based Organizations (FBO)', 'Health Care Providers', and 'Partners and Public Health Professionals'. A large orange banner with the text 'I'm Ready to QUIT!' and a photo of a smiling man is prominently displayed. A 'Get Email Updates' button is visible at the bottom left.

cdc.gov/tips

# Tips Resources

## Download Center



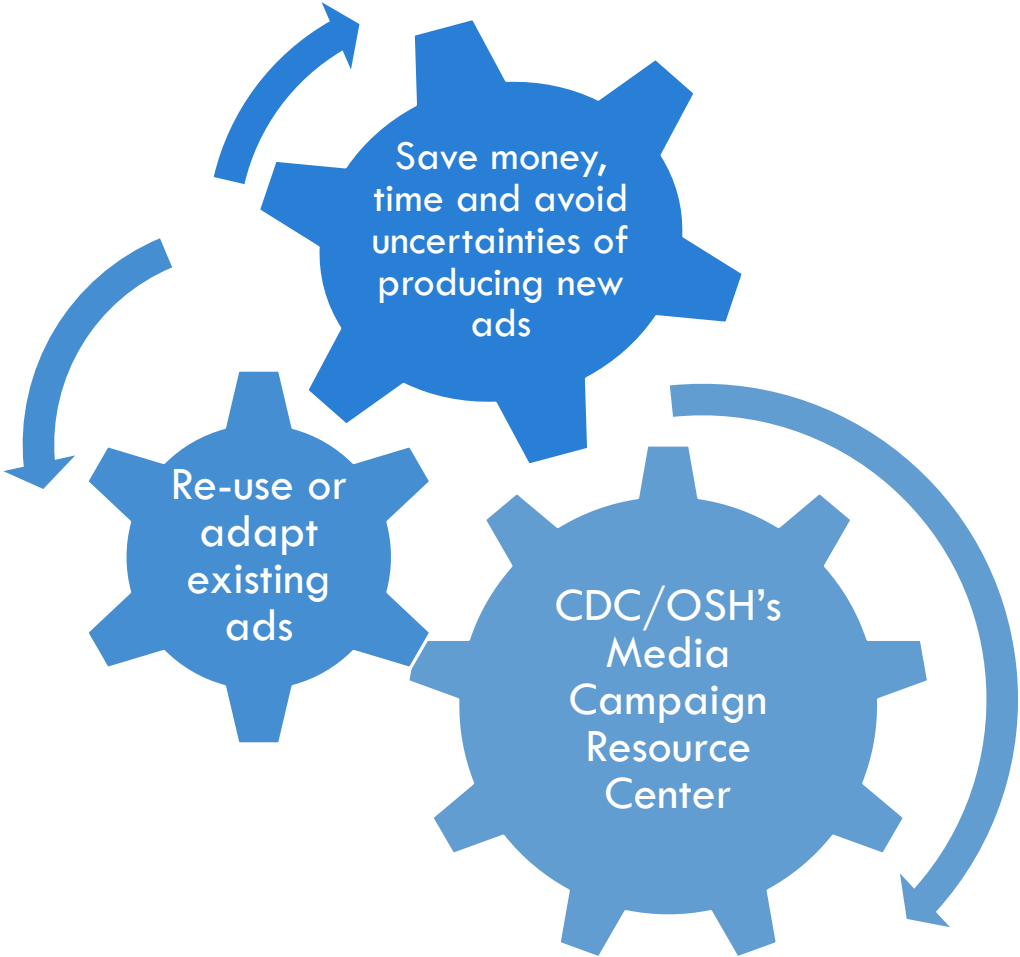
[www.plowsharegroup.com/cdctips](http://www.plowsharegroup.com/cdctips)

## Media Campaign Resource Center



<http://nccd.cdc.gov/MCRC>

# Don't Reinvent the Wheel





# Campaign Implementation: PSA's, Downloading, Social Media

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# CDC Tobacco Free Social Media

@CDCTobaccoFree



Twitter



Facebook



YouTube



Pinterest



Instagram

**3**

How You Can  
Help!

# Social Media

Calendar

Link to Campaign

Listen to Feedback

**CDC Tobacco Free**  
June 16 at 7:12am · 🌐

More than 1 in 5 adult men smoke. During #NMHW, quit & lower your risk of many diseases related to smoking. For free help, call 1-800-QUIT-NOW [🔗](#).

**TIPS FROM FORMER SMOKERS**

#CDCTips  [CDC.gov/tips](https://www.cdc.gov/tips)

The image shows a social media post from the CDC Tobacco Free account. It features a grid of 12 small photos of diverse men, some of whom are using nicotine replacement therapy. In the center of the grid is a black box with white text that reads "TIPS FROM FORMER SMOKERS". Below this text is the hashtag #CDCTips, the CDC logo, and the website URL CDC.gov/tips. The post text above the grid states: "More than 1 in 5 adult men smoke. During #NMHW, quit & lower your risk of many diseases related to smoking. For free help, call 1-800-QUIT-NOW [link]."

# National Networks on Disparities in Tobacco Control



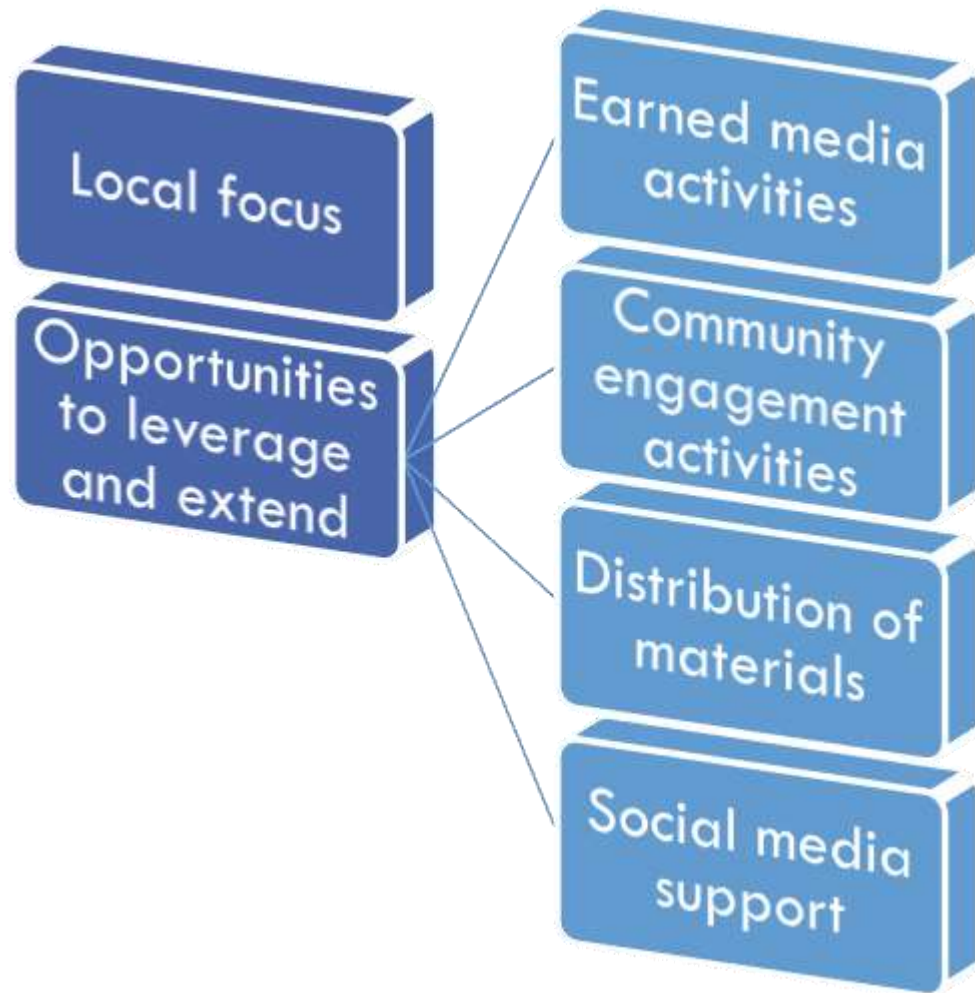
# Partnership and Outreach



# Partner Resources for Low Cost Materials



# How You Can Help!





# Action Steps



## What YOU can do

- Promote and share *Tips* messages
- Use Free Resources
- Interview, work with participants
- Highlight campaign on their Web sites
- Write articles, blogs

## What CDC can do

- Provide new materials and resources
- Offer custom technical assistance
- Provide social media toolkits and collaboration

# Providing Partners with Tools They Can Use

Campaign Materials

Template Press Materials

“Rip and Reads”

**TIPS FROM FORMER SMOKERS** CDC'S NATIONAL TOBACCO EDUCATION CAMPAIGN  
*Tips Campaign Overview*

**The Burden of Tobacco Use**  
Smoking remains the leading cause of preventable death and disease in the United States, killing more than 480,000 Americans each year. Smoking causes immediate damage to your body, which can lead to long-term health problems. For every person who dies because of smoking, at least 50 people live with a serious smoking-related illness. The only proven strategy to protect yourself from harm is to never smoke, and if you do smoke or use tobacco products, to quit.


**Real People, Real Stories**  
The Centers for Disease Control and Prevention (CDC) launched the first-ever paid national tobacco education campaign—*Tips From Former Smokers* (TFOS) in March 2012. The *Tips* campaign, which profiles real people—not actors—who are living with serious long-term health effects from smoking and secondhand smoke exposure, has continued through 2013 and 2014.

Since its launch, the *Tips* campaign has featured compelling stories of former smokers living with smoking-related diseases and disabilities and the toll that smoking-related illnesses have taken on them. The campaign has also featured nonsmokers who have experienced life-threatening episodes as a result of exposure to secondhand smoke.

*Tips* ads focus on health issues caused by smoking or exposure to secondhand smoke, including:

- Cancer (lung, throat, head and neck)
- Heart disease
- Stroke
- Asthma
- Diabetes
- Berger's disease
- COPD (chronic obstructive pulmonary disease)
- Gum disease
- Preterm birth
- Smoking and HIV

The *Tips* campaign engages doctors, nurses, dentists, pharmacists, and many other health care providers so they can encourage their smoking patients to quit for good.



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

# Customized Technical Assistance

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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

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770.488.5289

mjohns@cdc.gov

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

