“Tips” Campaign

BE CAREFUL NOT TO CUT YOUR STOMA.
Shawn, Age 50, Diagnosed at 46
Washington State

Be prepared.
Your lung cancer can spread to your brain.
Rose, age 59, Texas

Smoking causes immediate damage to your body. For Shawn, it caused throat cancer. You can quit. For free help, call 1-800-QUIT-NOW.

Smoking caused Rose’s lung cancer. She had to move from the small town she lived in to get the treatment she needed, including chemo, radiation and having part of her lung removed. Recently, her cancer spread to her brain. You can quit.

CALL 1-800-QUIT-NOW.
Key Campaign Messages

- Smoking causes immediate damage to your body, which can lead to long-term health problems.
- For every person who dies from a smoking-related illness, more than 30 live with an illness caused by smoking, AND
- Now is the time to quit smoking, and if you want help, free assistance is available.

1-800-QUIT-NOW
www.cdc.gov/tips
The Evidence Base on Media Campaigns

Media campaigns have been found to:

- Decrease tobacco use prevalence
- Increase cessation
- Decrease youth initiation
- Be cost-effective


Number of weekly telephone calls made to national portal to state tobacco quitlines before, during, and after TIPS,* compared with 2011 calls — United States, March 5–June 24, 2012
FIGURE 1. Number of weekly telephone calls made to 1-800-QUIT-NOW before, during, and after CDC’s 2013 Tips from Former Smokers campaign — United States, February 4–July 21, 2013*

* For the week of May 27–June 2, the national television ads were running, but most of these ads were tagged with the message "You can quit – talk with your doctor for help." For the weeks of June 3–9, June 10–16, and June 17–23, a substantial proportion of online ads were tagged with 1-800-QUIT-NOW. For the week of June 24–30, some television stations continued to run ads for a short period after the campaign ended; in addition, the campaign might have had a delayed effect.

Impact of *Tips* on Texas Quitline
Many Americans Tried to Quit: Results from 2012 TIPS Campaign

<table>
<thead>
<tr>
<th>Saw at Least One Ad</th>
<th>Quit Attempts</th>
<th>Quit at End of Campaign</th>
<th>Likely to Quit Permanently</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% smokers</td>
<td>1.6 million</td>
<td>More than 200,000</td>
<td>100,000</td>
</tr>
<tr>
<td>75% non-smokers</td>
<td>1.6 million + (12%) more</td>
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Effect of the first federally funded US antismoking national media campaign

Dr Tim McAfee MD, Kevin C Davis MA, Robert L Alexander PhD, Terry F Pechacek PhD, Rebecca Bunnell ScD

Tips 2013: *Talk With Your Doctor* initiative

- **Talk With Your Doctor Goals**
  - Engage the healthcare community
  - Encourage patients to talk with their healthcare providers about quitting

- **Primary Partners**
Talk With Your Doctor

- Posters
- 5As/2A & R Scripting card
- Medscape commentary
- Quitline FAQs
- JAMA ad
- Newsletter articles
- Looped videos
- Digital buttons

*Posted on www.cdc.gov/tips as of 7/7/2014 - Health Care section; or Campaign Download Center - http://www.plowsharegroup.com/cdctips
Health Care Providers: How You Can Help Patients Quit

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

For dentists, dental hygienists, and other oral health professionals.

Health Care Professionals

For anyone who works to improve patient health.

Pharmacists

For pharmacists and pharmacy professionals.

FREE Resources
provided by smokefree.gov

YOU CAN QUIT SMOKING. TALK WITH YOUR DOCTOR FOR HELP.

Get email updates
To receive email updates about the Tips From Former Smokers campaign, enter your email address:
What's this? Submit
Tips From Former Smokers

I'm Ready to Quit!

Three ways to get started today:

1. Call For Free Help
   1-800-QUIT-NOW (1-800-784-8669)
   or in Spanish:
   1-855-DÉJELO-YA (1-855-335-3569)

2. Read the Quit Guide
   A guide to help you quit cigarette smoking, including reasons to quit, steps to
   quit, tips on handling cravings, medications that can help, and what to do if
   you slip.

3. Sign Up for Free Texts
   Free 24/7 quit help texted to your phone!
   Text QUIT to 47848, answer a few questions, and you’ll start receiving messages.

For additional help to quit smoking, view our Quitting Resources page, featuring quitline phone numbers, online apps, websites, and other resources to help you quit for good.
Historias de la vida real

Historias destacadas

La historia de Terrie  La historia de Brian  La historia de Rose  La historia de Felicita

Historias de la vida real por enfermedad

Los participantes de la campaña Consejos aparecen por enfermedad (asma, enfermedad de Buerger, cáncer, etc.)

Historias de la vida real por grupo

Los participantes de la campaña Consejos aparecen por grupo (afroamericanos, hispanos o latinos, etc.)

Historias de la vida real por nombre

Los participantes de la campaña Consejos aparecen por nombre.
Tips 2014
Tips 2014
How You and Tips can Help Each Other

- **How TIPS can help you:**
  - **Clinical:**
    - Ice-breaker with patients
    - Referral resource: [www.cdc.gov/tips](http://www.cdc.gov/tips) and 1-800-QUITNOW
  - **Tobacco Control**
    - Increase awareness of the dangers of smoking
    - Increase use of services

- **How you can help TIPS:**
  - Talk it up
  - Share our Facebook posts on CDC TobaccoFree
  - Access and use ads through CDC’s Media Resource Center ([cdc.gov/tobacco/mcrc](http://cdc.gov/tobacco/mcrc))