

CDC's *Tips* Campaign


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Centers for Disease Control and Prevention

Texas Tobacco Summit
June 26-27, 2014



“Tips” Campaign




A TIP FROM A FORMER SMOKER

BE CAREFUL NOT TO CUT YOUR STOMA.

Shawn, Age 50, Diagnosed at 46
Washington State

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



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.smokefree.gov



A TIP FROM A FORMER SMOKER

Be prepared. Your lung cancer can spread to your brain.

Rose, age 59, Texas

Smoking caused Rose's lung cancer. She had to move from the small town she loved 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.



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

#CDCTips

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



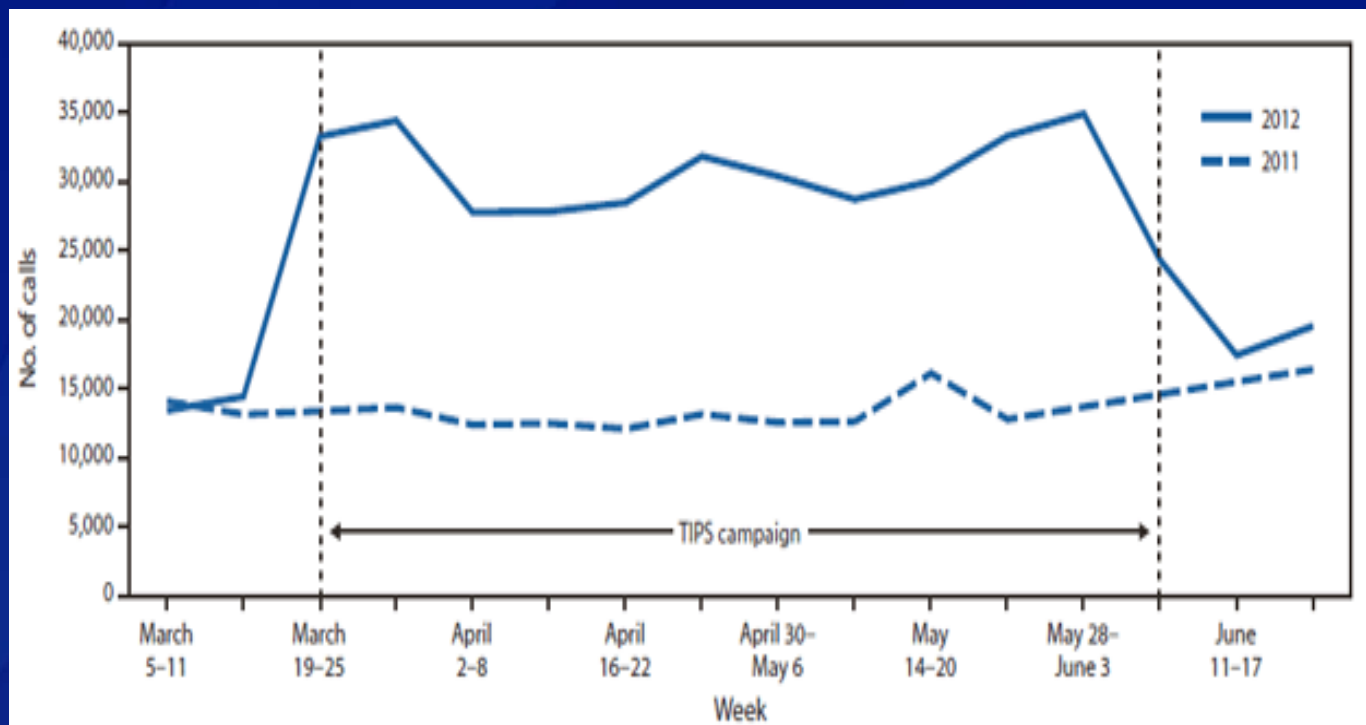
The Guide to Community Preventive Services. Reducing tobacco use and secondhand smoke exposure; available at <http://www.thecommunityguide.org/tobacco/index.html>

The Guide to Community Preventive Services. Reducing tobacco use and secondhand smoke exposure; available at <http://www.thecommunityguide.org/tobacco/index.html>

National Cancer Institute. The role of the media in promoting and reducing tobacco use. Tobacco Control Monograph No. 19. Bethesda, MD: US Department of Health and Human Services, National Cancer Institute; 2008. Available at <http://www.cancercontrol.cancer.gov/tcrb/monographs/19/index.html>. Accessed August 24, 2012.

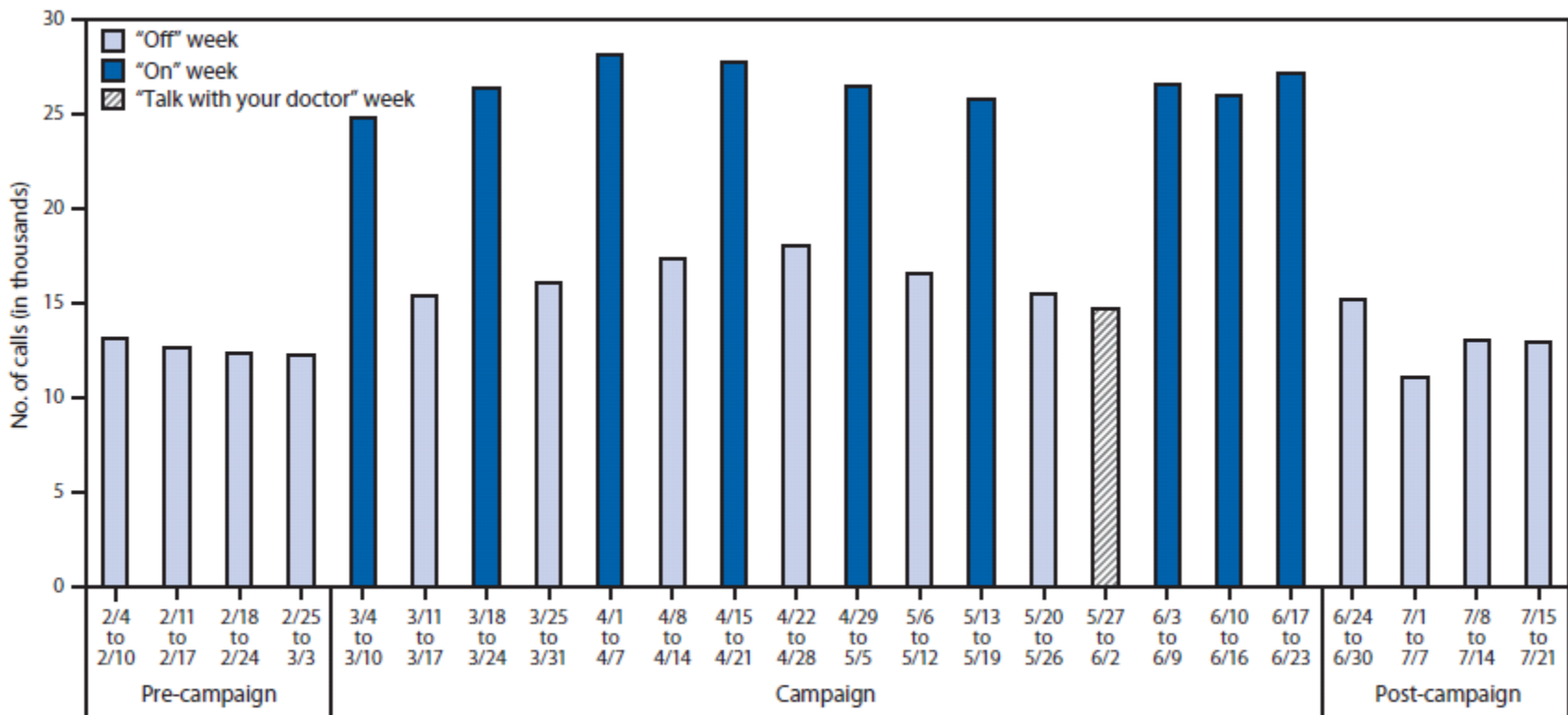
Durkin S, Brennan E, Wakefield M. Mass media campaigns to promote smoking cessation among adults: an integrative review. Tob Control 2012;21:127–38.

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



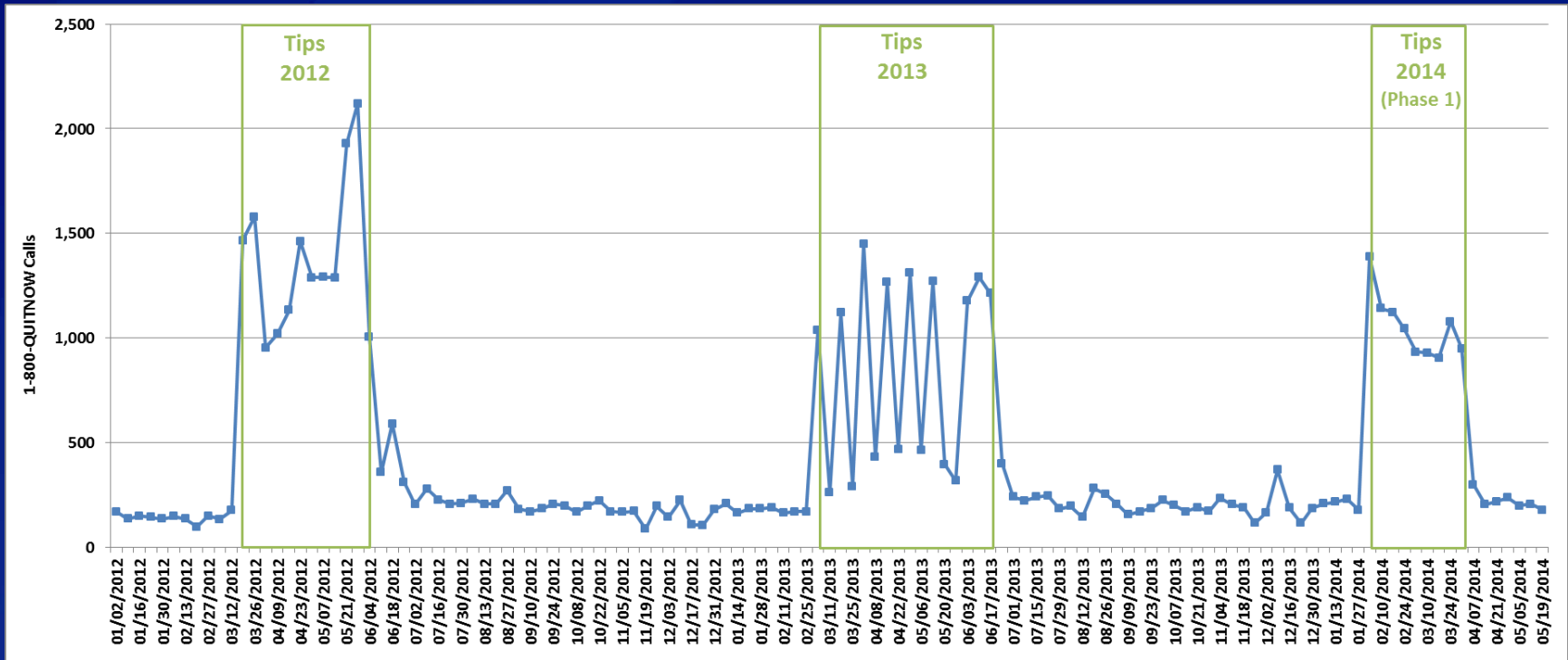
Impact of 2013 Tips Campaign on Quitline Calls

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

Saw at Least One Ad	Quit Attempts	Quit at End of Campaign	Likely to Quit Permanently
80% smokers 75% non-smokers	1.6 million additional (12%) more	More than 200,000	100,000

THE LANCET Articles

The Lancet, Early Online Publication, 9 September 2013

Effect of the first federally funded US antismoking national media campaign 

Tim McAfee, Kevin C Davis, Robert L Alexander, Terry F Pechacek, Rebecca Bunnell

Summary
 Background Every year, smoking kills more than 5 million people globally, including 440 000 people in the USA, where the long-term decline in smoking prevalence has slowed. The US Centers for Disease Control and Prevention (CDC) delivered a national, 3-month antismoking campaign called Tips From Former Smokers (TIPS) that started in March, 2012, in which hard-hitting, emotionally evocative television advertising was featured, depicting smoking-related suffering in real people. We aimed to assess the effects of the TIPS campaign.

Methods We undertook baseline and follow-up surveys of nationally representative cohorts of adult smokers and non-smokers. The national effect of the TIPS campaign was estimated by applying rates of change in the cohort before and after the campaign to US census data.

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Office on Smoking and Health,
National Center for Chronic
Disease Prevention and Health
Promotion, Centers for Disease
Control and Prevention.

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 The Lancet - 14 December 2013 (Vol. 382, Issue 9909, Pages 2003-2011) DOI: 10.1016/S0140-6736(13)61686-4

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

RESOURCES*

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



Medscape



*Posted on www.cdc.gov/tips as of 7/7/2014 - Health Care section; or Campaign Download Center - <http://www.plowsharegroup.com/cdctips>

Tips From Former Smokers

Tips From Former Smokers

About the Campaign

I'm Ready to Quit!

Real Stories

Diseases/Conditions
Featured in the Campaign

For Specific Groups

Partners

Faith-based
Organizations

► Health Care Providers

Dental Professionals

Health Care
Professionals

Pharmacists

FAQs for Health Care
Providers

Quitline FAQs for Health
Care Providers

"Talk With Your Health
Care Team" Posters

Partners and Public
Health Professionals

Campaign Resources

Stay Connected

Newsroom

> [Tips From Former Smokers](#) > [Partners](#)



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.

[Email page link](#)

[Print page](#)

[Get email updates](#)

**I'm ready
to QUIT!**

FREE Resources
provided by smokefree.gov

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



[LEARN MORE](#)

[Get email updates](#)

To receive email updates about the *Tips From Former Smokers* campaign, enter your email address:

[What's this?](#)

Tips From Former Smokers

Tips From Former Smokers

About the Campaign

I'm Ready to Quit!

Quit Guide

Quitting Resources

Real Stories

Diseases/Conditions
Featured in the Campaign

For Specific Groups

Partners

Campaign Resources

Stay Connected

Newsroom

Related Links

[Smoking & Tobacco Use](#)

[Smokefree.gov](#)

[National Cancer Institute](#)

> [Tips From Former Smokers](#)

[Recommend](#)

[Tweet](#)

[Share](#)

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.

[More »](#)

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.

[More »](#)

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.

[Email page link](#)

[Print page](#)

[Get email updates](#)

[View page in](#)

[Español \(Spanish\)](#)



[Get email updates](#)

Consejos de exfumadores

Consejos de exfumadores

Acerca de la campaña

¡Estoy listo para dejar de fumar!

Historias de la vida real

Historias de la vida real por enfermedad

Historias de la vida real por grupo

Historias de la vida real por nombre

Enfermedades

Para poblaciones específicas

Recursos de la campaña

Enlaces relacionados

[CDC en Español](#)

español.smokefree.gov

[Instituto Nacional del Cáncer](#)

> [Consejos de exfumadores](#)

[Recomendar](#) [Twitter](#) [Compartir](#)

Historias de la vida real

Historias destacadas



La historia de Terrie

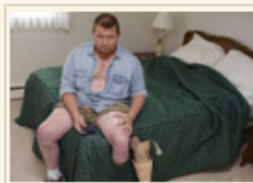
La historia de Brian

La historia de Rose

La historia de Felicita

Página: [1](#) [2](#)

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.

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[Reciba actualizaciones](#)

Esta página en

English (Inglés)

¡Estoy Listo para Dejar de Fumar!

Recursos Gratuitos
de español.smokefree.gov

USTED PUEDE DEJAR DE FUMAR. PÍDALE AYUDA A SU MÉDICO.

[CDC](#) [MÁS INFORMACIÓN](#)

Contáctenos:

[Centros para el Control y la Prevención de Enfermedades, Oficina de Tabaquismo y Salud](#)
4770 Buford Highway
MS F-79
Atlanta, Georgia
30341-3717

[800-CDC-INFO](#)
(800-232-4636)

Línea TTY:
(888) 232-6348

tobaccoandcampaig@cdc.gov

Tips 2014

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 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)



For more information please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone, 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov Web: 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.

