

2024 *Tips From Former Smokers*® Campaign Overview

The 2024 *Tips From Former Smokers*® (*Tips*®) campaign features the stories of more than 45 brave people from diverse backgrounds impacted by the serious long-term health effects from smoking and secondhand smoke exposure. The campaign also features stories of family members affected by their loved one's smoking-related illness. The message they send is urgent:

Now is the time to quit smoking, and free help is available if needed.

REAL PEOPLE, REAL STORIES

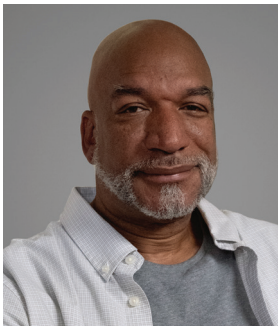
The 2024 *Tips* campaign will feature new people sharing their quit smoking stories:



Angie P.: Angie smoked menthol cigarettes because she thought it would help her to cope with the fear that people around her would not accept that she is gay. She wants to encourage other LGBTQ+ people who smoke to love themselves and get the help they need to quit.



Elizabeth and Stephen B.: As a newlywed, Elizabeth was diagnosed with peripheral artery disease (PAD) and had to have major surgery to restore blood flow to her legs. She later developed kidney cancer. Her husband, Stephen, became her primary caregiver, something she never envisioned when she first started smoking.



Ethan B.: Ethan grew up seeing ads that made him think smoking cigarettes was "cool." He suffered two strokes as a result of smoking. The strokes damaged his memory, and he sometimes forgets how to use everyday things, like a microwave. He now depends on sticky notes to write down things he needs to remember.



John B.: John struggled with nicotine addiction and tried different strategies to quit smoking. He finally quit at age 38, after he found a doctor who really listened to him. She prescribed two quit-smoking medicines, recommended counseling, and helped him set a quit date.



Noel S.: Noel smoked two packs a day for more than 20 years. He suffered a smoking-related heart attack at the age of 36. Noel quit smoking so he could be around to watch younger family members grow up.



Tammy W.: Tammy ate healthy, exercised regularly, and ran marathons. She thought that menthol cigarettes were less harmful than non-menthol cigarettes. At age 44, Tammy learned she had severe heart disease and needed open-heart surgery.



TIPS KEY MESSAGES

- 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.
- Menthol cigarettes can be easier to start and harder to quit than regular cigarettes.
- Tobacco companies aggressively market to many communities, including African American and LGBTQ+ communities.
- Menthol cigarettes contribute to tobacco-related health disparities in the United States.

NOW IS THE TIME TO QUIT SMOKING. FREE HELP IS AVAILABLE



Telephone

1-800-QUIT-NOW (1-800-784-8669) (English)
 1-855-DÉJELO-YA (1-855-335-3569) (Spanish)
 1-800-838-8917 (Mandarin and Cantonese)
 1-800-556-5564 (Korean)
 1-800-778-8440 (Vietnamese)



Web

[CDC.gov/quit](https://www.cdc.gov/quit) (English)
[CDC.gov/consejos](https://www.cdc.gov/consejos) (Spanish)



Text

Text QUITNOW to 333888 (English)
 Text DÉJELOYA to 333888 (Spanish)



App

QuitSTART app

TIPS USES APPROACHES TO ADDRESS HEALTH DISPARITIES IN PURSUIT OF HEALTH EQUITY

Tips increases the reach, representation, receptivity, and accessibility of smoking cessation messages. *Tips* also increases awareness of free quit-smoking resources among adults—no matter who they are, where they live, or how much money they make.

The *Tips* campaign:

- Develops evidence-based smoking cessation messages featuring real people who reflect the diversity of people with smoking-related health conditions and experiences.
- Places *Tips* ads on a variety of media channels to reach communities and groups with high prevalence of smoking and smoking-related diseases, including those communities who are disproportionately affected by tobacco use.
- Makes *Tips* materials available for free or low-cost to state and local health programs and community-based organizations.
- Translates information and resources into additional languages using culturally appropriate language. The campaign also has materials that are accessible for people with disabilities, including for people who are deaf or hard of hearing.



HEALTH CONDITIONS FEATURED IN *TIPS*

***Tips* ads focus on many health issues caused by, associated with, or made worse by smoking or secondhand smoke exposure including:**

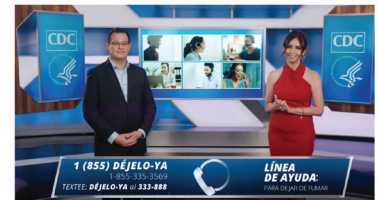
- Asthma
- Buerger's disease
- Cancer (colorectal, head and neck, kidney*, lung, oral, and throat)
- Chronic obstructive pulmonary disease (COPD)
- Diabetes
- Depression and anxiety
- Gum disease
- Heart disease
- HIV
- Peripheral artery disease (PAD)*
- Preterm birth
- Stroke
- Vision loss and blindness

*New for 2024

2024 *TIPS* MEDIA BUY OVERVIEW

The 2024 media buy will:

- Run from Monday, February 5 through Sunday, September 22, 2024.
- Air ads on national broadcast and cable TV, and on digital and social media channels.
- Place ads on streaming video properties, such as Hulu, Paramount+, NBC's Peacock, and Fox's Tubi channels.
- Place ads on local TV in markets in West Virginia, Kentucky, and Arkansas, as they have high prevalence of people that smoke. We will also place ads in the territory of Guam.
- Run seven nicotine replacement therapy (NRT) promotions on TV.
- Promote free telephone-based counseling services, available in English, Spanish, and Asian languages.
- Promote free text messaging-based services, available in English and Spanish, on YouTube, social media, and integrated programming on Telemundo and Univision.
- Reach African American, American Indian and Alaska Native (AI/AN), Asian, Native Hawaiian, and Other Pacific Islander, Deaf and Hard of Hearing, Hispanic/Latino, and LGBTQ+ audiences through additional placements. These placements include specific TV programming, print, radio, social, and digital.
- Engage audiences on social media platforms, including Facebook, X (formerly known as Twitter), and Instagram.
- Place in-language print ads in English, Spanish, Cantonese, Mandarin, Korean, and Vietnamese.



THE NATIONAL TEXTING PORTAL CONTINUES

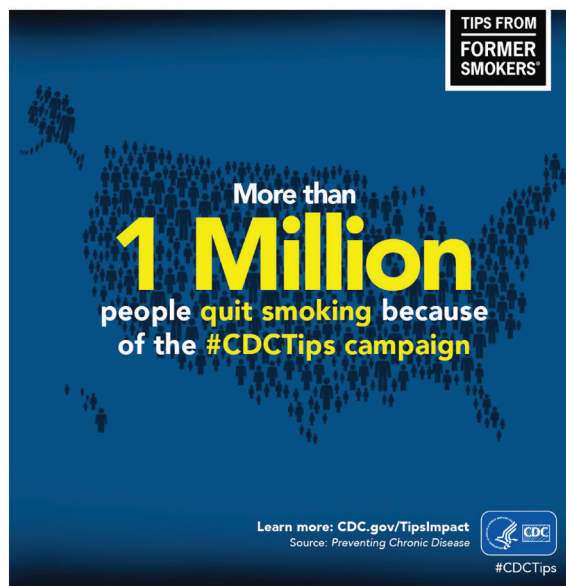
- The National Texting Portal will be an important part of this year's campaign. Text messaging services, available in English and Spanish, are designed to connect adults with text-message based support to help them quit smoking.
- The National Texting Portal, developed in collaboration with the National Cancer Institute (NCI), connects people to state resources or routes them to NCI's SmokefreeTXT if state text messaging services are not available.
- This year we will be promoting the National Texting Portal on YouTube, social media, the *Línea de Ayuda (LDA)* program on Telemundo, and the *A Su Lado* program on Univision.
- Digital video ads will run nationally to encourage adults to text* **QUITNOW** to **333888** for free help in English and Spanish. The *Línea de Ayuda (LDA)* program will encourage Spanish speaking adults to text **DÉJELOYA** to **333888** for free help in Spanish.
- Evidence-based texting services are an important complement to **1-800-QUIT-NOW** as texting services may reach adults who want additional help to quit smoking but may be less likely to call a quitline.

*Message and data rates may apply.

TIPS DELIVERS RESULTS

The hard-hitting *Tips* ads deliver significant results:

- From 2012–2018, the *Tips* campaign:
 - Motivated more than 1 million adults to quit smoking and inspired millions more to try to quit.¹
 - Helped prevent an estimated 129,000 early deaths and helped save an estimated \$7.3 billion in smoking-related healthcare costs. The cost-effectiveness study found that for every \$3,800 spent on the *Tips* campaign, an early death is prevented.¹
- A study showed that people who previously smoked who see *Tips* ads more often are more likely to try to quit smoking than those who don't see the ads as often. Quit attempts are very important, because evidence indicates that multiple quit attempts are often made before a successful sustained quit from tobacco.²
- A 2022 study showed that people who previously smoked and had more exposure to the *Tips* campaign were less likely to relapse smoking cigarettes.³
- *Tips* has increased quit attempts among specific groups of people, including African American persons, pregnant people, people with mental health conditions, and those with some high school education.^{4, 5}
- *Tips* serves as an important counter to the \$7.84 billion the tobacco industry spent on advertising and promotion of cigarettes in 2020, a year when annual cigarette sales increased for the first time in 20 years.⁶
- Several articles have been published about the effectiveness of *Tips*—find them on the *Tips* campaign website at [CDC.gov/TipsImpact](https://www.cdc.gov/TipsImpact).



**From 2012-2018; Source: Preventing Chronic Disease*

Questions? Please contact CDC's Office on Smoking and Health's Technical Assistance Team at:
OSHCommTA@cdc.gov

For more information about *Tips*, visit [CDC.gov/Tips](https://www.cdc.gov/Tips)

References: **1.** Shrestha SS, Davis K, Mann N, Taylor N, Nonnemaker J, Murphy-Hoefer R, Trivers KF, King BA, Babb S, Armour BS. Cost Effectiveness of the Tips From Former Smokers Campaign—United States, 2012–2018. *American Journal of Preventive Medicine*; 2021. **2.** Kevin Davis, MA; Deesha Patel, MPH; Paul Shafer, MA; Jennifer Duke, PhD; Rebecca Glover-Kudon, PhD; William Ridgeway, MA; Shanna Cox, MSPH. Association Between Media Doses of the Tips From Former Smokers Campaign and Cessation Behaviors and Intentions to Quit Among Cigarette Smokers, 2012-2015. *Health Education & Behavior*: May 12, 2017. **3.** Davis K, Murphy-Hoefer R, Dutra L, King B, Bradfield B, Rodes R, Beistle D. The Impact of the Tips from Former Smokers® Campaign on Reducing Cigarette Smoking Relapse. *Journal of Smoking Cessation*, vol. 2022, Article ID 3435462, 8 pages, 2022. **4.** Ma, H, Gottfredson O'Shea, N, Kieu, T, Rohde, J, Hall, M, Brewer, N, & Noar, S. Examining the Longitudinal Relationship Between Perceived and Actual Message Effectiveness: A Randomized Trial. *Health Communication* 0:0, pages 1-10; 2016. **5.** Prochaska, J, Gates, F, Davis, K, Gutierrez, K, Prutzman, Y, Rodes, R. The 2016 Tips From Former Smokers® Campaign: Associations With Quit Intentions and Quit Attempts Among Smokers With and Without Mental Health Conditions, *Nicotine & Tobacco Research*, Volume 21, Issue 5, pages 576-583; 2019. **6.** U.S. Federal Trade Commission. U.S. Federal Trade Commission (FTC), *Cigarette Report for 2020*. Washington: Federal Trade Commission, 2021.



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