



CDC'S NATIONAL TOBACCO EDUCATION CAMPAIGN **TIPS® IS MAKING AN IMPACT**

Burden of Cigarette Use

Cigarette smoking remains the leading preventable cause of death and disease in the United States, killing more than 480,000 people each year. For every person who dies because of smoking, at least 30 are living with a serious smoking-related illness. More than 16 million Americans are living with at least one smoking-related disease. Unfortunately, 34 million adults in the U.S. still smoke cigarettes.

How much does cigarette smoking cost the United States every year?

More than

\$300 billion

which includes nearly

\$170 billion

in direct medical care to treat people suffering from smoking-related illness and more than

\$156 billion

in lost productivity

CDC's National Tobacco Education Campaign

The Centers for Disease Control and Prevention (CDC) launched the first federal national tobacco education campaign in March 2012. The key goals of the *Tips From Former Smokers®* (*Tips®*) campaign are to:

- Build public awareness of the immediate health damage caused by smoking and exposure to secondhand smoke.
- Encourage smokers to quit, and make free help available.
- Encourage smokers not to smoke around others, and encourage nonsmokers to protect themselves and their families from exposure to secondhand smoke.

Real People, Real Stories

In the 10 years since its launch, CDC's *Tips From Former Smokers®* (*Tips®*) campaign has shared the stories of more than 40 people living with serious long-term health effects due to smoking and secondhand smoke exposure, including: cancer (lung, throat, head and neck, colorectal), heart disease, stroke, asthma, diabetes complications, Buerger's disease, COPD (chronic obstructive pulmonary disease), gum disease, preterm birth, HIV, vision loss, and mental health conditions (depression and anxiety). We've also profiled family members who take care of a loved one with a smoking-related illness or disability. Their compelling stories send a powerful message: Quit smoking now—or better yet, don't start.



You're not the only one who benefits from quitting.

Rico, age 48, California
Gabby, daughter, age 20



Ask people not to smoke around your kids.

Aden, age 7, Jessica, his mother, New York



Impact of the *Tips* Campaign



The campaign has a proven track record of helping people successfully quit smoking. From 2012–2018, CDC estimates that approximately one million people who smoke have successfully quit and more than 16.4 million have attempted to quit because of the *Tips* campaign.

The *Tips* campaign is money well spent. Research shows that these types of hard-hitting ads save lives and decrease the huge economic burden caused by smoking. During 2012–2018, the *Tips* campaign 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, we prevented an early death, when factoring in smoking relapse, inflation, and advertising and evaluation costs.

Media Placement Highlights

Tips ads have run on multiple channels including television, radio, print, out-of-home, and online.

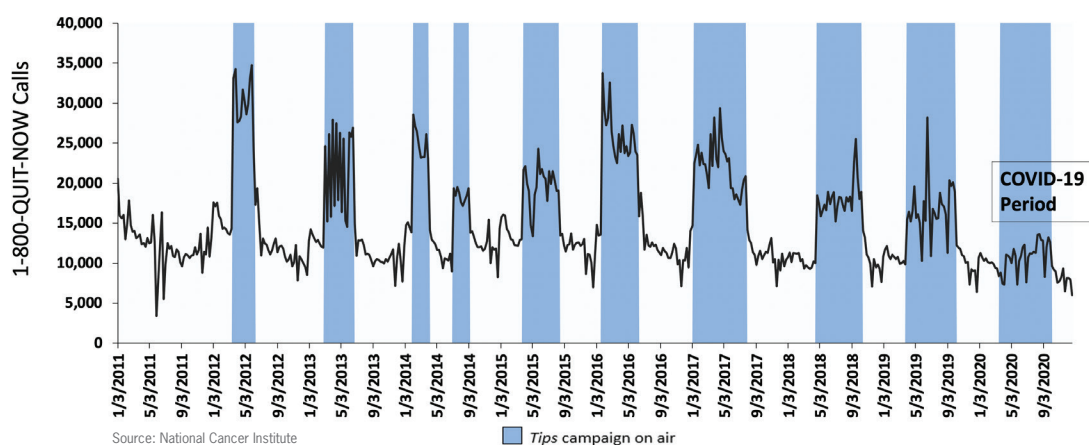
The campaign has:

- Aired in every designated market area in the country.
- Reached more than 85% of adults who smoke every year.
- Run Spanish language ads on television, billboards, and online.
- Run Asian-language ads on print, radio, and digital channels.
- Reached additional audiences with high smoking rates through supplemental TV, digital, radio, and print placements.
- Promoted public service announcements across all media, which have generated nearly \$117 million in free placements since 2012.



1-800-QUIT-NOW: A Toll-Free Number Operated by the National Cancer Institute

When the *Tips* campaign is on the air, we see an immediate, sustained, and dramatic spike in calls to the helpline, 1-800-QUIT-NOW.



Throughout much of 2020, the United States was dealing with an unprecedented global pandemic—COVID 19. Weekly quitline calls to 1-800-QUIT-NOW were lower than during the same weeks in 2019, even during those weeks that *Tips* was not on air.

For more information on the *Tips From Former Smokers* campaign: Visit www.cdc.gov/tips. Email TobaccoMediaCampaign@cdc.gov.



U.S. Department of
Health and Human Services
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