**Tips From Former Smokers**

**Campaign Background**

- In March 2012, CDC’s Office on Smoking and Health launched the first-ever paid national tobacco education campaign—*Tips From Former Smokers (Tips)*. More than 100,000 smokers quit for good in 2012 as a result of the campaign.

- In 2013, *Tips* ran for 10 weeks and featured new ads that focused on secondhand smoke, COPD, diabetes, and cancer. The average weekly number of calls to 1-800-QUIT-NOW increased by 75% and the average weekly website visitors increased 38-fold.

- In 2014, the *Tips* media buy was executed in two phases. The first phase ran for 9 weeks from February 3 through April 6. The ads that ran on national cable during that time included *Nathan’s Tip*, *Roosevelt’s Tip*, *Buerger’s disease*, *Bill’s Tip*, and *Suzy’s Tip*. These ads were used in previous media buys. Two new ads—*Terrie: Surgeon General* and *Terrie: Teenager*—ran after 8:00 p.m. *Jessica’s Tip* ran on national Spanish networks.

- The second phase of the campaign ran for 9 weeks from July 7 through September 7. New advertisements were aired, including *Amanda’s Tip* (preterm pregnancy), *Brian’s Tip* (HIV and smoking), *Rose’s Tip* (lung cancer), *Shawn’s Tip* (head and neck cancer), and *Brett and Felicita’s Tip* (periodontal disease). Another new ad featuring Terrie was also introduced—*Terrie: Don’t Smoke*. *Felicita’s Tip* and *Rose’s Tip* ran on national Spanish cable networks.

**Phases 1 and 2 Recap**

**Paid Media**

- The 2014 *Tips* campaign aired on national cable networks with an average of 760 commercials/week.
  - Networks included BET, LOGO, American Heroes, TNT, TBS, CMT, A&E, and others. Other channels included digital (video, display, and mobile), radio, print (newspapers and magazines), and various out-of-home locations (movie theaters, gas stations, laundromats, and traditional billboards).

- Hispanic cable spots averaged 60/week and aired *Jessica/Aden’s Asthma Tip*, *Rose’s Tip*, and *Felicita/Brett’s Tip* on Spanish-language stations.

- *Tips* print ads ran in Asian-language newspapers across the country. The ads included Chinese, Vietnamese, and Korean-language executions. These ads promoted asiansmokersquitline.org and offered free nicotine replacement therapy.

- Local radio, magazines, and newspapers that serve reservations and American Indian and Alaska Native communities ran *Tips* ads.
PSAs
• Public service announcements (PSAs) aired at no cost on local TV and radio stations in both English and Spanish for both phases.
  - Total airings: 17,000
  - Total impressions: more than 87,000,000

Earned Media
• Both phases of the Tips campaign garnered more than 555,000,000 earned media impressions.
• On August 28, OSH Epidemiology Branch Chief Ralph Caraballo appeared on the Telemundo morning show, “Un Nuevo Día.” Dr. Caraballo talked about the campaign, the prevalence of smoking among Hispanic Americans, and ways smokers could quit. Following this appearance, there was an increase in calls to 1-855-DEJELO-YA.
• During July, Univision produced and ran a “Salud es Vida” (Health is Life) vignette about smoking and lung cancer, which urged viewers to quit and visit the Tips website at CDC.gov/tips for help.

Digital Media
Web Site
• Tips campaign Web sites were visited more than 1.8 million times.*
  *This included all Tips sites (i.e., English, English mobile, Spanish, and Spanish mobile).

Digital Advertising

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<tr>
<th></th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Total 2014</th>
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<tbody>
<tr>
<td>Impressions delivered</td>
<td>135,141,259</td>
<td>505,952,306</td>
<td>641,093,565</td>
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<tr>
<td>Clicks</td>
<td>973,793</td>
<td>1,492,595</td>
<td>2,466,388</td>
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<tr>
<td>Click-through rate</td>
<td>0.72%</td>
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<tr>
<td>Video completions</td>
<td>98,617,414</td>
<td>174,139,561</td>
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<tr>
<td>Video completion rate</td>
<td>73%</td>
<td>73%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Social Media
Facebook
• CDC Tobacco Free posted 36 Tips-related items. These received more than 30,000 likes, 11,000 shares, and reached a total of 1,425,500 people. This is a threefold increase in likes and a twofold increase in both shares and reach, when compared with the 2013 campaign.
Twitter

- Number of times public tweeted about Tips: approximately 4,300
- Potential audience reached: 7.8 million • Potential Impressions: 30 million
- Of the 4,300 tweets, 159 were original content posted on CDC Tobacco Free using the #CDCTips hashtag. Those posts received 3,052 retweets and 1,283 mentions.

YouTube

- Tips videos had 4.9 million views during the two phases.
- From the 2012 Tips campaign launch through the end of the 2014 campaign, Tips videos (ads and vignettes) garnered 14.6 million views.

(1-800-QUIT-NOW)

- Calls to 1-800-QUIT-NOW for both phases: 393,006
  - Number of additional calls in 2014: 174,585
- Calls to 1-855-DÉJELO-YA for both phases: 2,491
  - Number of additional calls attributed to Tips since it began: 1,996

Publications

- An article published in the American Journal of Preventive Medicine (AJPM) —”A Cost-Effectiveness Analysis of the First Federally Funded Antismoking Campaign”—analyzed the cost-effectiveness of the 2012 Tips campaign. The study found that Tips:
  - Averted at least 17,000 premature deaths
  - Saved nearly 180,000 quality-adjusted life years
- With total campaign expenditures of about $48 million, Tips cost approximately $480 per quitter, $2,819 per premature death averted, and $393 per life-year gained.
- The report notes that a commonly accepted threshold of cost-effectiveness in the United States is $50,000 per life-year gained. The findings demonstrate that a federally funded national tobacco education campaign can be highly cost effective in reducing the burden of tobacco use.

The findings demonstrate that a federally funded national tobacco education campaign can be highly cost effective in reducing the burden of tobacco use. The findings are summarized in an infographic and press release posted in the CDC online newsroom at http://www.cdc.gov/media/releases/2014/p1210-tips-roi.html.
Partnership Activities

• Thank you to all our valuable partners! We are grateful for the support you’ve provided to leverage and extend the reach of the Tips campaign. As much as we would like to, we can’t list everyone’s contribution in this document. Listed below are a few examples of activities conducted by our new health care provider partners to support Tips:

  ▪ Association of Women’s Health, Obstetric and Neonatal Nurses
    – Amanda’s story in Healthy Mom & Baby magazine, along with a half-page ad, reached more than 1 million women.
    – A consumer-facing quit challenge in social media and participation in CDC’s Maternal Health Twitter chat garnered 10 million+ social media impressions.

  ▪ American Pharmacists Association
    – Banner ads on pharmacist.com reached more than 500,000 pharmacists. Pharmacists are the largest health care audience for Tips “Talk With Your Health Care Team” Web pages.
    – A CEO blog post in support of the Tips campaign and two articles in the online Pharmacy Today reached more than 500,000 U.S. pharmacists.

  ▪ American Academy of HIV Medicine
    – An article in the July issue of HIV Specialist, along with a full-page ad, reached 10,000 subscribers.
    – A home page graphic promotion enhanced the visibility of the campaign to HIV specialists.

  ▪ American College of Nurse Midwives
    – The director issued a statement supporting and praising Tips, which subsequently was sent to all 7,500 members.

  ▪ Children’s Dental Health Project
    – Social media efforts spurred 557 tweets/retweets, generating 3 million+ Twitter impressions.
    – Spurred an additional 34 organizations, including Delta Dental, the American Dental Hygienists Association, and the American Dental Association, to post Facebook, blog, or other content.
    – Assisted the Florida Dental Hygiene Association in submitting a Tips-related op-ed column to the Tampa Bay Times.
    – Wrote a Tips-related tweet in Spanish for Univision’s health week observance (#SaludEnUnivision).
    – Distributed Tips materials to the 600 attendees at the National Network for Oral Health Access annual conference.

  ▪ Faith United Against Tobacco
    – Faith United Against Tobacco (FUAT) spoke at a summit held in Atlanta in August. The summit’s goal was to raise awareness within the faith-based community of the extensive damage that tobacco products are causing in Black communities across America and to share activities that can be implemented.
    – FUAT also hosted two webinars entitled “It Takes Faith: Addressing Tobacco Use Within the Faith Community.” This offered an introduction to the Tips campaign and the importance of why faith leaders should address tobacco use. More than 120 people attended the Webinars.

  ▪ CVS Pharmacy
    – Ran the Tips Cessation radio spot via their in-store network of more than 7,600 stores nationwide.