



50th Anniversary Surgeon General's Report on Smoking and Health (SGR50)

CDC's Tips From Former Smokers Campaign

Michelle Johns

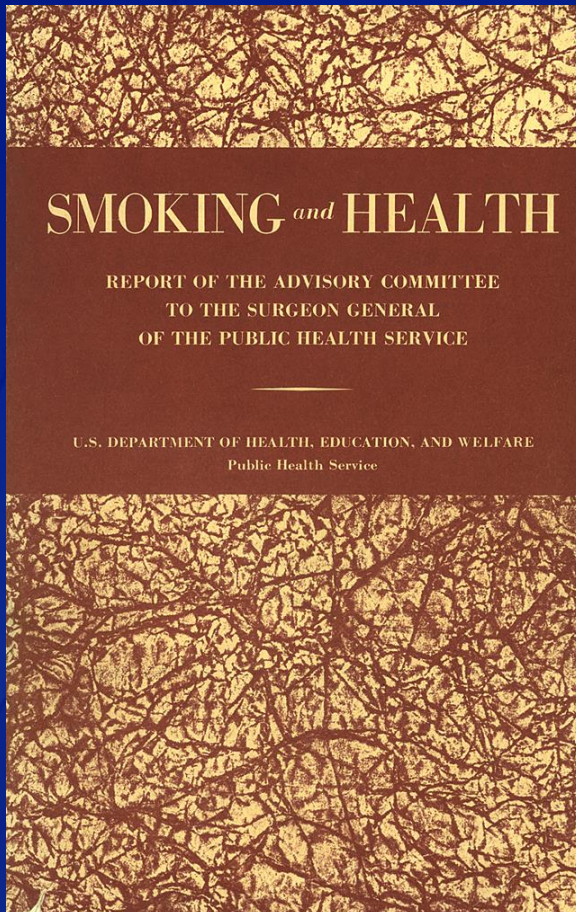
Health Communications Branch
Office of Smoking and Health

February 18, 2014

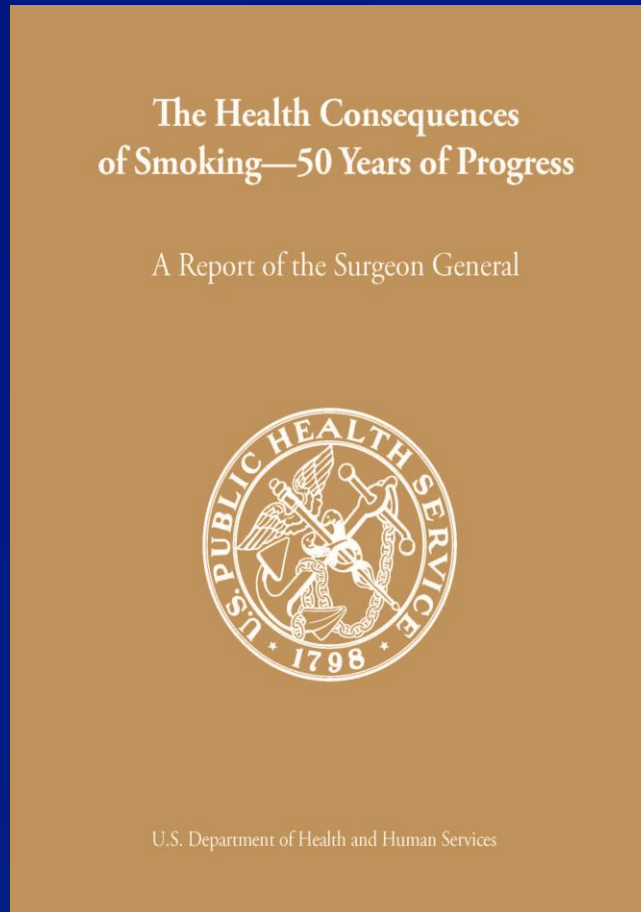


The Health Consequences of Smoking: 50 Years of Progress

A Report of the Surgeon General



1964



2014

Smoking Today – The Persistent Epidemic

Cigarettes cause almost all tobacco-related disease and death.

- ❑ Smoking claims nearly 500,000 lives every year.
- ❑ More than **16 million** people have at least one smoking-related disease.
- ❑ **88 million** Americans continue to be exposed to SHS.

What We've Learned: The Killer Cigarette

- ❑ Smoking risks are more deadly than 50 years ago.
- ❑ Smokers inhale over 7,000 chemical compounds: **At least 70 CAUSE CANCER.**
- ❑ Smoking causes disease in nearly every organ.
- ❑ Secondhand smoke kills 41,000 nonsmokers every year.
- ❑ There is no safe level of SHS exposure and **NO SAFE CIGARETTE.**



Smoking and Children

- ❑ Today about half of all children 3-18 years of age are exposed regularly to cigarette smoke.
- ❑ Every day over 3,200 kids try their first cigarette and another 2,100 youth and young adults become daily smokers.
- ❑ Nearly 9 out of 10 smokers started before age 18.

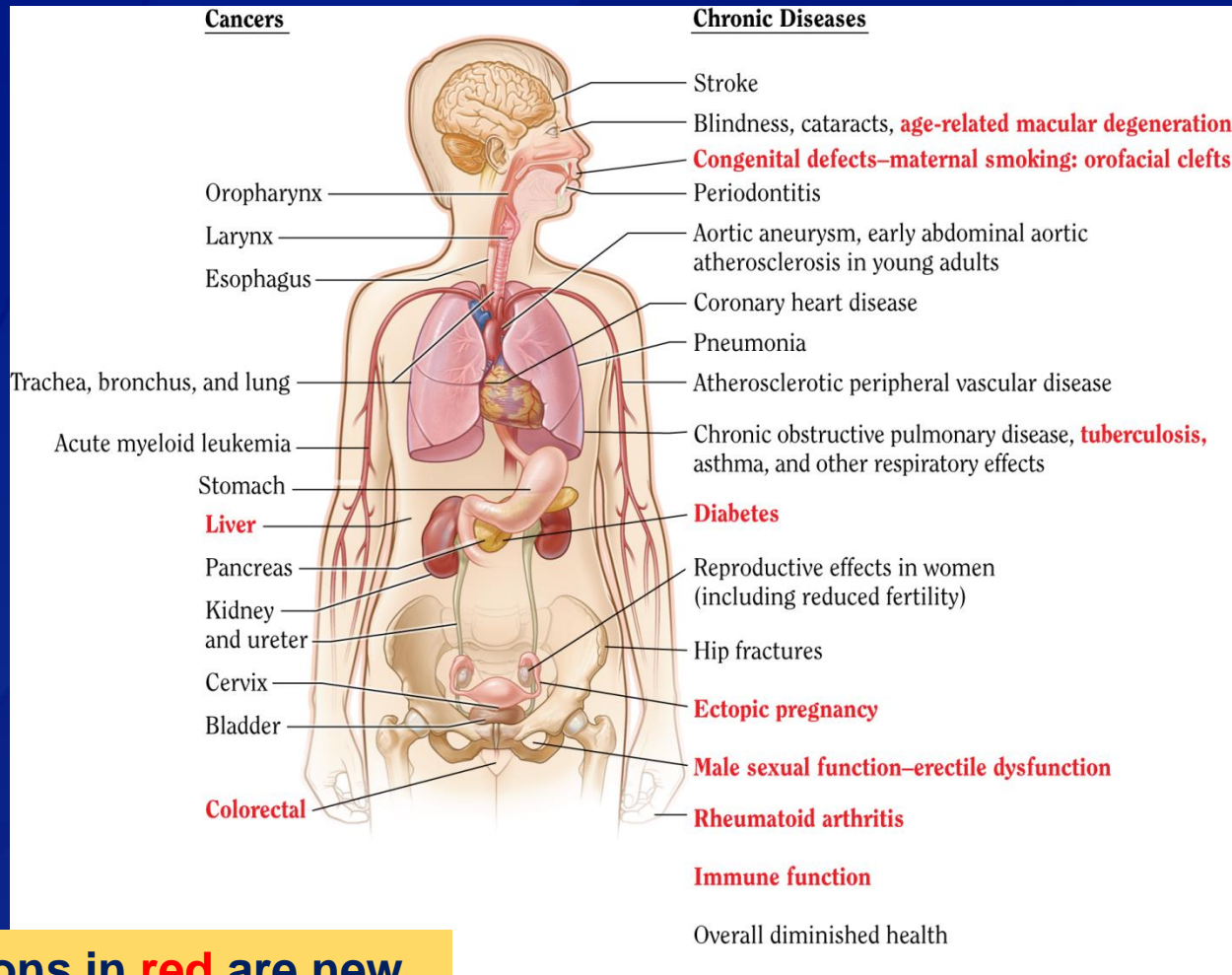


Smokers are sicker longer and more often

- ❑ More than 16 million Americans suffer from at least one disease caused by smoking.
- ❑ Smokers have more lung infections.
- ❑ Smokers are admitted to hospitals more often.
- ❑ Smokers miss more work.



New Findings in this Report: The Health Consequences Causally Linked To Smoking



Conditions in **red** are new SGR findings

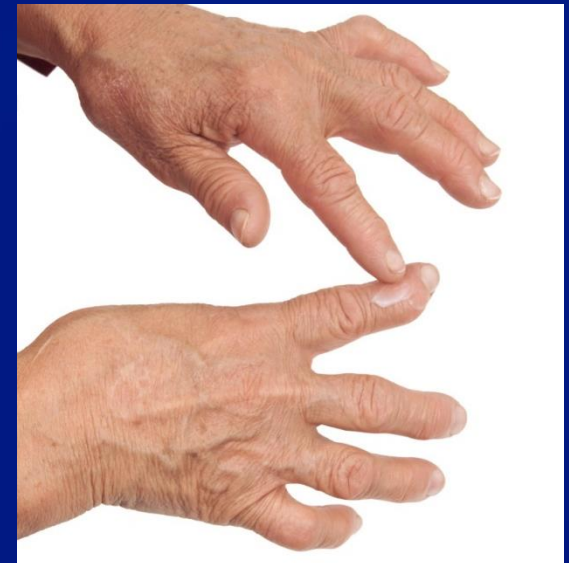
Smoking and Diabetes

Diabetes is the 7th leading cause of death in the U.S.

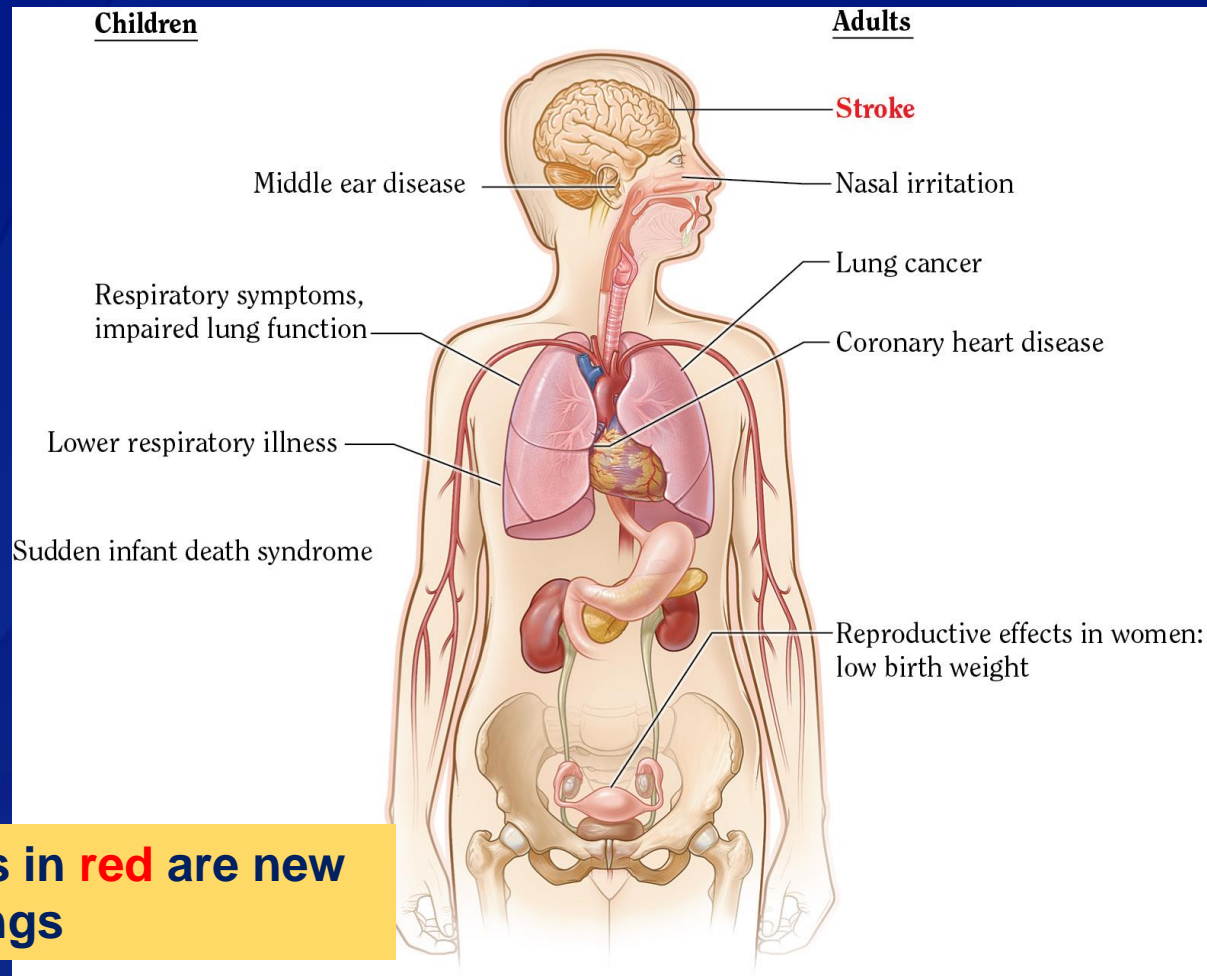
- ❑ Smoking causes type 2 diabetes.
- ❑ Smokers are 30-40% more likely to develop type 2 diabetes.

Diabetic smokers:

- ❑ Have difficulty regulating insulin levels.
- ❑ Have higher risk of heart disease, blindness, kidney failure, and nerve and blood vessel damage to feet and legs.



Other New Findings in this Report: The Health Consequences Causally Link to Exposure to Secondhand Smoke



Saving Millions of Lives – Doing Much More

We know what works to lower smoking rates:

- ❑ Smoke-free policies in public places**
- ❑ Make smoking the exception – not the norm**
- ❑ Easy-to-get affordable smoking cessation treatments**



The Health Consequences of Smoking: 50 Years of Progress

A Report of the Surgeon General

❑ Full report

www.surgeongeneral.gov/tobacco

❑ Executive Summary

www.surgeongeneral.gov/library/reports/50-years-of-progress/exec-summary.pdf

The Health Consequences
of Smoking—50 Years of Progress

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U.S. Department of Health and Human Services

SGR50 Accessing Resources

- ❑ **Public Service Announcement: 5.6 Million Children**



- ❑ **Social Media Materials**

- #SGR50
- Feature article
- Infographics
- SGR50 Photo Sharing Project
- Twibbon campaign



- ❑ **Questions? Send a message to INFO2014SGR50@CDC.GOV**

Access SGR50 Resources

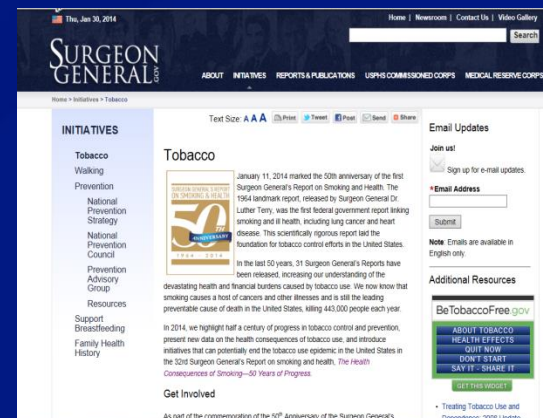
- ❑ You can access resources from both the Surgeon General's and CDC's Web Sites.

www.surgeongeneral.gov/tobacco

www.cdc.gov/tobacco/data_statistics/sgr/50th-anniversary/index.htm

- ❑ You can also order print versions of Full Report/Supplements, Executive Summary and Consumer Guide:

http://apps.nccd.cdc.gov/osh_pub_catalog/PublicationList.aspx



Web Banner and Badges

How you can help:

- ✓ Upload on web site
- ✓ Use in social media channels or blogs
- ✓ Share with partner organizations.
- ✓ Distribute to media for their on-line formats



www.surgeongeneral.gov/initiatives/tobacco/resources.html#badges

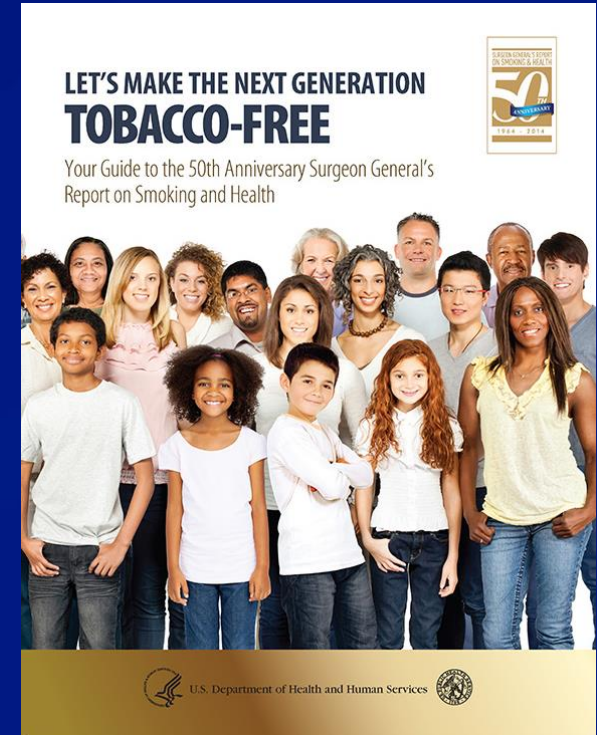
Consumer Guide and Infographics

□ Distribute to:

- ✓ Key local partners;
- ✓ Posting in reception areas;
- ✓ Physicians; IHS Clinics;
- ✓ Decision-makers; tribal leaders.

□ Use infographics from the Guide:

- ✓ On social media sites;
- ✓ Include in newsletter articles or blogs.



Video and Podcasts

□ Video Vignettes

- Tips Campaign Changed their Lives
- The Way Things Were
- Changing Social Norms to Reduce the Acceptability of Smoking

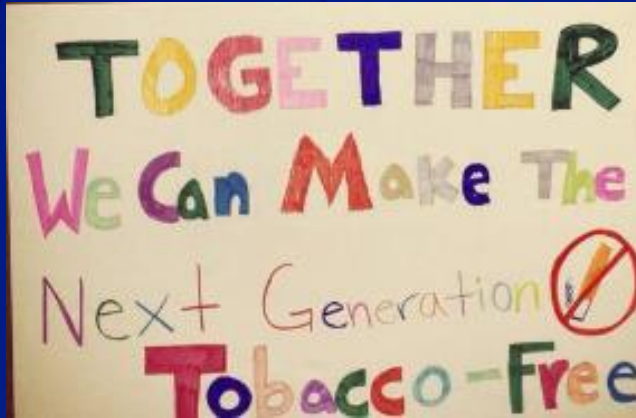


□ Podcasts

- Clearing the Air
- Challenges in Indian Country



#SGR50 Photo Sharing Initiative



Create a Sign



Take a Photo



Post the Photo



Spread the Word #SGR50

Accessing Related Materials

- ❑ CDC/Office on Smoking and Health site
- ❑ Follow CDC Tobacco Free on social media
- ❑ The Tips From Former Smokers Campaign in 2014 addresses SGR health conditions



2014 Tips Campaign: Phase 1 Featured Participants

TIPS FROM FORMER SMOKERS

A TIP FROM A FORMER SMOKER



RECORD YOUR VOICE FOR LOVED ONES WHILE YOU STILL CAN.

Terra, Age 52
North Carolina

Smoking causes immediate damage to your body. For Terra, it gave her 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.cdc.gov/tips

#CDCtips

A TIP FROM A FORMER SMOKER



DO YOUR HEART A FAVOR. QUIT SMOKING.

Roosevelt, Heart attack at age 45
Virginia

Smoking causes immediate damage to your body. For Roosevelt, it caused his heart attack. Your heart attack risk drops as soon as you quit smoking. For free help, call 1-800-QUIT-NOW.



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

#CDCtips

A TIP FROM A FORMER SMOKER



IF YOU SMOKE WITH DIABETES, PLAN FOR AMPUTATION, KIDNEY FAILURE, HEART SURGERY ... OR ALL THREE.

Bill, Age 40
Michigan

Smoking makes diabetes much worse. 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.cdc.gov/tips

#CDCtips

A TIP ABOUT SECONDHAND SMOKE



LET FUTURE GENERATIONS KNOW THE DANGERS OF SECONDHAND SMOKE.

Nathan, Age 54
Ogala Sioux
Nebraska

Secondhand smoke is one of the most dangerous. Nathan's severe asthma attacks and chronic infections and lung damage. If you or someone you love wants free help to quit smoking, call 1-800-QUIT-NOW.



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

#CDCtips

A TIP FROM A FORMER SMOKER



ALLOW EXTRA TIME TO PUT ON YOUR LEGS.

Brandon, Age 31, Diagnosed at 18
North Dakota

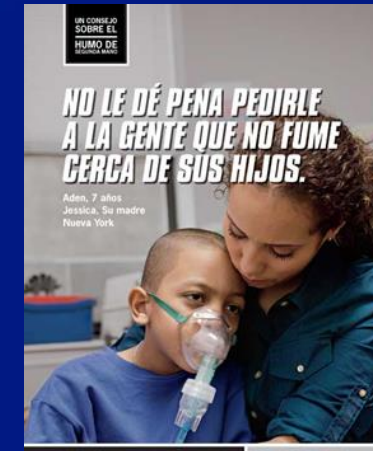
Smoking causes immediate damage to your body. For Brandon, it caused Buerger's disease, which cut off blood flow and led to amputation. You can quit. For free help, call 1-800-QUIT-NOW.



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
UN CONSEJO SOBRE EL HUMO DE TABACO



NO LE DÉ PENA PEDIRLE A LA GENTE QUE NO FUME CERCA DE SUS HIJOS.

Adem, 7 años
Jessica, Su madre
Nueva York

La mitad de los niños en los EE. UU. están expuestos al humo de segunda mano. Si fuma, le provoca ataques de asma. Manténgalo a las niñas alejadas del humo. Si conoce a alguien que está interesado en recibir ayuda gratuita para dejar de fumar, llame al 1-800-764-6464.

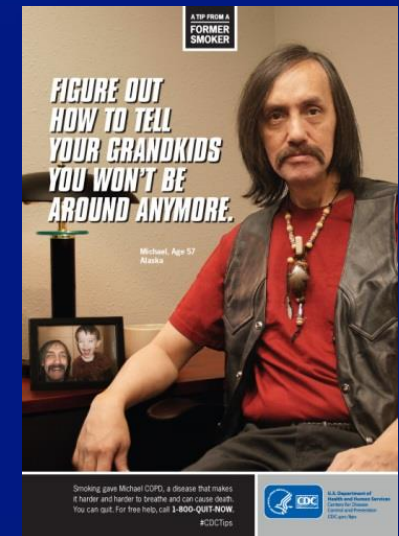


U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.cdc.gov/tips

#CDCtips

How can *Tips* help you? What are you already doing?

- ❑ Secondhand Smoke
- ❑ Tribal Collaboration
- ❑ Cancer-related
- ❑ Cessation Issues
- ❑ COPD/Emphysema
- ❑ Heart Disease and Stroke
- ❑ Asthma
- ❑ Diabetes



Tips Resources

❑ Web Sites, Social Media, and Communication Opportunities

- Tips Website www.cdc.gov/tips
- Web Site Buttons and Badges
- Syndicated Web Page Content
- CDC Syndication Instructions <http://www.cdc.gov/syndication/>
- Videos and Vignettes
- Matte Articles
- Disease/Condition Fact Sheets
- Facebook and Twitter Posts



Tips Resources: Free Campaign Materials

Media Campaign Resource Center
<http://nccd.cdc.gov/MCRC>

Tips Campaign Web Site
www.cdc.gov/tips

Tips Campaign Download Center
www.plowsharegroup.com/cdctips

MATERIALS FOR AMERICAN INDIAN/ALASKA NATIVE COMMUNITIES

Smoking is the leading cause of preventable death, killing more than 1,300 Americans each day. For every person who dies, more than 30 suffer from a serious smoking-related illness. These devastating effects hit hard in American Indian and Alaska Native (AI/AN) communities, where smoking is more common than in most other racial/ethnic groups. Families lose mothers, fathers, and elders before they can hand down important tribal customs and traditions.

The Centers for Disease Control and Prevention's (CDC's) **Tips From Former Smokers (TIPS)** campaign shows the health effects caused by smoking and exposure to secondhand smoke. Real people, including members from the AI/AN communities, are featured and tell their stories.

American Indian/Alaska Native TIPS Participants

Two TIPS participants carry strong, personal messages to American Indians and Alaska Natives. Michael is an Alaska Native and member of the Tlingit tribe. He was diagnosed with chronic obstructive pulmonary disease from smoking when he was 44. Nathan was a nonsmoker and a member of the Oglala Sioux tribe. He was exposed to secondhand smoke at work that caused permanent lung damage. His illness led to his early death at age 54.

Campaign Resources

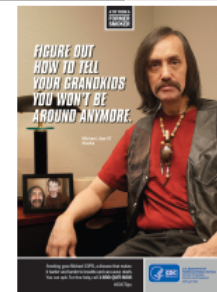
The TIPS From Former Smokers Web Site

Visit CDC.gov/TIPS to view the TIPS ads and background videos about Michael, Nathan, and other participants. Also find:

- Bios, print ads, photos, social media content, and prewritten matte articles for media placements
- Information about illnesses caused by smoking, AI/AN statistics, and how to quit
- TIPS Web buttons for your own site

TV, Print, Radio, Digital, and Out-of-Home (Billboard, Bus Shelter) Ads

- Find Michael and Nathan's ads on CDC's Media Campaign Resource Center (CDC.gov/tobacco/MCRC), along with many other broadcast-quality tobacco control ads. This is an ideal resource for paid campaigns.
- Find free materials at the *Tips From Former Smokers* Download Center: plowsharegroup.com/cdctips. These include low-resolution TV ads; radio, online, print, and out-of-home ads; and public service announcements.



More Resources

- **How We Can Protect Our Children and Traditions From Secondhand Smoke** (www.cdc.gov/publications)
- **Be Smoke-Free—You Matter to Me!** This Facebook app makes it easy to support family and friends who want to quit. (<https://apps.facebook.com/BESmokeFree/>)

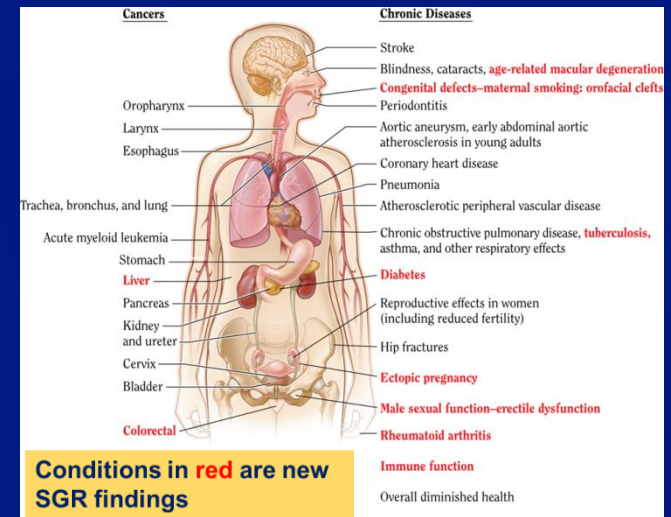
Learn more about the *Tips From Former Smokers* campaign at
CDC.gov/TIPS



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

SGR50 and *Tips* Campaign Opportunities for Collaboration

- ❑ Highlight and Focus on Tribal Priorities, Goals
- ❑ Cross-Chronic Disease Collaboration
- ❑ Build and Strengthen Partnerships
- ❑ Organize Community Events



Social and Earned Media Opportunities

❑ Follow us on CDCTobaccoFree:

www.cdc.gov/tobacco/stay_connected/index.htm?s_cid=bb-osh-eml-002

- Share, Repost or Repurpose our content.



❑ OSH Calendar www.cdc.gov/tobacco/calendar

- Lists upcoming OSH feature articles, publications, as well as holidays and other opportunities to encourage people to quit smoking

QUESTIONS?

Want more information?



Surgeon General's Report

Email: INFO2014SGR50@cdc.gov

Web Sites:

www.cdc.gov/tobacco

www.surgeongeneral.gov/initiatives/tobacco/

Tips Campaign

Email: TobaccoMediaCampaign@cdc.gov

Web Sites:

www.cdc.gov/tips

www.cdc.gov/consejos

www.cdc.gov/tobacco

Contact

Michelle Johns
Office on Smoking and Health

MJohns@cdc.gov
(770) 488-5289



www.cdc.gov/tobacco



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.

Inter-Tribal Council of Michigan

- Went to CDC's MCRC campaign collection for ideas to adapt and create a youth campaign
- Used some ideas and messaging from Rhode Island's "Be an Original"
- Tested with their tribal youth


Commercial Tobacco Users
Have a Short
Shelf Life

Teens
are Targeted as Their
Replacements





DON'T BE A
REPLACEMENT

BE AN ORIGINAL



[f](#) <http://www.ictm.org>

[t](#) <http://twitter.com/ictm1917>





Nearly 14,500 people
die every year from
commercial tobacco use
in Michigan

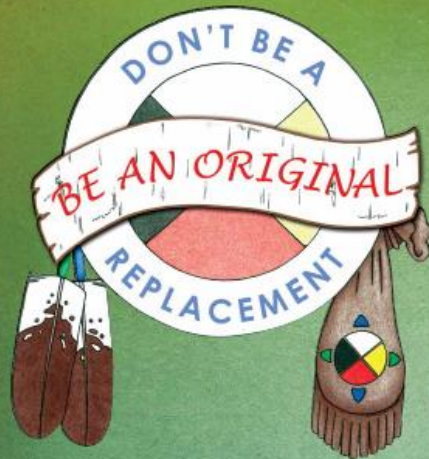
Tobacco companies
target youth to
replace them



<https://www.facebook.com/CEMA/PROJECT>



<https://twitter.com/CEMA/PROJECT>



For every
customer
that dies,
tobacco companies
search
for a
replacement



<https://www.facebook.com/SIMAPROJECT>



<https://twitter.com/SIMAPROJECT>