

TIPS FROM
FORMER
SMOKERS

FREE CAMPAIGN MATERIALS AVAILABLE FROM CDC

Smoking is the leading cause of preventable death, killing more than 1,200 Americans each day. For every person who dies from tobacco use, another 20 suffer from one or more serious smoking-related illnesses. Reducing smoking is one proven way we can help people live longer, healthier lives.

The Centers for Disease Control and Prevention (CDC) developed the *Tips From Former Smokers* campaign to raise awareness about the suffering caused by smoking and secondhand smoke exposure and to encourage smokers to quit. The campaign targets smokers ages 18–54 as well as parents, family members, and adolescents.

Tips campaign resources include:

• TV, print, radio, digital, and out-of-home (billboards, bus shelters) ads

Ads are available for paid placement in English and some are available in Spanish. These broadcast-quality ads are available from CDC's Media Campaign Resource Center (MCRC) at www.cdc.gov/tobacco/MCRC. The MCRC is a clearinghouse for tobacco control ads developed by states and communities, federal agencies, and other nonprofit organizations.

• The *Tips From Former Smokers* Web site

The site includes background information and videos about the ad participants, educational materials about the health outcomes discussed in the campaign, and cessation resources. Materials are available in English and Spanish. Visit www.cdc.gov/quitting/tips.

• Radio and TV public service announcements (PSAs)

PSAs about quitting smoking and the effects of secondhand smoke are available in English and Spanish; copies can be downloaded from http://www.plowsharegroup.com/media_downloads/cdc_tobacco_education.php or contact Tom Derreux at tom@plowsharegroup.com.

• Posters and flyers

Posters, flyers, and low-resolution ads for use by educators, health care providers, and community organizations are available to download for free by going to http://www.plowsharegroup.com/media_downloads/cdc_tobacco_education.php.



• Web buttons

Buttons are available in English and Spanish. Help promote the campaign messages and resources to your partners and constituents by placing a button on your Web site. To download these products, visit www.cdc.gov/quitting/tips.



To learn more about the *Tips From Former Smokers* campaign, please visit www.cdc.gov/quitting/tips.



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