



# *Tips From Former Smokers Campaign:*

*An Example of Coordination between :  
CDC and Partners and Programs in Oral Health*

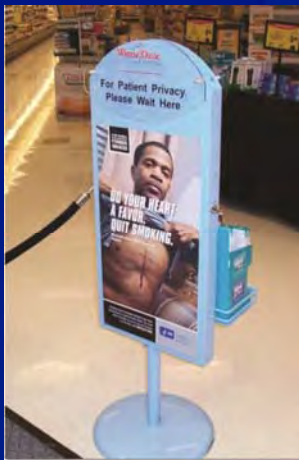
Crystal Bruce, MPH  
CDC's Office on Smoking and Health



National Center for Chronic Disease Prevention and Health Promotion  
Office on Smoking and Health



# Tips From Former Smokers Campaign



**A TIP FROM A FORMER SMOKER**

When you have an ostomy bag, use extra tape to cut down on leaks.

Mark, age 47, California

Mark smoked and got rectal cancer. His ostomy bag was taped over a hole in his stomach. That's where his bowel movements went. Mark had to wear a bag after his surgery to remove his tumor. Mark didn't know smoking causes colorectal cancer. Now you do.

You can quit.  
CALL 1-800-QUIT-NOW.

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

#CDCTips

**CDC Tobacco Free**  
June 25

Shawn never thought he would get sick from smoking, now he breathes through a stoma. For National Men's Health Month, watch and share Shawn's story to educate men in your life about the dangers of tobacco use:  
<http://youtu.be/ud95OnAWqLs>

**A TIP FROM A FORMER SMOKER**

**I NEVER THOUGHT I'D GET SICK FROM SMOKING.**  
Watch Shawn's story.

Like · Comment · Share 310

Marlar Min, World No Tobacco Day and 69 others like this.

View all 14 comments

**A TIP FROM A FORMER SMOKER**

Jokes about having gas are funny. Until they find a tumor in your colon.

Julia, age 58, Mississippi

Julia smoked and got colon cancer. Having a colonoscopy saved her life. Doctors found her tumor and removed it the next day. Julia's near-death experience and pain are nothing to laugh about. Julia didn't know smoking causes colorectal cancer. Now you do.

You can quit.  
CALL 1-800-QUIT-NOW.

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

#CDCTips



TIPS FROM  
FORMER  
SMOKERS

2012

Brandon



James



Marie



Roosevelt



Terrie



Jessica  
and Aden



Shane



Sharon



Suzy



Shawn



Wilma



Tiffany



TIPS FROM  
FORMER  
SMOKERS

2013

Bill



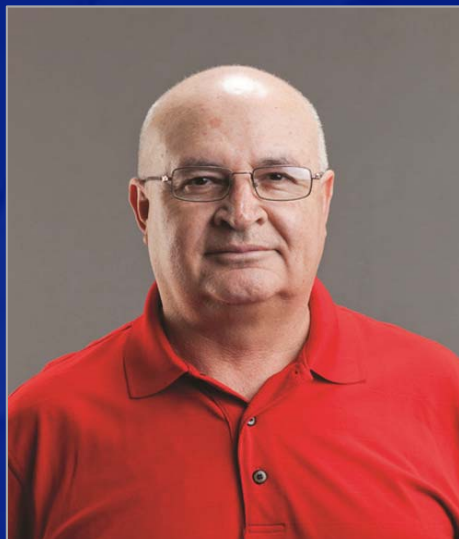
Ellie



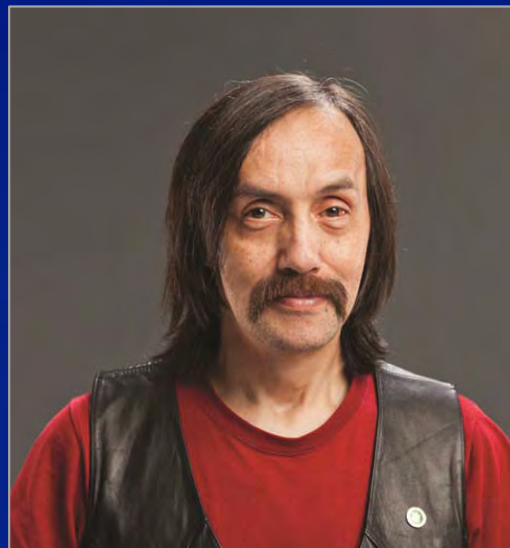
Jameson



Mariano



Michael



Nathan



Amanda



Brett



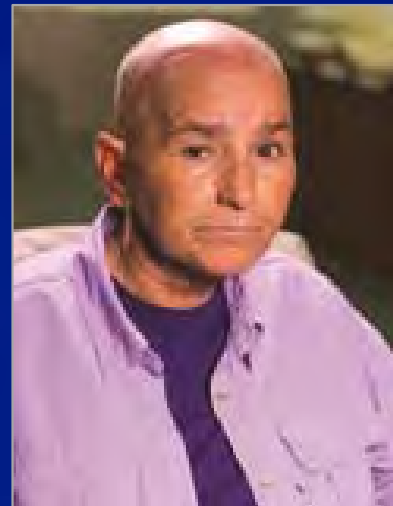
Brian



Felicita



Rose



TIPS FROM  
FORMER  
SMOKERS

2015

Julia



Mark



Marlene



Kristy



## Campaign Goals



- ❑ 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 for those who want it, including calling 1-800-QUIT-NOW or visiting the Web site ([CDC.gov/tips](http://CDC.gov/tips)).
- ❑ Encourage smokers not to smoke around others and nonsmokers to protect themselves and their families from exposure to secondhand smoke.

**A TIP FROM A FORMER SMOKER**

**AFTER YOU HAVE A LUNG REMOVED, TAKE SHORT BREATHS.**

Annette, Age 57, Diagnosed at 52  
New York

Smoking causes immediate damage to your body. For Annette, it caused lung cancer. You can quit. For free help, call 1-800-QUIT-NOW.

**A TIP ABOUT SECONDHAND SMOKE**

**IF YOU WANT A SINGING CAREER, STAY AWAY FROM SECONDHAND SMOKE.**

Ellie, Age 57  
Her partner, Karen  
Florida

Ellie's severe asthma attacks were triggered by secondhand smoke at work. She and her partner have to live with its effects forever. If you or someone you know wants free help to quit smoking, call 1-800-QUIT-NOW.

**UN CONSEJO DE UN EXFUMADOR**

**NO ESPERES POR UNA OPERACIÓN ABIERTO PARA DEJAR DE FUMAR.**

Mariano, 55 años  
Illinois

Fumar puede dañar mucho más que sus pulmones. Mariano necesitó una operación a corazón abierto para salvar su vida. Usted puede dejar de fumar. Para recibir ayuda gratuita, llame al 1-855-DEJELO-YA.



 

**A TIP FROM A FORMER SMOKER**

**FIGURE OUT HOW TO TELL YOUR GRANDKIDS YOU WON'T BE AROUND ANYMORE.**

Michael, Age 57  
Nevada

Smoking gave Michael COPD, a disease that makes it harder and harder to breathe and can cause death. You can quit. For free help, call 1-800-QUIT-NOW.

## Audience

- ❑ Low SES smokers, aged 18 to 54
- ❑ Parents; family members; health care providers; and the faith-based community.





# Ad Development

## THE PROCESS

- ❑ Selection of health conditions with direct link to smoking or secondhand smoke exposure
- ❑ Recruitment of real people with compelling stories
- ❑ Script development
- ❑ Rough cut testing
- ❑ Revisions
- ❑ Final production



## Ad Participant Medical Vetting

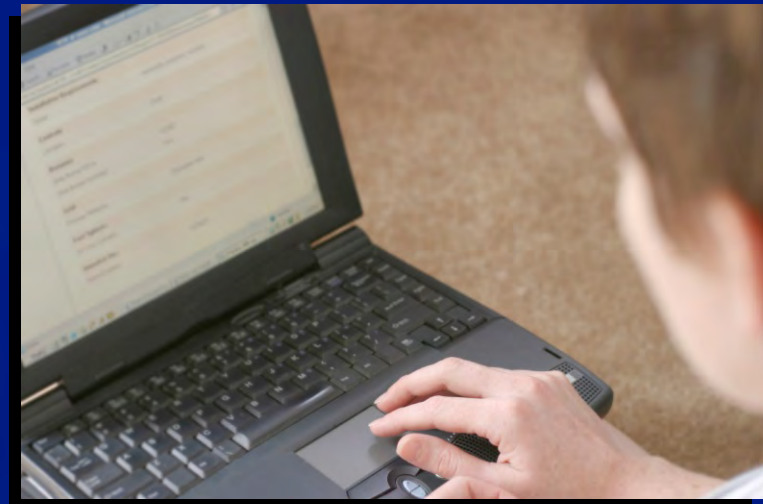
- ❑ Internal review with subject matter experts
- ❑ Medical review
- ❑ Medical affidavit



LOOKING FOR REAL PEOPLE  
**TO APPEAR IN ADS**  
ABOUT THE HEALTH EFFECTS OF  
**SMOKING CIGARETTES.**

## Rough Cut Testing

- ❑ On-line quantitative survey - 7,800 participants
- ❑ Primary audience: 18 – 54
- ❑ Oversampled key segments
- ❑ Select ads tested in Spanish



## Smoking and Periodontal Disease

- ❑ Smoking weakens the body's immune system
- ❑ Smoking makes it harder to fight off gum infection
- ❑ Smoking makes it harder for gums to heal
- ❑ For smokers:
  - You have twice the risk for gum disease compared with a nonsmoker.
  - The more cigarettes you smoke, the greater your risk for gum disease.
  - The longer you smoke, the greater your risk for gum disease.
  - Treatments for gum disease may not work as well for people who smoke.

# Tips 2014: Periodontal (cont'd)



A TIP FROM A  
FORMER  
SMOKER

You think about your  
teeth a lot more when  
you don't have any.

*Felicita, age 54, Florida*

**'Felicita's Tip'**

*If you smoke, you could get gum disease that  
can lead to tooth loss. Like Felicita did.  
She had to have 23 teeth removed at once.  
The physical pain has gotten a little better  
over time. Her emotional pain? That's something  
she still deals with every day. You can quit.*

**CALL 1-800-QUIT-NOW.**



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

#CDCTips

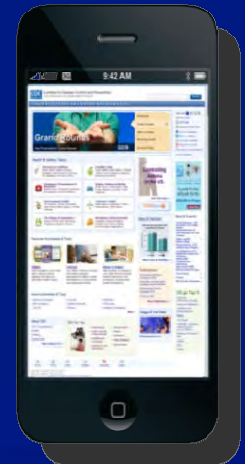


## TIPS FROM FORMER SMOKERS

# Campaign Elements

## TIPS FROM FORMER SMOKERS

- ❑ TV
- ❑ Radio
- ❑ Print
  - Magazines
  - Newspapers
- ❑ Out-of-home
  - Bus shelters
  - Theater
- ❑ Digital



TIPS FROM  
FORMER  
SMOKERS

## Strong Social Media Presence

TIPS FROM  
FORMER  
SMOKERS

More than 70% of smokers say they want to quit. Are you a smoke-free mom? Share this button and encourage other mothers to quit for good. Happy Mother's Day from CDC Tobacco Free!

# I'M A SMOKE-FREE MOM.



Encourage moms in your life to quit smoking. For free help, call 1-800-QUIT-NOW.

Unlike Comment Share

642

by CDC Tobacco Free, Cheryl Farzasha Carver and 157 others like this.

**Ottoman H** She should be 100% want to quit smoking, if not the campaign is not good enough unless of course the other 30% work in cigarettes related industry.  
May 11 at 5:58pm · Like · 452

**Robin Powell** My Mom Died from Lung Cancer caused by smoking in 2008. She said if I had known it would kill me I would have never done it. It is a horrible, painful, heartwrenching way to die. Miss her so much. Do it for your family.  
May 12 at 2:45am · Like · 104

**CDC Tobacco Free** Hi Robin, We are very sorry about your mother's passing due to lung cancer from smoking. Many of our Tips From Former Smokers participants began smoking at a young age and were not aware just how early the onset of a smoking related illness can occur. In fact, smoking causes immediate damage to your body. Thank you for sharing your family's story here. This Mother's Day weekend, we hope you will see **Lisa Jones, Robin Powell and Chelsea Rice** like this. As you shared with her give you some comfort.  
May 12 at 10:06am · Like · 453

- Facebook
- Twitter (#CDCTips)
- YouTube
- Pinterest



# Talk With Your Dental Team

*Tips From Former Smokers*

*Tips From Former Smokers*

- About the Campaign +
- I'm Ready to Quit! +
- Real Stories +
- Diseases/Conditions Featured in the Campaign -
- Asthma
- Buerger's Disease
- Cancer
- Chronic Obstructive Pulmonary Disease (COPD)
- Diabetes
- Gum (Periodontal) Disease**
- Heart Disease and Stroke
- HIV
- Mixing Tobacco Products
- Pregnancy
- Vision Loss and Blindness
- For Specific Groups +

[CDC](#) > [Tips From Former Smokers](#) > [Diseases/Conditions Featured in the Campaign](#)

## Smoking, Gum Disease, and Tooth Loss


[Recommend](#)
[Tweet](#)
[Share](#)

Language: English ▾

**On this Page**

- What Is Gum Disease?
- Warning Signs and Symptoms of Gum Disease
- How Is Smoking Related to Gum Disease?
- How Can Gum Disease Be Prevented?
- How Is Gum Disease Treated?
- References

**Meet Felicita**



### What Is Gum Disease?

Gum (periodontal) disease is an infection of the gums and can affect the bone structure that supports your teeth. In severe cases, it can make your teeth fall out. Smoking is an important cause of severe gum disease in the United States.<sup>1</sup>

Gum disease starts with bacteria (germs) on your teeth that get under your gums. If the germs stay on your teeth for too long, layers of plaque (film) and tartar (hardened plaque) develop. This buildup leads to early gum disease, called gingivitis.<sup>2</sup>

When gum disease gets worse, your gums can pull away from your teeth and form spaces that get infected. This is severe gum disease, also called periodontitis. The bone and tissue that hold your teeth in place can break down, and your teeth may loosen and need to be pulled out.<sup>3</sup>

[^](#) [Top of Page](#)

### Warning Signs and Symptoms of Gum Disease<sup>2</sup>

- Red or swollen gums
- Tender or bleeding gums
- Painful chewing
- Loose teeth
- Sensitive teeth



## External Coordination

- ❑ **Children's Dental Health Project and other national partners**
  - Promote campaign messages and resources
  - *Tips* link on websites
  - Handouts and presentations at conferences
  - Resulted in
    - 3 million twitter impressions
    - 34 organizations and individuals involved in promoting the campaign and using resources



**ADA** American Dental Association®  
America's leading advocate for oral health

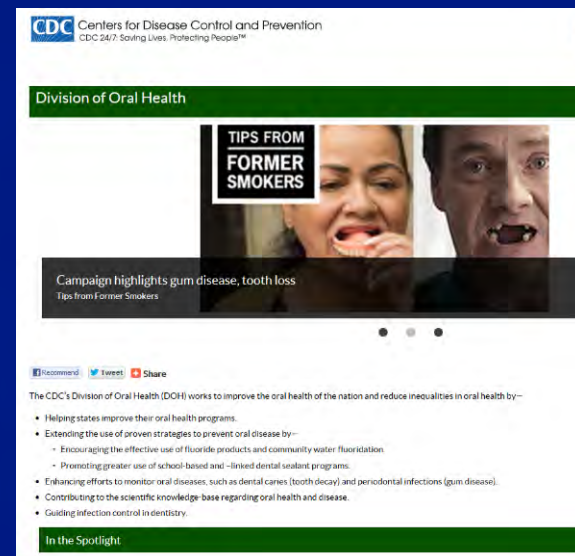


 **DELTA DENTAL**

**NN**  **HA**  
National Network for Oral Health Access

# CDC Internal Coordination - OSH and DOH

- ❑ Promote campaign to state oral health programs (SOHP)
- ❑ Images of Brett and Felicity on DOH landing page
- ❑ Links to campaign information on website
- ❑ Hosted two webinars for SOHPs with ASTDD



# Campaign Evaluation

- 2012 influenced smokers to quit
  - 1.6 million smokers made a quit attempt
  - 100,000 smokers remain quit

A screenshot of a Lancet article page. The page features the Lancet logo at the top left, the word 'Articles' at the top right, and the date 'The Lancet, Early Online Publication, 9 September 2013'. The main title is 'Effect of the first federally funded US antismoking national media campaign'. Below the title are icons for Web of Science, CrossRef, and PubMed. The authors listed are Tim McAfee, Kevin C Davis, Robert L Alexander Jr, Terry F Pechacek, and Rebecca Bunnell. The summary and methods sections are visible, along with publication details and the CDC's Office on Smoking and Health information.

**THE LANCET** Articles

The Lancet, Early Online Publication, 9 September 2013

**Effect of the first federally funded US antismoking national media campaign**   

*Tim McAfee, Kevin C Davis, Robert L Alexander Jr, Terry F Pechacek, Rebecca Bunnell*

**Summary**  
**Background** Every year, smoking kills more than 5 million people globally, including 440 000 people in the USA, where the long-term decline in smoking prevalence has slowed. The US Centers for Disease Control and Prevention (CDC) delivered a national, 3-month antismoking campaign called Tips From Former Smokers (Tips) that started in March, 2012, in which hard-hitting, emotionally evocative television advertising was featured, depicting smoking-related suffering in real people. We aimed to assess the effects of the Tips campaign.

**Methods** We undertook baseline and follow-up surveys of nationally representative cohorts of adult smokers and non-smokers. The national effect of the Tips campaign was estimated by applying rates of change in the cohort before and after the campaign to US census data.

Published Online  
September 9, 2013  
[http://dx.doi.org/10.1016/S0140-6736\(13\)61686-4](http://dx.doi.org/10.1016/S0140-6736(13)61686-4)  
See Online/Comment  
[http://dx.doi.org/10.1016/S0140-6736\(13\)61839-5](http://dx.doi.org/10.1016/S0140-6736(13)61839-5)  
Office on Smoking and Health,  
National Center for Chronic  
Disease Prevention and Health  
Promotion, Centers for Disease  
Control and Prevention.

# Campaign Evaluation

- “Best buy” in public health
  - Prevented 17,000 premature deaths
  - Saved nearly 180,000 quality-adjusted life years
  - Cost of \$393 per year of life saved

ARTICLE IN PRESS

## A Cost-Effectiveness Analysis of the First Federally Funded Antismoking Campaign

Xin Xu, PhD, Robert L. Alexander Jr, PhD, Sean A. Simpson, MA, Scott Goates, PhD, James M. Nonnemaker, PhD, Kevin C. Davis, MA, Tim McAfee, MD

**Background:** In 2012, CDC launched the first federally funded national mass media antismoking campaign. The Tips From Former Smokers (Tips) campaign resulted in a 12% relative increase in population-level quit attempts.

**Purpose:** Cost-effectiveness analysis was conducted in 2013 to evaluate Tips from a funding agency's perspective.

**Methods:** Estimates of sustained cessations; premature deaths averted; undiscounted life years (LYs) saved; and quality-adjusted life years (QALYs) gained by Tips were estimated.

**Results:** Tips saved about 179,099 QALYs and prevented 17,109 premature deaths in the U.S. With the campaign cost of roughly \$48 million, Tips spent approximately \$480 per quitter, \$2,819 per premature death averted, \$393 per LY saved, and \$268 per QALY gained.

**Conclusions:** Tips was not only successful at reducing smoking-attributable morbidity and mortality but also was a highly cost-effective mass media intervention.

(Am J Prev Med 2014;1(1):111-118) Published by Elsevier Inc. on behalf of American Journal of Preventive Medicine

# Questions and Answers

# Contact Information

**Crystal Bruce**

**CBruce2@cdc.gov**



**[www.cdc.gov/tobacco](http://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](mailto:cdcinfo@cdc.gov) Web: [www.cdc.gov](http://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.