

CDC launches new batch of graphic anti-smoking ads

March 28 2013, by Mike Stobbe

(AP)—Government health officials are launching the second round of a graphic, emotional ad campaign designed to push smokers into kicking the habit.

The \$48 million campaign involves TV, radio, online, print and billboard ads. It's the second year the [Centers for Disease Control and Prevention](#) has spent tens of millions to get people to quit smoking. In previous years the agency relied on public service announcements.

Last year's campaign which cost a few million more triggered an increase of 200,000 calls to quit smoking lines. [CDC officials](#) believe it prompted tens of thousands of smokers to kick the habit.

More information: CDC campaign: www.cdc.gov/tips

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