

CDC: 'Tips' campaign has helped a number of smokers quit

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(HealthDay)—The ongoing Tips from Former Smokers (Tips)

campaign, which features stories of former smokers living with smoking-related diseases and disabilities, has had a considerable impact, according to a report from the U.S. Centers for Disease Control and Prevention.

The Tips campaign engages [health care providers](#) so that they can encourage their smoking patients to quit. In addition, resources are provided for health care providers, public health professionals, and [mental health providers](#). More than nine million [smokers](#) were estimated to have attempted to quit during 2012 to 2015 as a result of the Tips campaign; conservative estimates indicate that over half a million smokers have quit for good.

There were 267,594 calls attributable to the Tips campaign in 2017, which ran from Jan. 9 to July 30. An estimated 1.83 million smokers attempted to quit and 104,000 quit for good as a result of the 2014 campaign. Non-smokers reported increased conversations with family and friends about the dangers of smoking and had greater knowledge of smoking-related diseases as a result of the Tips 2012 campaign. An estimated 1.64 million smokers made a quit attempt and 100,000 smokers quit for good as a result of the 2012 campaign.

"Smokers who have seen Tips ads report greater intentions to quit within the next 30 days and next six months, and smokers who have seen the ads multiple times have even greater intentions to quit," according to the report.

More information: [Impact of the Campaign](#)
[More Information](#)

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