

# 2024 *Tips From Former Smokers*® Campaign Final Results

## Weeks 1-33 (February 5 – September 22, 2024)

### CAMPAIGN BACKGROUND

CDC's Office on Smoking and Health (OSH) launched the first-ever federally funded national tobacco education campaign—*Tips From Former Smokers*® (*Tips*®)—in March 2012. The *Tips* campaign features real people impacted by the serious long-term health effects from smoking and secondhand smoke exposure. *Tips* also features compelling stories from family members who take care of loved ones affected by a smoking-related disease.

These hard-hitting *Tips* ads delivered significant results:

- From 2012–2023, more than 2 million calls to 1-800-QUIT-NOW can be attributed to the *Tips* campaign.
- From 2012–2018, CDC estimates that approximately one million people who smoked have successfully quit and more than 16.4 million have attempted to quit because of the *Tips* campaign.
- During 2012–2018, the *Tips* campaign helped prevent an estimated 129,000 early deaths and helped save an estimated \$7.3 billion in smoking-related healthcare costs.

### FEATURED ADS: NEW PEOPLE, NEW STORIES

This year, OSH introduced seven new people and released 15 new ads. Many of the new ads included messaging about the harms of smoking menthol cigarettes and how the tobacco industry aggressively markets their products to many communities. The ads included the addition of two new health conditions: peripheral artery disease (PAD) and kidney cancer. Finally, a new “how to quit” ad was also released.

**New ads featured stories from:**



**ANGIE P. (NEW)**



**ELIZABETH B. (NEW)**



**STEPHEN B. (NEW)**



**ETHAN B. (NEW)**



**JOHN B. (NEW)**



**NOEL S. (NEW)**



**TAMMY W. (NEW)**

## PAID MEDIA

The 2024 campaign ran for 33 weeks, from Monday, February 5 until Sunday, September 22. This report covers the full 33-week schedule of the campaign.

### Broadcast TV, Cable TV, and Streaming Video

- The media buy ran nationally on Broadcast TV, Cable TV, and Streaming Video. Ads were paused during the weeks of March 4th, April 8th, Memorial Day, Fourth of July, July 29th, and Labor Day.
- During this time, network broadcast ran an average of 225 :30- and :15-second commercials each week, Monday–Friday, 6 a.m. – 8 p.m. Networks included ABC, NBC, and CBS.
- During this time, national cable ran an average of 950 :30- and :15-second commercials each week, Monday–Friday, 6 a.m. – 11 p.m. Networks included A&E, BET, Comedy Central, FX, History Channel, ION, Oxygen, TBS, TNT, and VH1.
- Network streaming ran primarily :30-second spots. Streaming networks included NBC’s Peacock, Paramount+, Fox’s Tubi, and Hulu.



### Local TV

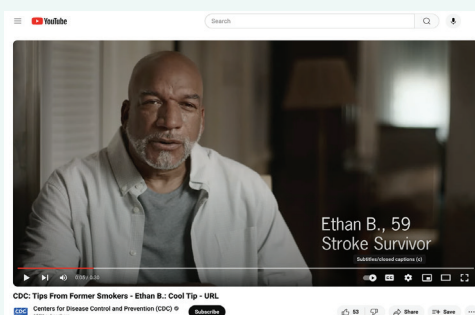
- Additional TV ads were placed in 13 designated market areas (DMAs) across three states with higher smoking prevalence: Arkansas, Kentucky, and West Virginia, plus the territory of Guam. The ads ran on local broadcast networks that include ABC, CBS, NBC, and Fox.

### Digital Media

- The media buy included placements in online media (i.e., digital video, digital display, and paid search).
- Digital media efforts were used to direct audiences to both English- and Spanish-language campaign information or cessation resources.
- The YouTube-specific ad buy promoted the National Texting Portal.

### Outreach to Focus Populations – African American

- African American adults were reached through ads on national cable networks such as BET, BETher, VH1, Bounce, WE TV, and TV One.
- Digital video and display ads were placed on online properties, including BET.com, Ebony.com, BlackDoctor.org, HipHopWired.com, and Essence.com. YouTube content channels were included as part of the digital video mix. Messages also ran on CDC’s social media channels.



## PAID MEDIA (CONTINUED)

### Outreach to Focus Populations – American Indian and Alaska Native

- American Indian and Alaska Native communities were reached through placements across the GoodHealthTV network in 35 states. GoodHealthTV is a tribal health center network that features culturally reflective programming to reach the American Indian and Native American populations.
- American Indian and Alaska Native populations were reached on national and regional radio programs, including *Native America Calling*, *Indigefi*, and *Native Voice One*.
- Ad placements spanned digital video and display, and in print publications such as *Alaska Magazine* and *Navajo Times*. Messages also ran on CDC's social media channels.



### Outreach to Focus Populations – Asian, Native Hawaiian, and Pacific Islander

- Asian language-speaking populations were reached through 26 weeks of placements on national digital properties and local buys in print and radio.
- Chinese, Vietnamese, and Korean in-language print ads and radio ads were placed in selected local markets, including New York, Texas, Southern California, and Northern California.
- Asian in-language digital banner ads were placed on digital channels. The Filipino segment also conducted A/B testing by placing both Taglish and English ads. Messages also ran on CDC's social media channels.



### Outreach to Focus Populations – Hispanic/Latino

- Spanish language content promoting 1-855-DEJELO-YA and the National Texting Portal ran on Telemundo's *Línea de Ayuda (LDA)* program and Univision's *A Su Lado* program.
- The Spanish TV integrations ran in 14 markets from February 5 through September 1, with hiatus the week of April 1st, as well as from June 3rd – August 5th.
- Digital video, including YouTube content channels, was used to reach Spanish-speaking audiences online. Messages also ran on CDC's social media channels.



### Outreach to Focus Populations – LGBTQ+

- Members of the LGBTQ+ communities were reached on TV through placements of ads on networks with strongest LGBTQ+ viewing composition, including MTV, VH1, POP, and BET.
- The LGBTQ+ audience was reached through placements of ads printed in Pride newspapers.
- Ads were also placed on digital video and display properties. Messages also ran on CDC's social media channels.



## PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

- *Tips* TV PSAs ran on **60** local TV stations in **40** markets during weeks 1-33 of the 2024 *Tips* campaign.
- *Tips* radio PSAs ran on **94** local radio stations in **44** markets during this timeframe.

If you would like to work with your local stations to place *Tips* PSAs, please contact the [PlowShare Group](#) for assistance.

## DIGITAL MEDIA RESULTS

### Website

#### **How to Quit Smoking** web page (English and Spanish combined):





- Page views: **833,719** total
  - **25,264** average weekly page views for this time period, a **282%** increase\*

#### **National Texting Portal** web page (English and Spanish combined):

- Page views: **257,667** total
  - **7,808** average weekly page views for this time period, a **2,852%** increase\*

\*The percentage increase is in comparison to the average of the four weeks prior to 2024 campaign launch.

### Social Media

	Posts	Shares	Video Views	Impressions	Click-throughs to <i>Tips</i> website
	203	3,910	4,014,135	19,091,941	214,706
	144	706	11,026,516	57,248,861	56,537
	74	822	448,920	5,774,385	21,130
	2	0	1,065,092	1,611,269	32,838

- Conversation around #CDCTips on X (Formerly Twitter):
  - # of Tweets: **239**
  - Retweets: **717**
  - Impressions: **46.8 million**
- YouTube
  - **9,124,758** organic views on **137** videos within the *Tips* playlist

\*Facebook and X (Formerly Twitter) posts are from the CDC Tobacco Free accounts on each platform.

\*\*Instagram posts are from the Centers for Disease Control account.

### Paid Digital

- Campaign Total (all items including video, display, and focus population-specific ads):
  - Impressions delivered: **1,016,151,416**
  - Clicks: **1,230,687**
  - Click-through rate: **0.12%**
  - Video completions: **765,709,505**
  - Video completion rate: **79.0%**
- Paid Search (English)
  - Impressions delivered: **2,373,739**
  - Clicks: **261,897**
  - Click-through rate: **11.03%**
- Paid Search (Spanish):
  - Impressions delivered: **104,070**
  - Clicks: **23,103**
  - Click-through rate: **22.20%**

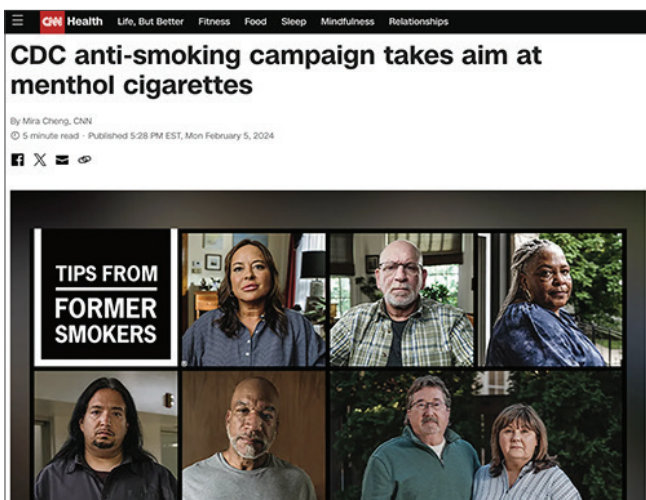


## EARNED MEDIA

This year's launch included a [CDC press release](#) and a satellite media tour (SMT). CDC spokespeople, Diane Beistle, Chief of the OSH Health Communications Branch, and Kristy Marynak, PhD, MPP, OSH Senior Science Advisor, participated in the SMT alongside two of the new people featured in this year's campaign, [Tammy W.](#) and [Angie P.](#)

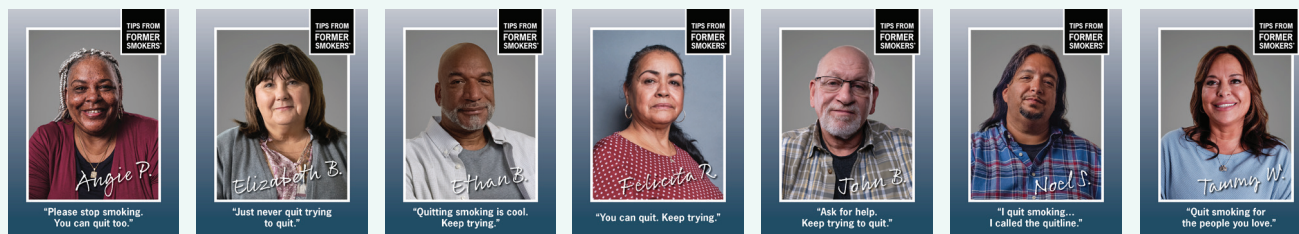
Earned Media results from February 5 - September 22, 2024 included:

- **25 interviews** (13 broadcast TV and 12 radio segments)
- **600+** news placements across broadcast, print and radio outlets
- **900+** million impressions
- News coverage in key outlets such as [CNN News](#), [The Hill](#), [Connecticut Public Radio](#), and [HealthDay](#) and local coverage around the country.



## NEW PRODUCT: MOTIVATIONAL QUITSPIRATION CARDS

One of the new tools we have available are [Motivational Quitspiration Cards](#). These cards are intended to be given to people who smoke to be used as inspiration to help them quit and stay quit. They feature a motivational quote from one of the people featured in the *Tips* campaign, and on the back, there are quitting resources and tips to help people quit. These are designed for people to keep with them to remind them of the reason why they quit smoking. Hard copies can be ordered from the [Tips website](#).



# PARTNER AND STATE ACTIVITIES

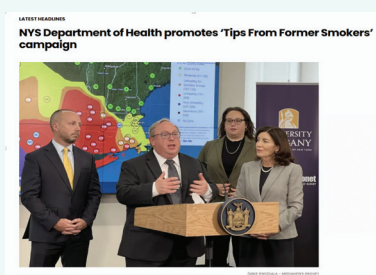
## Partner:

- American Dental Hygienists' Association (ADHA) and UCSF's Smoking Cessation Leadership Center (SCLC) co-hosted a webinar in April called "[Empowering Change: Using Brief Motivational Interviewing for Tobacco Cessation in Oral Cancer Prevention](#)". The webinar featured [Rebecca M.](#) of the *Tips* campaign telling her quit story and about her tooth loss as a result of [gum disease](#) caused by smoking. There were over 1,100 professional attendees, 92% of whom rated the webinar "Excellent / Very Good", and more than a quarter planned to put their learnings into practice within a month.
- National Association of Addiction Professionals (NAATP) published a [blog post titled Quitting Smoking: Increasing Odds of Long-Term Recovery](#). The blog post discussed the multifaceted nature of tobacco addiction and how quitting smoking increases odds of long-term recovery. The post also shared how the *Tips* campaign offers inspiring stories to help people quit and help treatment centers go tobacco-free.
- The Association for Addiction Professionals (NAADAC) hosted a virtual summit, 2024 Engagement in the Black Community February 8 - 9, 2024. Brenna VanFrank, MD, MSPH, the Senior Medical Officer in the OSH, and Ebony Jackson Griffin, MPH, the Associate Director for Health Equity at OSH, presented the closing session at the virtual summit. They discussed the health burden and key drivers of disparities that African American communities and behavioral health populations face from commercial tobacco. The conference was attended by over 2,900 national and international addiction professionals.
- The National Medical Association (NMA) is the largest and oldest national organization representing African American physicians and their patients in the United States, and the leading force for parity and justice in medicine and the elimination of disparities in health. The 2024 NMA Convention in New York City on August 4-6, 2024 saw over 4,000 NMA member attendees, almost all of whom are African American physicians representing 26 different specialties in medicine. OSH attended the conference and provided resources such as articles from the recently published [Preventing Chronic Disease \(PCD\) Collection](#) on menthol and other tobacco flavored products, the [Health Justice Guide](#) developed by the Center for Black Health and Equity, as well as provider resources from the *Tips* campaign, including motivational cards featuring African American campaign participants, *Tips* notepads, patient brochures and Reasons to Quit cards.



## State:

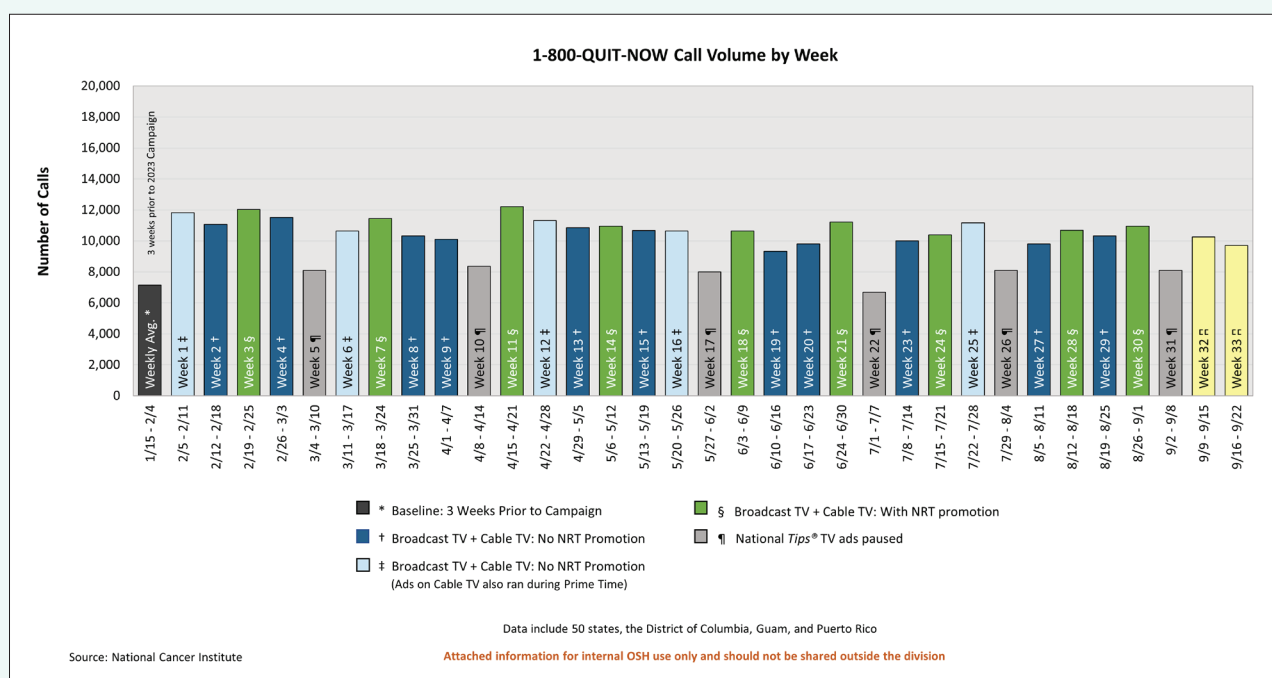
New York State Department of Health issued a [press release](#) that promoted native New Yorker [Noel S.](#) that included a quote from the State Health Commissioner Dr. James McDonald about the *Tips* campaign and the impact of the state's tobacco control program. Dr. McDonald and health department staff also participated in a press event. The release was picked up by several media outlets, including the *Troy Record*, *Oneida Dispatch*, *The Saratogian*, and the *Olean Times Herald*.



# QUITLINE AND NICOTINE REPLACEMENT THERAPY

## 1-800-QUIT-NOW: Call Volume Metrics

- During the 33-week campaign (2/5-9/22), 1-800-QUIT-NOW received a total of 337,133 calls. Of those, an estimated 100,886 calls were attributable to the *Tips*® campaign.
- During the 33-week campaign (2/5-9/22), average weekly calls to 1-800-QUIT-NOW were up by 43% compared to the three weeks preceding the 2024 campaign launch.
- CDC ran nicotine replacement therapy (NRT) promotions on TV during 11 of the 33 weeks of the 2024 *Tips*® campaign.
- Call volume was 13% higher during weeks when *Tips*® TV ads featured NRT promotion than during other campaign weeks when *Tips*® TV ads and digital ads did not feature NRT promotion as well as weeks when national TV *Tips*® media were paused.



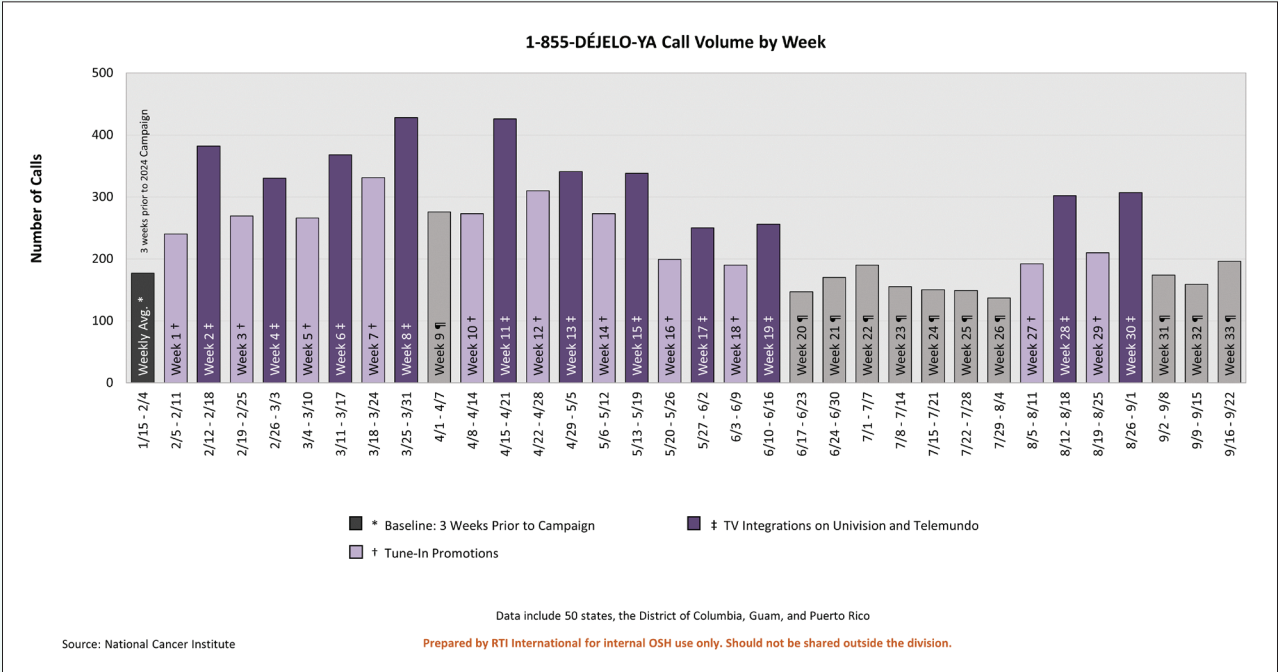
## Spanish Quitline (1-855-DEJELO-YA): Call Volume Metrics

- Spanish-language program integrations promoting the national Spanish-language quitline, 1-855-DEJELO-YA, aired in select media markets based on their high Hispanic population density and language preference.
- Integrations aired on Univision's *A Su Lado* in 19 markets and on Telemundo's *Línea de Ayuda* in 23 markets.
- During the 33-week campaign (2/5-9/22), 1-855-DEJELO-YA received a total of 8,384 calls. Of those, an estimated 2,543 calls were attributable to the *Tips*® campaign.
- During the 33-week campaign (2/5-9/22), average weekly calls to 1-855-DEJELO-YA were up by 44% compared to the three weeks preceding the 2024 campaign launch.

Spanish Quitline (1-855-DEJELO-YA): Call Volume Chart on the following page.

# QUITLINE AND NICOTINE REPLACEMENT THERAPY (CONTINUED)

## Spanish Quitline (1-855-DÉJELO-YA): Call Volume Metrics (continued)



## Asian Smokers' Quitline

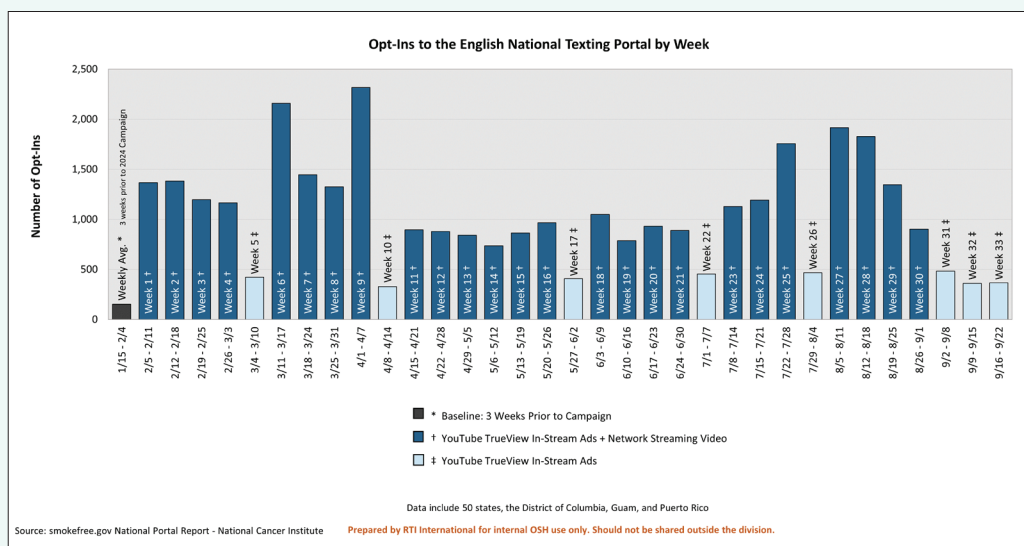
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# NATIONAL TEXTING PORTAL

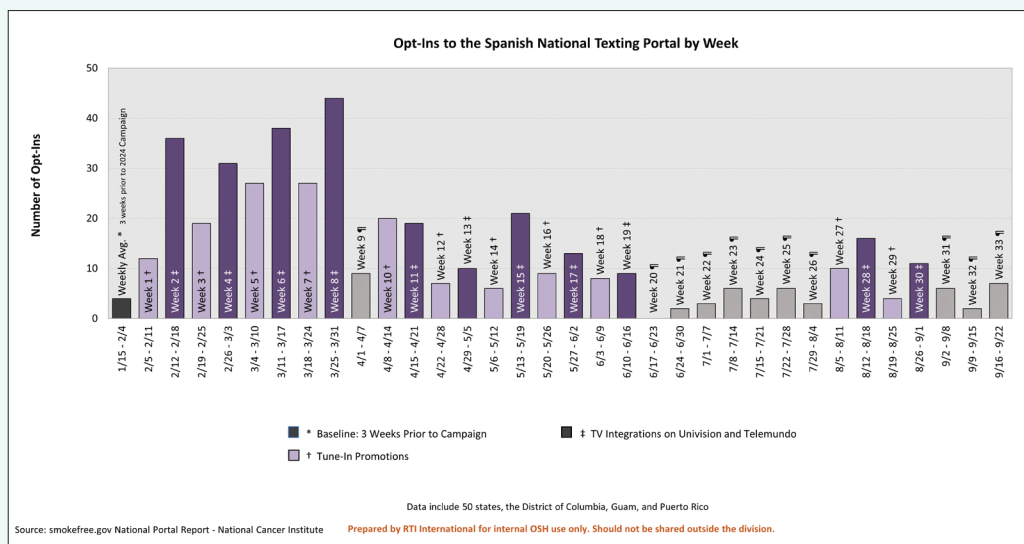
## National Texting Portal Metrics: English

- During the 33-week campaign (2/5-9/22) the English National Texting Portal received 34,567 opt-ins. Of those, an estimated 29,485 opt-ins were attributable to the *Tips*® campaign.
- During the 33-week campaign (2/5-9/22), average weekly opt-ins to the English National Texting Portal were up by 580% compared to the three weeks preceding the 2024 campaign launch.




## National Texting Portal Metrics: Spanish

- During the 33-week campaign (2/5-9/22) the Spanish National Texting Portal received 445 opt-ins. Of those, an estimated 313 opt-ins were attributable to the *Tips*® campaign.
- During the 33-week campaign (2/5-9/22), average weekly opt-ins to the Spanish National Texting Portal were up by 237% compared to the three weeks preceding the 2024 campaign launch.



COMMUNITY COMMENTS




CDC Tobacco Free




Aug 13 · 🌐

Terrie H. spoke with an artificial voice box due to smoking-related throat cancer. When children as...

Terrie H. spoke with an artificial voice box due to smoking-related throat cancer. When chil... See more




Terrie, 52  
North Carolina



David Brown and 356 others

368K Views



Timothy Hover

This woman's commercials about her problems is what got me to quit smoking!! 11 years without a cigarette!!!

13w Like Reply Edited



Post



Rosie S


@RosieS\_AZ

Follow

My brother died 4 days after his 50th birthday due to smoking. It's a horrible, horrible way to watch someone you love die. Thank you for promoting quitting smoking.

9:16 AM · Feb 13, 2024 · 887 Views


3 Likes






CDC Tobacco Free

June 10 · 🌐

John B. struggled to quit smoking until he found a doctor who prescribed quit-smoking medicines and counseling. <https://bit.ly/3U91YAm> #CDCTips




Eventually, I found the right doctor.



165


57 comments 19 shares



Jekia Waites

I quit April 2022 cold turkey after smoking almost 20 years. Never looked back and I never felt better. My health and family mattered. Please I encourage anyone to quit if u can get the strength. It's not easy but it's worth it and can be done. There a... See more


24w Edited 2



CDC Tobacco Free

February 29 · 🌐

There is life after smoking. It's never too late to quit, no matter how old you are or how long you have smoked. #CDCTips






Don't use spray paint.

CDC.GOV

You can quit smoking.

Learn more




315

153 comments 95 shares


Share

Most relevant




I quit drinking and hard drugs 7 months ago. Tomorrow I'm going cigarette free. I found this video disturbing enough to quit

14w 2



Quitting gives you back your






CDC Tobacco Free

January 26 · 🌐

You Can Quit Too

Tonya M. shares encouragement to quit smoking. The best time to quit is now. Get started at [cdc.gov/quit](https://cdc.gov/quit). #CDCTips

See more




144 44K

Comments


Hide

Most relevant



I quit smoking just two and a half months ago and I'm very proud of myself it's not easy but it's well worth it to quit!


18w Like Reply



CDC Tobacco Free

February 29 · 🌐

There is life after smoking. It's never too late to quit, no matter how old you are or how long you have smoked. #CDCTips






When you have a hole in your neck, don't face the shower

CDC.GOV

You can quit smoking.

Learn more




315

153 comments 95 shares

Share

Most relevant



Tomorrow is my 3rd anniversary of quitting cold turkey. When the time is right for you, you'll succeed! Keep trying.

14w Edited 6