

Association Between the Tips From Former Smokers Campaign and Smoking Cessation Among Adults, United States, 2012-2018

Monday, September 21, 2020

Author:

Rebecca Murphy-Hoefer, PhD, MPH1; Kevin C. Davis, MA2; Brian A. King, PhD, MPH1; Diane Beistle, BA1; Robert Rodes, MS, MBA1; Corinne Graffunder, DrPH, MPH

Smoking Cessation
Leadership Center



University of California
San Francisco

CDC's Office on Smoking and Health released a tobacco-related research brief yesterday in the journal, *Preventing Chronic Disease (PCD)*, titled "Association Between the *Tips From Former Smokers*® Campaign and Smoking Cessation Among Adults, United States, 2012-2018."

CDC launched the *Tips From Former Smokers*® (*Tips*®) campaign in March 2012 – the first federally funded anti-smoking ad campaign. This campaign profiles real people who are living with serious long-term health effects caused by smoking and secondhand smoke exposure. CDC analyzed data from a nationally representative longitudinal survey of U.S. adults who smoked cigarettes during 2012-2018, in order to assess the impact of the campaign on quit attempts and sustained-quits.

Among other findings, the article reveals that during 2012-2018, the *Tips* campaign was associated with an estimated 1 million sustained quits and 16.4 million quit attempts among U.S. adults.

The brief is available online at: https://www.cdc.gov/pcd/issues/2020/20_0052.htm [1].

About Us

Staff

News

Newsletter & Listserv Signup

Communiqué Newsletter

Communiqué Newsletter Archive

Director's Corner

Events

Support Us

Partnerships & Collaborations

CA Behavioral Health & Wellness Initiative
Smoke-free Public Housing: Helping Smokers Quit
National Behavioral Health Network
The National Partnership on Behavioral Health and Tobacco Use
UC Quits
Pfizer IGLC
SAMHSA

Behavioral Health

Curricula & Online Training
Fact Sheets & Reports
Presentations
Publications
Toolkits

Vulnerable Populations

Education Level
Homeless
Low Socioeconomic Status
LGBT
Race/Ethnicity

Resources

Campaigns & Initiatives
Curricula & Online Training
Fact Sheets & Reports
Infographics
Publications
Presentations
Toolkits
1-800-QUIT-NOW cards
Asian Smokers' Quitline
Videos

Webinars

Back-to-School with Free CME/CE Credit
Individual Recordings Available for CME/CE Credit
Webinar Archive

Ways to Quit

Medications
Online Resources
Social Support
Treatment Options
Quitline

© 2019 University of California

Smoking Cessation Leadership Center
University of California, San Francisco

3333 California Street, Suite 430, San Francisco, CA 94143, Phone: (877) 509-3786
<https://smokingcessationleadership.ucsf.edu>

Source URL: <https://smokingcessationleadership.ucsf.edu/news/association-between-tips-former-smokers-campaign-and-smoking-cessation-among-adults-united>

Links

[1] https://urldefense.proofpoint.com/v2/url?u=https-3A__www.cdc.gov_pcd_issues_2020_20-5F0052.htm&d=DwMGaQ&c=iORugZls2LIYyCAZRB3XLg&r=TRc31OIAAW0nltikBYr6L5KYGTbQVHcByw9oU&m=F2nh2V-5UcnlyaHWdUzPOdMZtfNq9x6FufamxtwJsL4&s=7zVx5mtacViwYB8QdSN_5UAHvZ6FTMyB3NYERKg7ZIU&