



# USING *TIPS FROM FORMER SMOKERS* (TIPS®) TO SUPPORT YOUR TOBACCO CONTROL GOALS

OSH MEDIA NETWORK WEBINAR

FEBRUARY 25, 2021

# PUTTING *TIPS*<sup>®</sup> TO WORK

Use *Tips*<sup>®</sup> as a means to promote  
your own tobacco control goals

Support

Leverage

Extend

Promote and share the  
*Tips*<sup>®</sup> campaign messages  
and materials in your  
usual communications

**TIPS FROM  
FORMER  
SMOKERS**

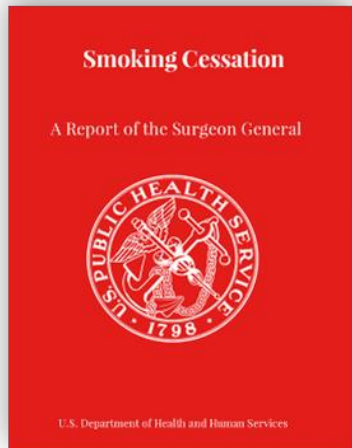
Place *Tips*<sup>®</sup> ads and/or  
share *Tips*<sup>®</sup> materials in a  
paid or free/earned  
capacity

# NATIONAL EFFORTS THAT CAN HELP SUPPORT YOUR CESSATION AND OTHER TOBACCO CONTROL GOALS



**Smokefree.gov**

**TIPS FROM  
FORMER  
SMOKERS**



**Million  
Hearts®**

*Tips*® provides an opportunity to use free resources and activities available through these national efforts to support your cessation goals (individual, health systems change and barrier-free coverage) as well as other tobacco control goals with various audiences and stakeholders.

# 2020 SURGEON GENERAL REPORT (SGR2020) IDENTIFIED KEY CESSATION STAKEHOLDERS AND EVIDENCE-BASED APPROACHES TO SUPPORT CESSATION

“Everyone has a role in helping to continue to reduce the burden of tobacco use on our society. It is critical that **clinical interventions** be adopted alongside **broader efforts at the health system** and **population levels** to promote and cultivate successful cessation and tobacco-free norms.”

VADM Jerome M. Adams, MD, MPH



Researchers



Health Systems and Insurers



Individuals, families, and communities



Public health and healthcare professionals



State, local, tribal, and territorial governments



Voluntary health agencies, non governmental organizations, and other community-and faith-based organizations



Federal government



Civic, business and community leaders


Consider SGR2020 findings and key cessation stakeholders as you think about partners you might want to reach out to using *Tips*® as an opportunity to engage them.

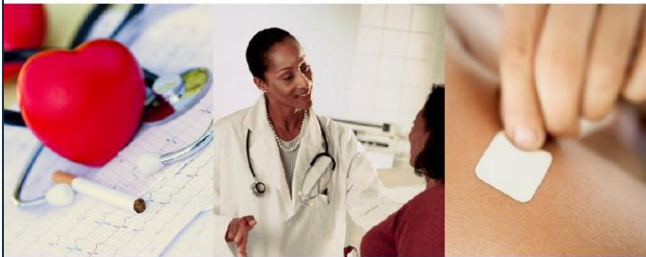


<https://www.hhs.gov/sites/default/files/2020-cessation-sgr-executive-summary.pdf>



# THE MILLION HEARTS® TOBACCO CESSATION SUITE: RESOURCES FOR HEALTH CARE PROVIDERS AND HEALTH SYSTEMS



## Identifying and Treating Patients Who Use Tobacco

### ACTION STEPS for Clinicians

A MILLION HEARTS® ACTION GUIDE

### Protocol for Identifying and Treating Patients Who Use Tobacco

Name of Practice

No level of smoking or tobacco use is safe.<sup>1</sup> Tobacco addiction is a chronic condition, often requiring multiple quit attempts for a tobacco user to become tobacco free.<sup>2</sup> There are effective, evidence-based, brief clinical interventions available to help patients who smoke. The intervention protocol<sup>3</sup> below can be integrated into the tobacco use identification and intervention clinical workflow for every patient aged 13 years and older. This protocol can also serve as a model to build clinical decision support into the electronic health record (EHR) to achieve tobacco use intervention goals. In terms of the core components of a clinical tobacco cessation intervention, all patients can benefit from behavioral counseling. All patients 13 and older, with the exception of pregnant women, adolescents, light smokers, and smokeless tobacco users (due to insufficient evidence), can benefit from medication. The combination of counseling and medication is most effective, and both should form the foundation of a brief cessation intervention.<sup>4</sup> It is important to monitor patients during their quit attempt for behavioral and medication adherence, efficacy, and side-effects, to provide support, and to offer continued assistance in the case of slips or relapses to tobacco use.

#### Tobacco Cessation Brief Clinical Intervention Protocol<sup>2</sup>

**ASK**  
Do you currently use tobacco?<sup>\*</sup>

**YES**

**ADVISE** to quit  
**ASSESS** willingness to quit  
"The most important thing you can do to improve your health is to quit smoking, and I can help. Are you willing to quit within the next 30 days?"  
OR your own scripting.

**NO**

**Provide brief motivational message such as:**  
"I feel so strongly about tobacco use and its impact on your health that I will ask you about it when I see you next."  
OR your own scripting.

**NO**  
If patient has recently quit (last 6-12 months), assess challenges, confidence, need for support.

**ASSIST with a quit plan**  
(see next page to recommend interactive format)


- **Provide and document brief tobacco cessation counseling (1-3 minutes; 3-10 minutes)**  
Set a quit date within 30 days.  
Review past quit attempts, including counseling and medication used.  
Discuss potential triggers and coping strategies.
- **Discuss, prescribe, and document tobacco cessation medication(s).** Exceptions (insufficient evidence): pregnant unless medical clearance and patient consent; adolescent; light smoker (<5 cigarettes/day); smokeless/chew tobacco.  
FDA-approved — Nicotine patch, gum, lozenge, inhaler, and nasal spray; bupropion; varenicline; Patch + bupropion. Use clinical experience/judgment to consider nicotine patch (steady state) + nicotine gum or lozenge (craving relief); these combinations are not FDA-approved.
- **Make a referral to additional in-depth tobacco cessation counseling:** 800-QUIT-NOW; in-clinic/hospital counseling; community/local counseling.


**ARRANGE** follow-up  
Schedule a telephone or in-clinic follow-up appointment.  
"Before you leave today, we are going to schedule a follow-up appointment (phone or in-clinic) around your quit date. We will check in to see how your quit attempt is going. If you have any questions, or if there are ways we can support your quit attempt, please contact us at any point. We are here to help and support you." OR your own scripting.

Reset Form

Print Form Save Form

Protocol for Identifying and Treating Patients Who Use Tobacco







## Tobacco Cessation

### CHANGE PACKAGE

A MILLION HEARTS® ACTION GUIDE





<https://millionhearts.hhs.gov/>

# CDC/OSH FREE CESSATION RESOURCES

## Tips From Former Smokers®

Tips From Former Smokers®

- Home Tips From Former Smokers®
- About the Campaign +
- How to Quit Smoking** -
  - 5 Ways Quitlines Help +
  - Quit Guide +
  - quitSTART App
  - Learn About Quit Smoking Medicines +
- Real Stories +
- Diseases/Conditions Featured in the Campaign +
- For Specific Groups +
- Partners +
- Campaign Resources +
- Stay Connected

## How to Quit Smoking

[Español \(Spanish\)](#)

It's never too late to quit smoking. Quitting smoking now improves your health and reduces your risk of heart disease, cancer, lung disease, and other smoking-related illnesses.

### Start Your Quitting Journey Today!



[Audio Description](#) [Low Resolution Video](#)

#### 5 Ways Quitlines Help YOU Succeed

Quitlines provide free coaching—over the phone—to help you quit smoking.



#### Learn About Quit-Smoking Medicines

You Can More than Double Your Chance of Success! New Ways Medicines Can Help.

### State Quitline Services

Learn about quitline services available in your state by going to the [North American Quitline Consortium's map](#) and clicking on your state.

### Call For Free Help

You can quit smoking for good and live a healthy, smokefree life. Take the first step and call [1-800-QUIT-NOW](#) for FREE support.

**Free quit help:**

[1-800-QUIT-NOW](#)  
(1-800-784-8669)

**In Spanish:**

[1-855-DEJALO YA](#)

<https://cdc.gov/quit>

# CDC/OSH FREE CESSATION RESOURCES

## Learn About Quit Smoking Medicines

Maybe you've already used a quit-smoking medicine when you tried to quit. Or maybe you've just thought about it. Either way, you can learn more here about quit-smoking medicines and how they can help you quit for good.



### 3 Reasons to Use Medicines When You Quit

- Make quitting less painful
- Are much safer
- Help you get through the toughest times



### 5 New Ways to Quit With Medicines

- Tried to quit before?
- Feel like nothing worked?
- Check out these proven approaches



### Why Quitting Smoking Is Hard

- Nicotine and your brain
- Smoking and your daily routines

<https://www.cdc.gov/tobacco/campaign/tips/quit-smoking/quit-smoking-medications/>

## Benefits of Quitting



[https://www.cdc.gov/tobacco/quit\\_smoking/how\\_to\\_quit/benefits/](https://www.cdc.gov/tobacco/quit_smoking/how_to_quit/benefits/)



# SMOKEFREE.GOV: FREE CESSATION RESOURCES FOR A VARIETY OF POPULATIONS

smokefree<sup>vet</sup>

smokefree<sup>women</sup>

smokefree<sup>teen</sup>

smokefree<sup>español</sup>

smokefree<sup>60+</sup>

HOME

TOOLS & TIPS

QUIT SMOKING

CHALLENGES WHEN QUITTING

STAY SMOKEFREE FOR GOOD

HELP OTHERS QUIT



I Want to Quit

My Quit Day

I Recently Quit

Staying Quit

## Tools & Tips

Learn about different tools to help you quit and how to use them.



Smokefree  
Texting  
Programs



Build Your Quit  
Plan



Using Nicotine  
Replacement  
Therapy



Smokefree  
Social Media



Smokefree  
Apps

<https://smokefree.gov/>



# ***TIPS*® CAN HELP SUPPORT AND BUILD PARTNERSHIPS**



***Tips*®** provides an opportunity to engage partners who can help you achieve your goals, and whose goals could be advanced by partnering with you around the ***Tips*®** campaign messages and materials.

# TIPS® PARTNERS PAGES CURATE MATERIALS FOR A VARIETY OF DIFFERENT PARTNERS

Tips From Former Smokers ®

Facebook

Twitter

LinkedIn

YouTube

Home

Tips From Former Smokers ®

About the Campaign

How to Quit Smoking

Real Stories

Diseases/Conditions Featured in the Campaign

For Specific Groups

Partners

Faith-Based Organizations

Healthcare Providers

## Partners

[Español \(Spanish\)](#)

The *Tips*® campaign can help people in your own community quit smoking. CDC provides many free materials, social media images, FAQs, expert talking points—even a pocket card for talking with smokers who want to quit.

- [Faith-Based Organizations \(FBO\)](#)
- [Health Care Providers](#)
- [Organizations Serving Military Members and Veterans](#)
- [Organizations Serving Public Housing Residents](#)
- [Partners and Public Health Professionals](#)

TODAY I START MY QUIT JOURNEY.

FREE resources provided by [smokefree.gov](https://smokefree.gov)

<https://www.cdc.gov/tobacco/campaign/tips/partners/index.html>

# TIPS® MATERIALS FOR HEALTH CARE PROVIDERS

## Tips From Former Smokers®

About the Campaign +

How to Quit Smoking +

Real Stories +

Diseases/Conditions Featured in the Campaign +

For Specific Groups +

Partners -

## Healthcare Providers: Tools and Resources

[Español \(Spanish\)](#)

Healthcare providers can play a key role in decreasing tobacco use, the leading preventable cause of death and disease in the United States. With smoking cessation tools and resources from the [Tips From Former Smokers® \(Tips®\)](#) campaign and the [Office on Smoking and Health \(OSH\)'s Healthcare Provider page](#), you can ensure your patients have the right resources to begin their quit journeys.



Looking for more information and resources for healthcare providers? **Visit here.**

### On This Page

[Tips Materials for Healthcare Settings](#)

[Case Study](#)

[Partnering Health Associations](#)

<https://www.cdc.gov/tobacco/campaign/tips/partners/health/index.html>



This webpage includes a list of health organizations that have partnered with **Tips®** over the years, many of which have state affiliates. OSH has had success partnering with health associations, and states can build on this work at the state level.

# BUILDING ON NATIONAL *TIPS*® PARTNERING ORGANIZATIONS: American Dental Hygienists' Association (ADHA)

**DID YOU KNOW?**  
The U.S. Centers for Disease Control and Prevention (CDC) recognizes dental hygienists as leading tobacco cessation experts. For that reason, they partnered with ADHA to promote their 2019 Tobacco Cessation Campaign - Tips From Former Smokers® (TIPS).

**YOUR VOICE MATTERS**  
The strategy of the campaign is to show real patient cases of people whose lives have been affected by tobacco in some way.  
Since the initiation of this campaign in 2012, CDC estimates that more than 16.4 million people who smoke have attempted to quit and approximately 1 million have quit for good because of the TIPS® campaign.

**ADHAQUITTOBACCO.ORG**  
DESIGNED SPECIFICALLY FOR YOU

**Q & A WITH TOBACCO CESSATION EXPERTS:  
THE DENTAL TEAM'S ROLE IN  
ADDRESSING TOBACCO USE  
AND VAPING**

October 29, 2019

Shelley Hammond, MMC  
Larry Williams, DDS, MPH  
Maria Perno Goldie RDH, MS

**Current Cigarette Use Among Adults:**

**DID YOU KNOW?**  
Cigarette smoking is still the leading cause of preventable disease and death in the United States, accounting for more than 480,000 deaths every year, or about 1 in 5 deaths.  
The use of electronic cigarettes has increased by 7% just in the last year? 26.8% to 22% among high school students.

ADHA created a Tobacco Cessation section on their website with *Tips*® ads and materials for their offices. OSH also presented on an ADHA webinar, and at a National Conference session.

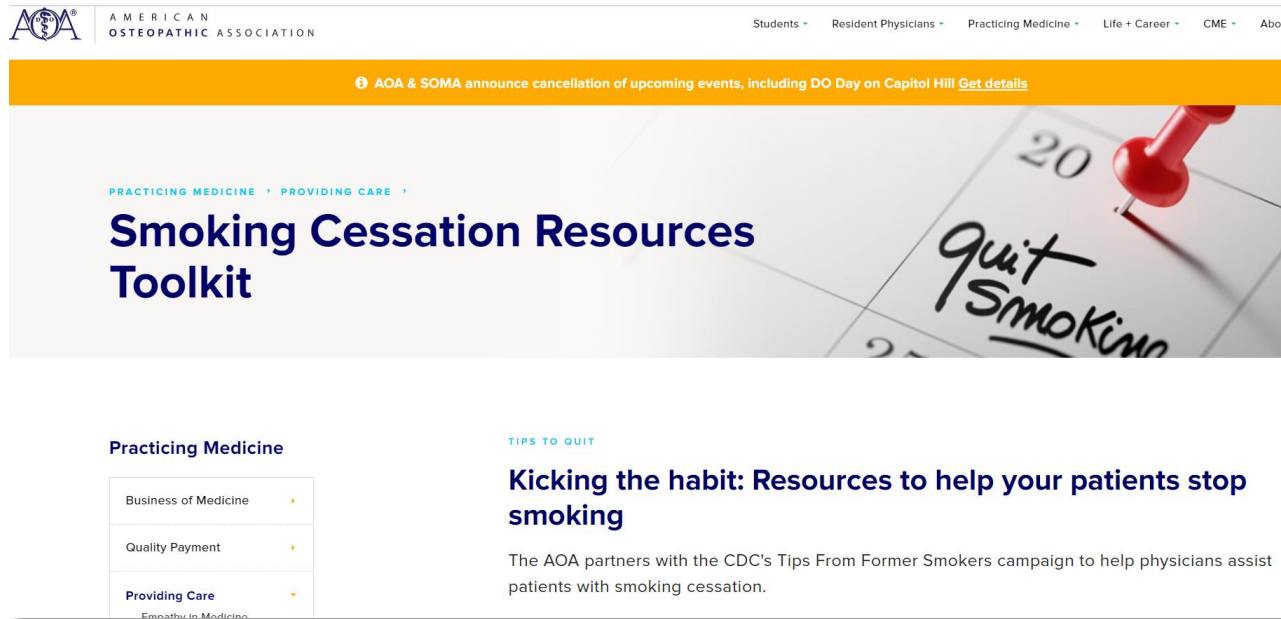
The ADHA has state chapters. Many of the strategies that OSH collaborated on with the national office are options at the state level.

For instance, a few years ago New Mexico attended their state Dental Hygienist Association conference.

[ADHAQUITTOBACCO.org](http://ADHAQUITTOBACCO.org)



# BUILDING ON NATIONAL *TIPS*® PARTNERING ORGANIZATIONS: American Osteopathic Association (AOA)



<https://osteopathic.org/practicing-medicine/providing-care/smoking-cessation-toolkit/>



OSH worked with AOA to make *Tips*® materials available for use in clinical settings, and the AOA equipped each of the sites with the Million Hearts Tobacco Cessation Change Package. OSH also worked with AOA to develop two articles for their news website. The AOA has state chapters.

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# LOCALIZE YOUR MEDIA AND COMMUNICATIONS EFFORTS



Localizing your communications increases the chance the media will pick up a story – start pulling together state and local data about things like smoking prevalence, tobacco-related diseases, quit rates, quitline usage, health care costs, and policies that create environments that support cessation. Use this data to provide a local angle when approaching the media, and in your general communications.

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# STATE AND LOCAL DATA SOURCES

## State and Local Data on Tobacco-Related Diseases and Conditions

- [Asthma](#)
- [Birth Defects](#)
- [Cancer](#)
- [Chronic Disease Indicators](#)
- [COPD](#)
- [Diabetes](#)
- [Heart Disease and Stroke Prevention](#) *and* [Stroke](#)
- [Oral Health](#)



## Other Sources for State and Local Tobacco-Related Data\*



### County Health Rankings & Roadmaps

Building a Culture of Health, County by County

A Robert Wood Johnson Foundation program

\* logos are hyperlinked, click to open

# PITCH STORIES WITH LOCAL ANGLES

- People who have quit using your state quitline.
- People who have quit after their workplace went smokefree or the tobacco tax went up or....
- Doctors or family members who are caring for someone with a tobacco-related illness.
- Announce new partnerships or coalition efforts.

## The Mountain Advocate

FEATURE  
Amanda's Tip on Why to Quit applies to 10% of Knox County babies

Brooke Cole Standbury May 15, 2019



## Ohio woman shares her story as part of CDC anti-smoking campaign

By Stuart Osborne | Friday, May 17th 2019



## The National Alliance for Hispanic Health Renews Partnership with CDC's Anti-Smoking Campaign During National Cancer Control Month

PR Newswire April 29, 2019

The Nuestras Voces Network promotes Tips From Former Smokers Campaign® to help Hispanics quit smoking and reduce cancer disparities

WASHINGTON, April 29, 2019 /PRNewswire/ -- "If you smoke, quitting is the single best thing you can do for your health and for your loved ones," said Jane L. Delgado, Ph.D., M.S., President and CEO of the National Alliance for Hispanic Health (the Alliance). "The Tips® campaign offers advice from former smokers and free support from 1-800-QUIT-NOW (in Spanish from 1-855-DEJELO-YA), to help motivate smokers to quit," added Dr. Delgado.



# SHARE POSITIVE VISUALS WITH THE MEDIA

(to prevent visuals that depict tobacco products or use)

## Sources of Visuals

- CDC/OSH: [Tips® campaign resources](#) and [Download Center](#), [OSH](#) and [SGR2020](#) infographics
- Stills, b-roll, screen captures of your Quitline, images of nicotine replacement products
- Partner websites
- Create a map, graphic or visual using local data

### Colorado Quitline “Coaches”



### Indiana health department offering free anti-smoking medication

By: AP

Posted: Mar 23, 2019 4:15 PM EST



### Dayton Daily News

Local. In-Depth. Always updated.

Local Business Sports Life Subscribers Classifieds ePaper

56° Log In

Local news you can trust. Subscribe today and stay connected. Just 99¢ a week.

Stop smoking programs encouraged as Ohio tobacco sales increase during pandemic



About **34 million** U.S. adults currently smoke cigarettes.

▶ Smoking is the leading cause of preventable disease and death in the United States

▶ **480,000** Americans die from smoking each year, accounting for nearly 1 in 5 deaths



▶ **16 million** Americans live with a smoking-related disease

▶ Smoking-related death and disease cost the United States over **\$300 billion** each year



# LEVERAGE HOLIDAYS AND HEALTH/HERITAGE OBSERVANCES

National Minority Health and Health Disparities Month



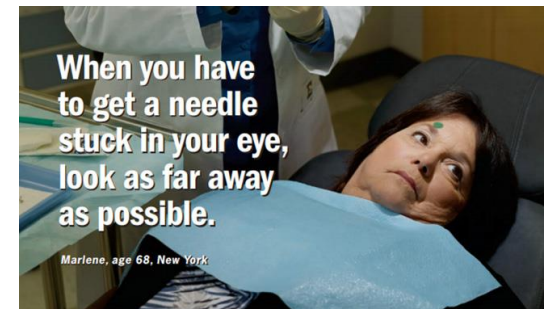
Limb Loss Awareness Month



National Cancer Control Month



Women's Eye Health and Safety Month



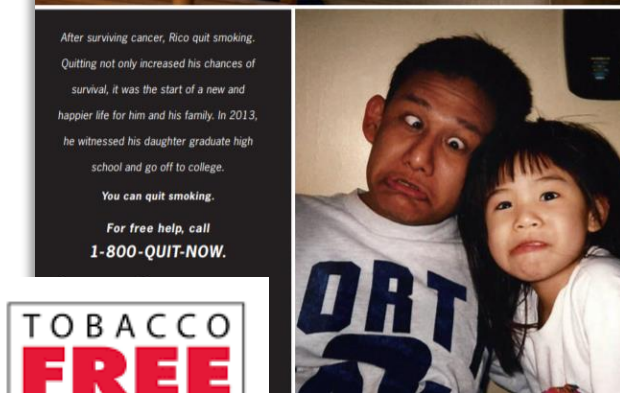
For many holidays or health/heritage observances, there is a *Tips*® participant whose story and materials match up.



# TIPS® MATERIALS ARE AVAILABLE FOR USE IN A VARIETY OF FORMATS



Nebraska ran Rico's ad in the *Omaha World Herald* for Father's Day.



for a great state of health



Oregon featured Roosevelt's materials on social media channels for Father's Day.

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## USE *TIPS*® TO REACH COMMUNITIES EXPERIENCING TOBACCO-RELATED HEALTH DISPARITIES



Bus posters in English and Spanish (Felicita, Jamison, Roosevelt) placed on the interior of buses throughout **Virginia**.

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**Nevada** welfare offices ran *Tips*® ads tagged 1 800-QUIT-NOW on loop.

UN CONSEJO  
— DE UN —  
EXFUMADOR

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

Mariano, 55 Años  
Illinois

Buena Salud® Club  
National Alliance for Hispanic Health  
www.healthymamericas.org

Fumar puede dañar mucho más que  
sus pulmones. Para recibir ayuda  
gratuita, llame al 1-855-335-3569.

#CDCConsejo  
CDC.gov/consejos

Desde que dejó de fumar,  
Mariano dice que la comida sabe  
mejor y que tiene más energía.  
"Tiene una señal de alerta, y ahora me siento bien."  
Mariano

National Alliance for Hispanic Health  
1501 16th St. NW  
Washington, DC 20036-1401

Los Lunas, NM - julio 29  
Omaha, NE - septiembre 9  
Vineland, NJ - septiembre 23  
Kalamazoo, MI - octubre 7  
San Diego, CA - octubre 14  
Brownsville, TX - octubre 21  
Dallas, TX - octubre 28  
Houston, TX - noviembre 4  
Los Angeles, CA - noviembre 18

2017 CIUDADES Y FECHAS  
VIVETUVIDA.ORG

Fumar bloquea los vasos sanguíneos y eleva la presión arterial  
a niveles peligrosos. Mariano necesitó una operación a corazón  
abierto para salvar su vida. Usted puede dejar de fumar. Para  
recibir ayuda gratuita, llame al 1-855-DE-JELO-YA.

**Nuestras Voces Network** sent *Tips*® info-  
card to 15,000 member Buena Salud® club.



**Arkansas** included *Tips*® messaging  
in utility bills.



[https://nchph.org/wp-content/uploads/2019/03/NCHPH-Smoking-Cessation\\_FINAL-Ready-to-Post-13Mar19.pdf](https://nchph.org/wp-content/uploads/2019/03/NCHPH-Smoking-Cessation_FINAL-Ready-to-Post-13Mar19.pdf)

## Case Studies on Placing *Tips*® Materials in Health Care and Social Service Settings



### Promoting CDC *TIPS*® Campaign Materials to Public Housing Residents

National Center for Health in Public  
Housing

March 2019

exposure, such as asthma, diabetes, and COPD, compared to the general adult population. Currently, around 34% of public housing residents smoke compared to 22% of the general adult population.<sup>1</sup> Given the new smoke-free requirement at all public housing developments, NCHPH anticipates that many public housing residents will attempt to quit smoking and/or seek smoking cessation counseling and services from their local Health Centers.

The CDC's national tobacco education campaign, *Tips From Former Smokers*® (*Tips*®) that launched in 2012 features individuals living with

#### Introduction

The National Center for Health in Public Housing (NCHPH) has collaborated with the Centers for Disease Control and Prevention (CDC) to promote national tobacco cessation materials to public housing residents. Through the CDC's *Tips From Former Smokers*® (*Tips*®) campaign, NCHPH has been able to provide access to smoking cessation materials for patients served at Health Centers. In 2017, NCHPH has implemented a national cooperative agreement with the CDC to provide



The National Connection for Local Public Health

[FINAL REPORT]

October 2018

Technical Assistance for Local Health Departments to Support, Leverage & Extend CDC's *Tips from Former Smokers*® Campaign in Partnership with Healthcare Providers



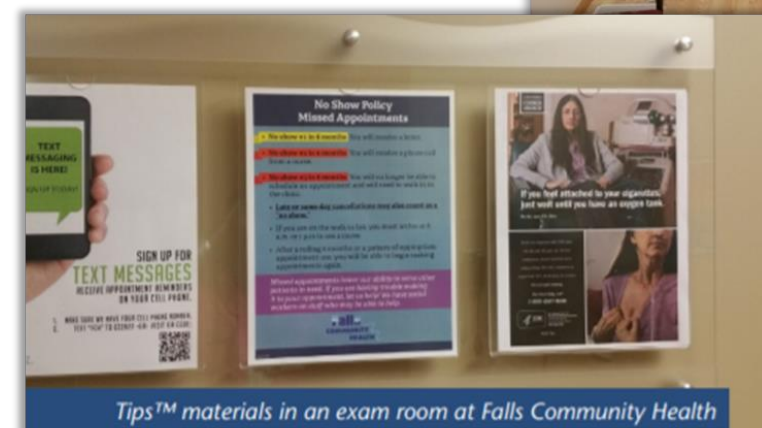
#### Introduction

Local health departments and their partners play a critical role in population-based tobacco prevention and cessation efforts. According to the 2016 National Profile of Local Health Departments (Profile Study), 74% of local health departments (LHDs) provide population-based primary prevention services for tobacco and 38% of LHDs regulate, inspect, or license tobacco retailers in their communities.<sup>1</sup>

Recognizing that many local communities are already taking steps to address prevention and eliminate tobacco use, the National Association of County and City Health Officials (NACCHO), released a Request for Applications (RFA) in 2016 to provide funding to expand efforts to engage LHDs and healthcare providers in the Centers for Disease Control and Prevention *Tips From Former Smokers*® Campaign. In January 2017, three LHD grantees were chosen and received a \$1,500.00 stipend for their work.

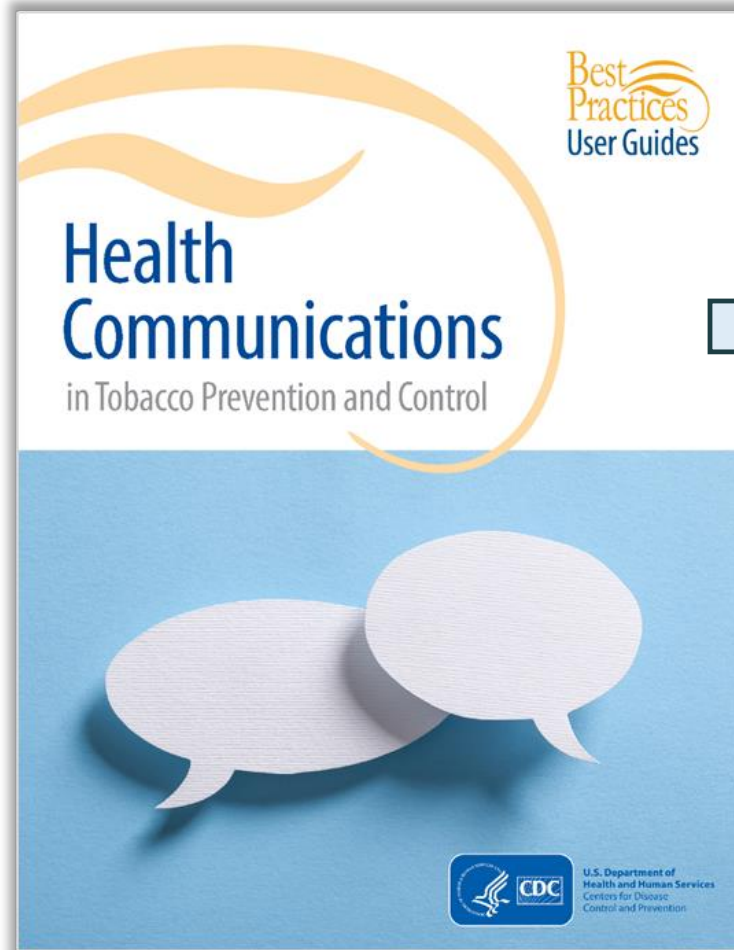
During the 8-week implementation, LHD staff placed *Tips*® Campaign materials (video and/or print) into the clinic waiting rooms and patient rooms and educated staff on evidence-based tobacco cessation intervention strategies (e.g. the 5As) and free tobacco cessation resources, such as state Quitline's. Health center staff then tracked the number of tobacco cessation conversations occurring between patients and clinic staff for eight weeks. "The tracking data is included in Appendix A. A final Success Story from each grantee was developed showcasing effective, low-cost strategies for Tobacco Prevention and how LHDs can integrate the CDC's *Tips From Former Smokers*® Campaign into clinical settings easily and in a short time frame. This report highlights the seven LHD grantee efforts to increase cessation conversations during the project implementation period from July 17 until September 30, 2018.


<https://www.naccho.org/uploads/downloadable-resources/NACCHO-Tips-Campaign-Report-2018.pdf>



*Tips*™ materials in an exam room at Falls Community Health

# Case Study on Extending *Tips*® through Digital Media to Reach LGBT Communities





CASE STUDIES

## North Carolina Case Study

The North Carolina Tobacco Prevention Control Branch fights tobacco-related disparities by launching a digital communications campaign.

State program uses CDC funding to reach LGBT smokers

The North Carolina Tobacco Prevention Control Branch is always seeking ways to reach North Carolinians with tobacco control messages, but its very limited budget often requires creative, low-cost approaches to health communications. When the Branch learned that a small amount of CDC funding would be available for a communications campaign, they realized the funds could have a greater impact if they focused on a smaller, high-risk group rather than the general population. Knowing that the state's LGBT population had a high smoking prevalence, program staff had already begun building relationships with this community. They also had data that showed that their typical health communications were not increasing quitline calls from LGBT smokers. They decided to use the CDC funding to focus on the LGBT population. In January 2015, the Branch launched a communications campaign to reach LGBT smokers using CDC's existing *Tips From Former Smokers*® digital campaign ads.

"We did not have a lot to spend, but we knew we had these great assets—*Tips*® ads that were LGBT-specific. We had been looking for an opportunity to use the Brian and Ellie ads," said Ann Staples, Director of Public Education and Communication.

"We did not have a lot to spend, but we knew we had these great assets – *Tips*® ads that were LGBT-specific. We had been looking for an opportunity to use the Brian and Ellie Ads" – Ann Staples

<https://www.cdc.gov/tobacco/stateandcommunity/bp-health-communications/index.htm>



# Case Study on Using *Tips*® in Facebook Marketing Campaign to Decrease Minority Smoking Rates & Increase Quitline Engagement

After observing elevated smoking rates in the state's African American and Hispanic/Latino populations, the Kentucky Department for Public Health utilized *Tips from Former Smokers*® campaign resources in their own Facebook marketing campaign. These efforts, coupled with other community outreach initiatives, have resulted in improved quitline engagement and lower smoking rates among priority populations in Kentucky.

[State-Success-Story-KY\\_Final.pdf](#)  
([tobaccocontrolnetwork.org](http://tobaccocontrolnetwork.org))



## Kentucky Utilizes CDC *Tips* Campaign Resources as Part of Larger Strategy to Decrease Minority Smoking Rates and Increase Quitline Engagement

*After observing elevated smoking rates in the state's African American and Hispanic/Latino populations, the Kentucky Department for Public Health utilized *Tips from Former Smokers*™ campaign resources in their own Facebook marketing campaign. These efforts, coupled with other community outreach initiatives, have resulted in improved quitline engagement and lower smoking rates among priority populations in Kentucky.*

The Kentucky Department for Public Health's Tobacco Prevention and Cessation Program regularly monitors [Behavioral Risk Factor Surveillance System](#) (BRFSS) data on adult and youth tobacco use to ensure that its tobacco-free efforts reach Kentuckians of all racial and ethnic backgrounds. In recent years, Kentucky has taken a two-pronged approach to decrease smoking rates and improve quitline engagement among the state's priority populations. First, Kentucky partnered with [promotores de salud](#) in a regionally-based health education center to develop culturally appropriate smoking cessation materials and deliver in-person educational messaging to Hispanic/Latino tobacco users and retailers throughout Kentucky. Second, Kentucky began working with a local marketing firm to appropriate resources from the CDC [Tips from Former Smokers](#)™ national advertising campaign to use in their own Facebook marketing efforts designed to reach specific minority populations.

### Steps Taken:

- Kentucky monitors state tobacco use data in BRFSS to understand trends in tobacco use for both the state as a whole and specific sociodemographic populations. This data informs outreach strategies that will have the greatest impact.
- In 2008, Kentucky partnered with the Central Kentucky [Area Health Education Center](#) (AHEC) to collaborate on additional outreach efforts to Kentucky's Hispanic/Latino community.
  - Kentucky contracted with the AHEC's *promotores de salud* to deliver in-person health education to Spanish speakers in Kentucky, including referrals to a Spanish language quitline. *Promotores de salud* appeared at health fairs and conducted classes at public housing and low-income housing facilities.
  - In 2012, education expanded to Spanish-speaking retail store owners who sell tobacco, many of whom are immigrants, to ensure these retailers are in compliance with state and local laws, as well as federal FDA guidelines on retail tobacco sales (e.g., ensuring

- Facebook advertising campaigns that used *Tips*™ campaign videos to appeal to minority audiences resulted in approximately 1.7 million total impressions and 370,000 video views.
- According to statewide BRFSS data, the African-American smoking rate in Kentucky dropped from 29.6 percent in 2014 to 22.3 percent in 2015.
- The percentage of quitline participants who identify as Hispanic/Latino increased from 0.98 percent in 2014 to 2.17 percent in 2017 (through March).



# Case Studies on Using *Tips*® to Address Disparities in Cessation and Smokefree Protections

Home

Office on Smoking and Health (OSH)

OSH Partners with States

National Tobacco Control Program Funding

National Tobacco Control Programs in Action

Alabama

Indiana

Kentucky

Nebraska

New York

West Virginia

## Many Public Housing Authorities Use Nebraska Health Department Expertise To Implement Federal Smoke-Free Housing Policy

Like the rich plains and prairies throughout the state, many good things come from the hard work of the Tobacco Free Nebraska team from the Nebraska Department of Health and Human Services' Division of Public Health. The state prohibited smoking in indoor workplaces and public places in 2009, yet 2,500 Nebraskan adults still die from smoking-related illnesses each year.<sup>1</sup> Troubled by this and the knowledge that nearly 18,000 Nebraskan children are exposed to secondhand smoke at home,<sup>2</sup> the Tobacco Free Nebraska team thought of ways to protect more people from secondhand smoke.



<https://www.cdc.gov/tobacco/about/osh/programs-in-action/nebraska/index.htm>

## West Virginia's Tobacco Control Program Works with Pharmacists to Help People Quit Smoking

Cigarette smoking is the leading cause of preventable disease and death in the United States, accounting for about 480,000 deaths every year.<sup>1</sup> Nationally, an estimated 14% of adults currently smoke cigarettes and more than 16 million Americans live with a smoking-related disease.<sup>2</sup>

In 2016, the West Virginia Division of Tobacco Prevention, part of the state's Department of Health & Human Services, was looking for new ways to lower the number of West Virginia adults who smoke tobacco. Nearly 25% of West Virginia adults were cigarette smokers—the highest percentage of any state in the country.<sup>3</sup> The Tobacco Prevention program staff knew that pharmacists can play a key role in promoting health by counseling people on how to quit using tobacco products and by providing nicotine replacement therapies like patches or gum. Counseling and nicotine replacement therapies are proven, effective ways to help smokers quit.<sup>4</sup> The Tobacco Prevention program staff decided to work more closely with small pharmacies in rural counties to reduce tobacco use among West Virginians.



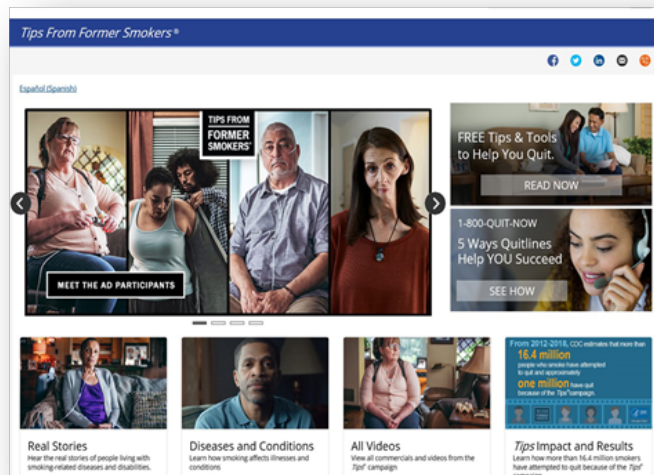
<https://www.cdc.gov/tobacco/about/osh/programs-in-action/west-virginia/index.htm>

Tobacco Free Nebraska continues to find new ways to help housing authorities adopt HUD's smoke-free rule, such as:

- Renting 20 billboards with messages from CDC's *Tips*® Campaign. These billboards were placed in communities that have high smoking rates and few smoke-free public housing policies.
- Sending *Tips*® Campaign posters and other information about how to quit smoking to housing managers.

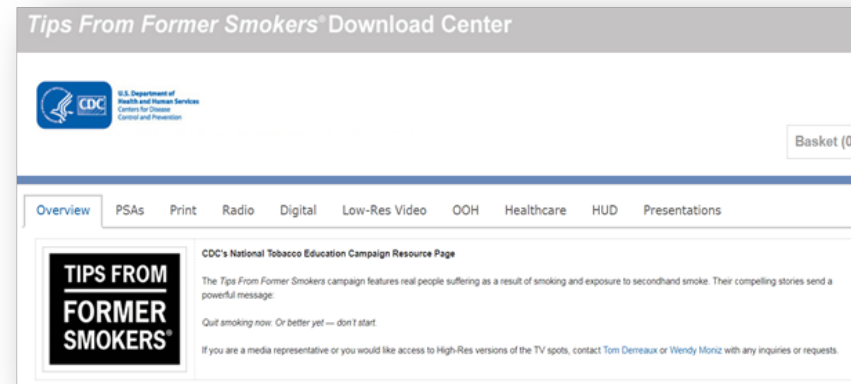
The partnership between Tobacco Prevention staff, Creative Pharmacist, and pharmacists in rural counties helped place *Tips*® television ads and other materials related to quitting in rural pharmacies. When people who smoke see the messages, they can turn to their local pharmacists for advice on how to quit smoking.

# WHERE TO ACCESS *TIPS*® CAMPAIGN MATERIALS AND RESOURCES



OSH *Tips*® Web Site

[www.cdc.gov/tips](http://www.cdc.gov/tips)  
[www.cdc.gov/consejos](http://www.cdc.gov/consejos)



*Tips*® Download Center


[www.plowsharegroup.com/cdctips](http://www.plowsharegroup.com/cdctips)



Media Campaign Resource Center

[www.cdc.gov/tobacco/mcrc](http://www.cdc.gov/tobacco/mcrc)


# TIPS® SPANISH-LANGUAGE WEBSITE


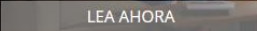



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CDC 24/7: Salvamos vidas. Protegemos a la gente™

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## Consejos de exfumadores®


[English \(US\)](#)  





Consejos y herramientas GRATUITOS para ayudarlo a dejar de fumar.

5 formas en que las líneas telefónicas de ayuda para dejar de fumar lo pueden ayudar a USTED a tener éxito


VEA CÓMO




**Historias de la vida real**  
Escuche las historias de personas de la vida real que tienen enfermedades y discapacidades relacionadas con el tabaquismo.




**Enfermedades y afecciones**  
Sepa cómo el tabaquismo afecta a las enfermedades y afecciones.



**Para poblaciones específicos**  
Obtenga más información acerca de la manera en que el tabaquismo y el humo de segunda mano afectan a grupos específicos.



**Todos los videos**  
Vea todos los anuncios de TV y videos de la campaña *Consejos*®.



**Recursos de la campaña**  
Botones, imágenes, anuncios impresos, videos, podcasts y más.

[www.cdc.gov/consejos](http://www.cdc.gov/consejos)



# FOLLOW @CDCTobaccoFree ON SOCIAL MEDIA TO KEEP UP ON *TIPS*® ACTIVITIES AND RESOURCES



FOLLOW US @CDCTobaccoFree



Engage in the conversation and share and repurpose our social media posts. You can also use images archived on our social media pages.



Please direct all *Tips*®-related inquiries from the public to [TobaccoMediaCampaign@cdc.gov](mailto:TobaccoMediaCampaign@cdc.gov) for reply.

If you are an OSH funding recipient with questions related to the *Tips*® campaign or to request media/comm technical assistance, please contact your OSH Project Officer.

If you are not an OSH funding recipient, please contact [OSHCommTA@cdc.gov](mailto:OSHCommTA@cdc.gov) to request assistance.



Centers for Disease Control and Prevention

National Center for Chronic Disease Prevention and Health Promotion

Office on Smoking and Health

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.

