An Update from
The Office on Smoking and Health, CDC

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The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.
Background on Tobacco Use in the U.S.

- Smoking remains the leading cause of preventable death in the U.S.
- Smoking kills more than 440,000 Americans each year.
- For every person who dies from tobacco use, another 20 suffer from one or more serious smoking-related illnesses.
- Tobacco costs our economy almost $200 billion each year.
“Tips From Former Smokers”

- Science-based media campaign to encourage and support quitting
- Feature real people and depict true outcomes of smoking
- Studies show hard-hitting campaigns have positive impact on youth as well as adults
About the Ads

- **Diverse People**

- **3 Categories of Content**
  - Health Outcomes
    - Stroke, Heart Attack, Lung Cancer, Laryngeal Cancer, Mouth Cancer, Buerger’s Disease
  - Secondhand Smoke
    - Asthma
  - Supportive Cessation Message

- **All Ads Included a Call to Action**
  - 1-800-QUIT NOW
  - [www.smokefree.gov](http://www.smokefree.gov)
  - [www.cdc.gov/quit/](http://www.cdc.gov/quit/)
  - [www.cdc.gov/quitting/tips](http://www.cdc.gov/quitting/tips)
Media Buy Recap

- **12 weeks** beginning March 19\textsuperscript{th}, 2012
- National cable placement in every DMA in the country
- Additional placement in 49 DMAs with a high prevalence of smoking
- An average of 1200 GRPs in each DMA
- We reached **86.8%** of 18-54 YOs in the country with a frequency of 18.6
Additional Campaign Elements

- **PSAs**
  - TV
  - Radio
  - Print

- **Partnerships**

- **Earned Media**

- **Web**
  - Campaign site
  - Spanish content

- **Social Media**
  - Facebook and Twitter
  - YouTube Videos
1-800-QUIT NOW Call Volume by Week

Launch  Sustaining  Heavy Up
Quitline Funding Opportunity

- States received their awards August 1.
- Over $21 million total was awarded.
- The funding period is one year, with the possibility of renewal for a second year.
- 41 States plus DC, Guam and Puerto Rico applied for and received funds.
Evaluation Overview

The evaluation will focus on:

- Answering key questions related to the success of the campaign implementation
- The extent to which the campaign had the desired effects on outcomes targeted by campaign messages
Thank you!

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