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CDC *Tips From Former Smokers*® campaign returns for 10th year with new ads to help Michigan residents quit smoking

LANSING, Mich – The Centers for Disease Control and Prevention’s (CDC) [Tips From Former Smokers](#)® (*Tips*®) campaign is entering its 10th year with new ads that encourage people who smoke to quit. The *Tips* campaign is the nation’s first federally funded tobacco education campaign and has helped [more than 1 million](#) U.S. adults to quit smoking and inspired millions more to try to quit.

The ads are running through Sept. 26 on national cable and network television, streaming radio and online. The latest *Tips* ads will continue to share personal stories of people suffering from smoking-related illnesses. In addition, new ads will tell the stories of family members who take care of a loved one suffering from a smoking-related disease. Caring for a loved one with a smoking-related illness can affect the caregiver’s life in various ways, including their ability to work and maintain physical and mental health.

[Research](#) shows that emotionally evocative, evidence-based campaigns, like *Tips*, are effective in raising awareness about the dangers of smoking and helping people who smoke to quit. These campaigns are even more effective when coupled with the availability of quitlines, which provide free, confidential support services to help people quit smoking. Each year when the *Tips* campaign is aired, there is an immediate and marked spike in calls to [800-QUIT-NOW](#) and visits to the campaign [website](#).

“CDC’s *Tips* campaign is effective in bringing to life the harmful effects of smoking and connecting people with resources to help them quit,” said Dr. Joneigh Khaldun, chief medical executive and chief deputy for health. “As a physician, I know all too well the adverse effects of smoking on health. MDHHS is committed to helping Michigan residents understand the reality of smoking-related disease and death – and to prevent these realities from happening to them.”

Being a current or former cigarette smoker increases risk of severe illness from COVID-19. Those who currently smoke have the power to reduce their risk by quitting. Former smokers are urged to not start again. Coaching from the Michigan Tobacco Quitline and Food and Drug Administration-approved medications can double the chances of quitting smoking.

In [Michigan, 16,200](#) residents died last year from smoking. A [recent study](#) showed that from 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.

In addition to the harm it causes to peoples’ lives, cigarette smoking also has a significant impact on the U.S. economy. Smoking costs more than \$300 billion a year, including nearly

\$170 billion in direct medical costs and more than \$156 billion in lost productivity. The *Tips* campaign is also an important counter to the billions of dollars spent on advertising and promoting cigarettes each year.

Cigarette smoking remains the single largest cause of preventable disease and death in the U.S., killing more than 480,000 Americans each year. For every American who dies from a smoking-related disease, about 30 more suffer at least one serious illness from smoking. Nearly 70% of smokers say they want to quit. This campaign encourages smokers to call 800-QUIT-NOW or to visit [Cdc.gov/tips](https://www.cdc.gov/tips) for free help quitting.

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