The Tips From Former Smokers® (Tips®) ads show the tragedies that real people face every day as a result of smoking in a way that statistics cannot.

- Smoking doesn't just kill. People who smoke are at risk for living with a serious, long-term health condition.
- For every person who dies from smoking, at least 30 people live with a smoking-related disease.
- More than 40 people have lent their voice and story to the Tips campaign since 2012. Each real story represents thousands and thousands of Americans suffering from similar illnesses caused by smoking.

The Tips ads show the real impact that smoking has on smokers AND the people around them.

- The campaign highlights personal stories of former smokers living with serious long-term health effects due to smoking and secondhand smoke exposure. The campaign also features people who have had to care for a loved one suffering from a smoking-related disease.
- The heroes in the Tips ads give a voice to the more than 16 million Americans living with a smoking-related disease.
- Tips ads focus on many health issues caused by, associated with, or made worse by smoking or exposure to secondhand smoke, including: lung, throat, head and neck, and colorectal cancers, gum disease, heart disease, preterm birth, asthma, HIV (human immunodeficiency virus), COPD (chronic obstructive pulmonary disease), diabetes, vision loss, Buerger's disease, and mental health conditions (depression and anxiety).

The campaign has a proven track record of helping people to quit smoking. We know the Tips campaign is money well spent. This campaign saves lives and saves dollars.

- From 2012–2018, CDC estimates that more than 16.4 million people who smoke have attempted to quit and approximately one million have successfully quit because of the Tips campaign.
- People who smoke who have seen Tips ads report greater intentions to quit within the next 30 days, and those who have seen the ads multiple times have even greater intentions to quit.
- Tips is cost-effective. For every $2,000 that OSH spends on the Tips ads, one death is prevented.
- The Tips campaign serves as an important counter to the $8.4 billion that was spent on advertising and promotion of cigarettes in 2018—more than $25 million every day, and nearly $1 million every hour.
- Smoking-related disease costs America nearly $170 billion a year in health care spending.

For more information about how you or a loved one can receive free help to quit smoking, call 1-800-QUIT-NOW or visit CDC.gov/quit.