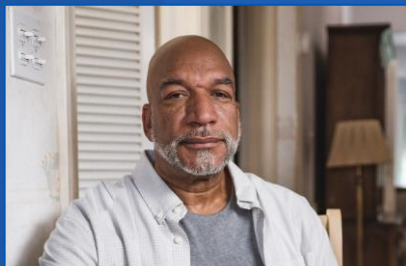


The Long-Term Impact of the *Tips From Former Smokers*[®] Campaign on Calls to 1-800-QUIT-NOW, 2012–2023

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November 5, 2024



Background

Paper Published in *Nicotine and Tobacco Research*

Nicotine and Tobacco Research, 2024, XX, 1-7
https://doi.org/10.1093/ntnr/nlq164
Advance access publication 24 July 2024
Original Investigation



The Long-Term Impact of the *Tips From Former Smokers*[®] Campaign on Calls to 1-800-QUIT-NOW, 2012–2023

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Abstract
Introduction: There is substantial evidence that mass media campaigns increase calls to quitlines as well as smoking cessation. In 2012, the Centers for Disease Control and Prevention launched the first federally funded national tobacco education campaign, *Tips From Former Smokers*[®] (i.e., *Tips*). From 2012 through 2023, *Tips* aired advertisements on television. To date, no studies have examined the long-term effect of a national smoking cessation campaign on quitline calls. This study examined the long-term impact of *Tips* television ads on calls to 1-800-QUIT-NOW from 2012 through 2023.
Methods: Exposure to the *Tips* campaign was measured using weekly gross rating points (GRP) for television ads in each U.S. designated market area. We obtained data on calls to 1-800-QUIT-NOW from the National Cancer Institute and used linear regression to model calls to 1-800-QUIT-NOW, from 2012 through 2023, as a function of weekly media market-level GRPs for *Tips* television ads. Using the regression model results, we calculated predicted values of calls to 1-800-QUIT-NOW across observed GRP values to determine the total calls to 1-800-QUIT-NOW that were attributable to the *Tips* campaign during 2012–2023.
Results: *Tips* GRPs were positively and significantly associated with calls to 1-800-QUIT-NOW across all years ($b = 39.94$, $p < .001$). Based on this association, we estimate the *Tips* campaign generated nearly 2.1 million additional calls to 1-800-QUIT-NOW during 2012–2023.
Conclusions: Exposure to the *Tips* campaign has consistently and significantly increased calls to tobacco quitlines.
Implications: Quitlines provide evidence-based support to help people quit smoking. They have been shown to increase the likelihood of successfully quitting. Mass media campaigns have promoted quitlines, and quitline calls have increased significantly with media promotion. The long-term effect of campaigns—like the Centers for Disease Control and Prevention's *Tips From Former Smokers*[®] (i.e., *Tips*)—on quitline calls has not been determined. From 2012 through 2023, exposure to the *Tips* campaign is estimated to have generated nearly 2.1 million additional calls to 1-800-QUIT-NOW. This study supports the continued use of mass media to promote quitlines.

Introduction
All 50 states, the District of Columbia, Guam, and Puerto Rico use telephone quitlines to provide support to people who want to quit using commercial tobacco products.^{1–3} Tobacco quitlines provide free evidence-based resources such as counseling, referrals to local programs, information, and self-help materials. Many quitlines also offer free medications such as nicotine replacement therapy as well as web- and text-based support.^{1–4} Substantial evidence has shown that telephone quitlines are effective at helping people who smoke make quit attempts and successfully quit.^{1,3,5,7,8,10} Quitlines are used by a variety of populations and are particularly helpful for people who may face financial or logistical barriers to accessing other evidence-based cessation services (eg, health insurance and transportation are not needed to use quitline services).^{1,3,11,14–21} Quitlines play an important role in addressing disparities in tobacco use cessation by reaching—and providing services to—populations disproportionately affected by tobacco use.^{1–4,11,14–21}

Telephone quitlines are a key part of comprehensive efforts to increase smoking cessation and are a recommended component of state tobacco control programs.^{5,16} The Centers for Disease Control and Prevention (CDC) provides dedicated funding for state quitlines.² Many states also provide additional funding to support their quitline.¹ Since 2004, people in the United States have been able to access their state quitline through the National Network of Tobacco Cessation Quitlines national portal, 1-800-QUIT-NOW, which is operated and administered by the National Cancer Institute (NCI).^{2,4,7} During its first 15 years, from 2004 through 2019, 1-800-QUIT-NOW received more than 10 million calls.^{1,2} A number of studies in the United States and elsewhere have demonstrated that mass media campaigns are effective at promoting calls to quitlines.^{6,11,13,16,22–28} In 2012, CDC launched the first federally funded national tobacco education campaign—*Tips From Former Smokers*[®] (i.e., *Tips*)—to raise awareness of the negative health effects caused by smoking cigarettes, motivate people who smoke to quit, and encourage those who do not smoke to protect themselves and

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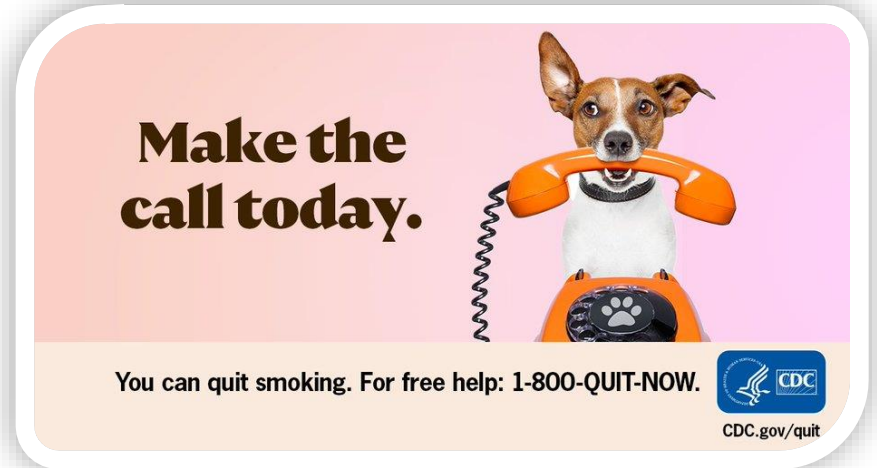
- **Paper Title:** “The Long-Term Impact of the *Tips From Former Smokers*[®] Campaign on Calls to 1-800-QUIT-NOW, 2012–2023”
- **Authors:** Nathan Mann¹, Rebecca Murphy-Hoeffer², Kevin Davis¹, Annette Von Jaglinsky¹, Bob Rodes², Diane Beistle²
- **Journal:** *Nicotine and Tobacco Research*
- **Publication Date:** July 2024

¹ RTI International

² Centers for Disease Control and Prevention

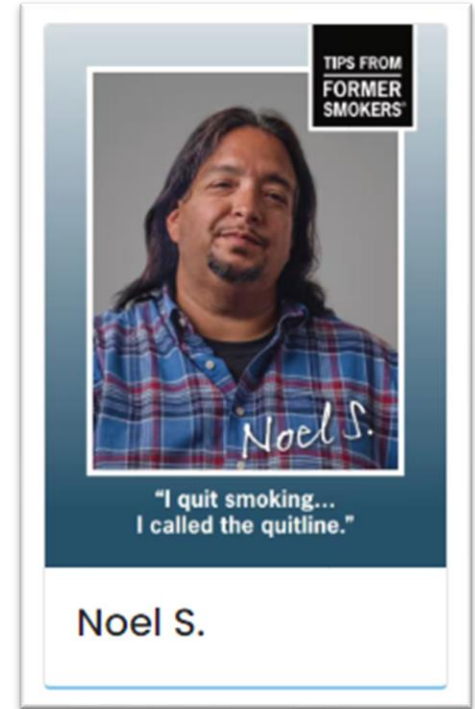
Tobacco Quitlines

- All 50 states, the District of Columbia, Guam, and Puerto Rico use telephone quitlines to provide support to people who want to quit using commercial tobacco products.
- Provide free evidence-based resources such as counseling, referrals to local programs, information, and self-help materials.
- Many also offer free medications, e.g., nicotine replacement therapy as well as web- and text-based support.
- Shown to be effective at helping people who smoke make quit attempts and successfully quit.
- Used by multiple populations, including population groups disproportionately affected by tobacco use.



Tobacco Quitlines

- Telephone quitlines are a key part of efforts to increase smoking cessation and are a recommended component of state tobacco control programs.
- The Centers for Disease Control and Prevention (CDC) provides dedicated funding for state quitlines.
- People in the United States can access their state quitline through the national quitline portal, 1-800-QUIT-NOW, which is operated and administered by the National Cancer Institute.
- During its first 15 years, from 2004 through 2019, 1-800-QUIT-NOW received more than 10 million calls.
- Studies have demonstrated that mass media campaigns are effective at promoting calls to quitlines.



Tips From Former Smokers®

- In 2012, CDC launched the first federally funded national tobacco education campaign – *Tips From Former Smokers*® (*Tips*®).
- The *Tips*® campaign tells the personal stories of real people from different backgrounds who are living with serious long-term health consequences from smoking and secondhand smoke exposure.
- The campaign has run multiple weeks every year, typically during spring and summer.
- The largest portion of the *Tips*® media budget goes toward TV ads.
- *Tips*® TV ads are typically tagged with a call to action directing people to 1-800-QUIT-NOW, which appears at the end of the ads.



Purpose of Paper

- Previous research showed the initial *Tips*[®] campaign in 2012 generated over 150,000 additional calls to 1-800-QUIT-NOW nationwide and significantly increased calls to 1-800-QUIT-NOW in almost every state.
- There had not been an assessment of the long-term effect of the *Tips*[®] campaign on calls to 1-800-QUIT-NOW over multiple years of the campaign.
- This study estimated the effect of the *Tips*[®] campaign on calls to 1-800-QUIT-NOW from 2012 through 2023.
- This was the first study to examine the impact of a long-term national anti-smoking media campaign occurring over more than a decade on calls to telephone quitlines.

Data & Methods

Data

- **Quitline Calls:** All incoming calls to 1-800-QUIT-NOW from January 2, 2012 through December 31, 2023
 - Obtained from the National Cancer Institute (NCI)
 - Comprised of records for each individual call received, not unique caller
- **Exposure to *Tips*® TV Ads:** Weekly Gross Rating Points (GRPs) for *Tips*® TV ads, by media market, for each of 210 Nielsen Designated Market Areas (DMAs).
- **Setting Up Data for Analysis**
 - Quitline calls were matched with Nielsen DMAs based on the area code of the calls.
 - Weekly calls to 1-800-QUIT-NOW for each media market were matched with weekly GRPs for *Tips*® TV ads in the same media market.
 - The final data used for this analysis included 8,617,439 total calls to 1-800-QUIT-NOW (100%) received from 2012 through 2023 in all 210 Nielsen DMAs.

Methods

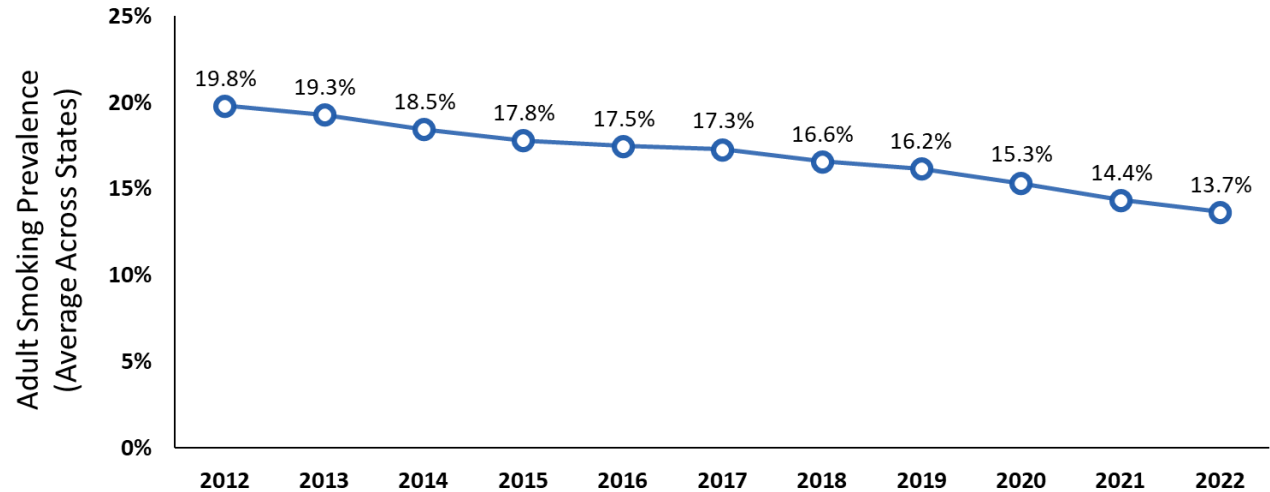
- To provide an initial visual representation of the relationship between *Tips*® and calls to 1-800-QUIT-NOW, a chart was created to present total calls to 1-800-QUIT-NOW and average GRPs for *Tips*® TV ads by week.
- A multivariable linear regression model was used to estimate weekly DMA-level calls to 1-800-QUIT-NOW as a function of weekly DMA-level GRPs for *Tips*® TV ads.
- The model controlled for several potential confounders including:
 - Number of homes with a TV in the DMA
 - Adult smoking prevalence for each DMA
 - A linear weekly time trend variable
 - Primary state indicator variable
- To estimate the number of calls to 1-800-QUIT-NOW that were associated with the *Tips*® campaign, the results from the multivariable regression model were used to estimate the number of calls 1-800-QUIT-NOW would have received if the *Tips*® campaign had not occurred.

Results

Average Adult Smoking Prevalence across U.S. States, 2012-2022

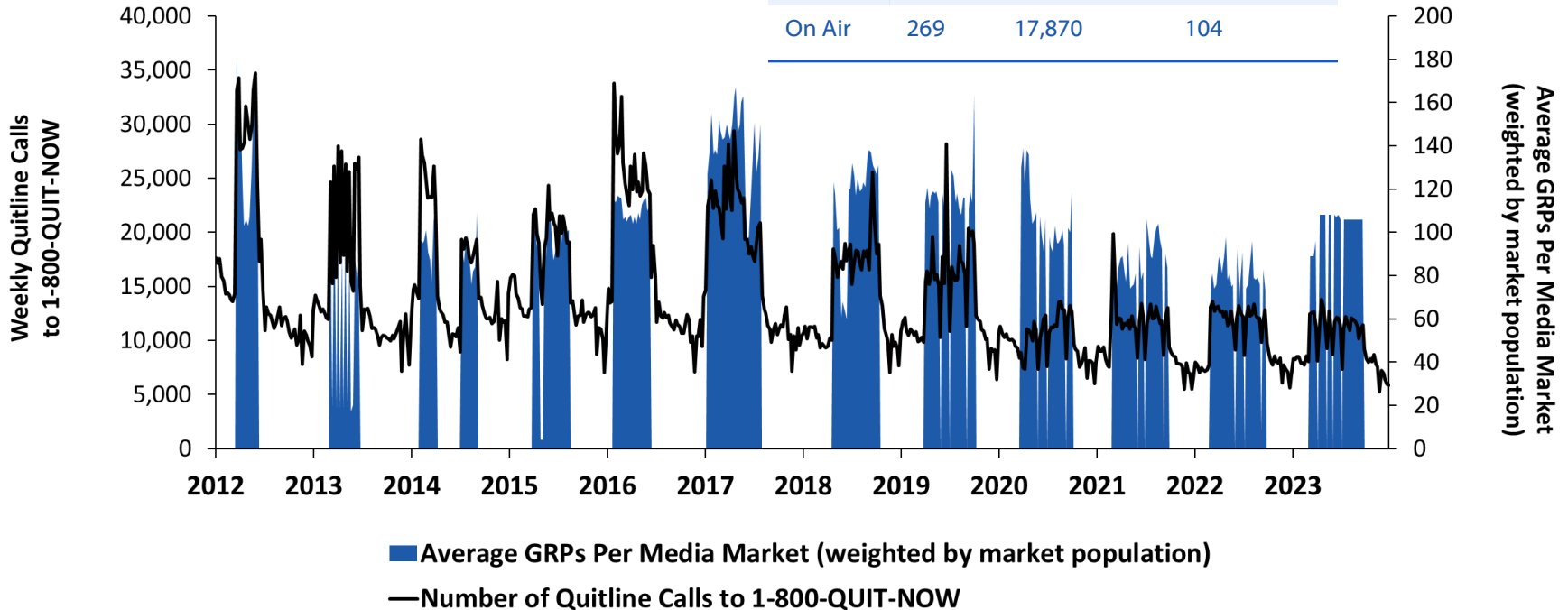
CDC Behavioral Risk Factor Surveillance System (BRFSS)

- The average adult smoking prevalence in U.S. states declined by **31%** from **19.8%** in 2012 to **13.7%** in 2022.
- In 2021, an estimated **28.3 million** U.S. adults currently smoked cigarettes.



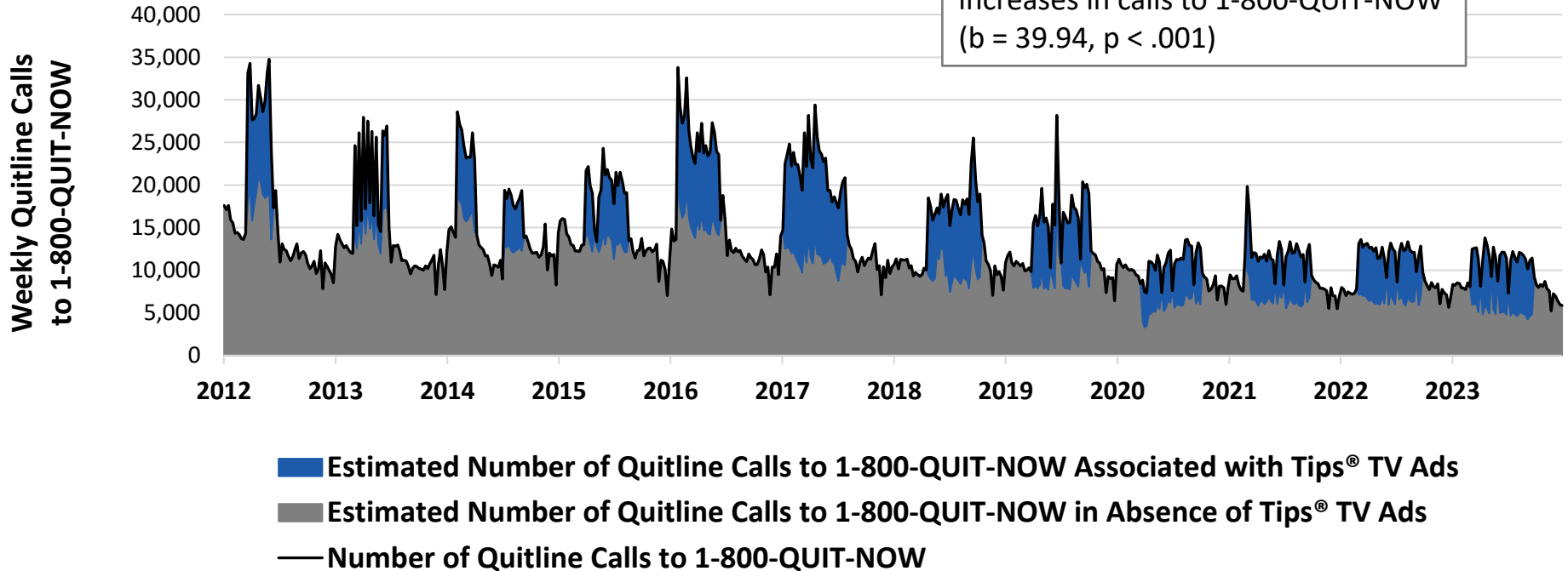
Total National Calls to 1-800-QUIT-NOW and Gross Rating Points (GRPs) for *Tips*® TV Ads by Week, 2012-2023

<i>Tips</i> ® TV Ads	Weeks	Avg. Calls Per Week	Avg. GRPs Per Week
Off Air	357	10,674	0
On Air	269	17,870	104



Impact of CDC *Tips*® Campaign on Calls to 1-800-QUIT-NOW: 2012-2023

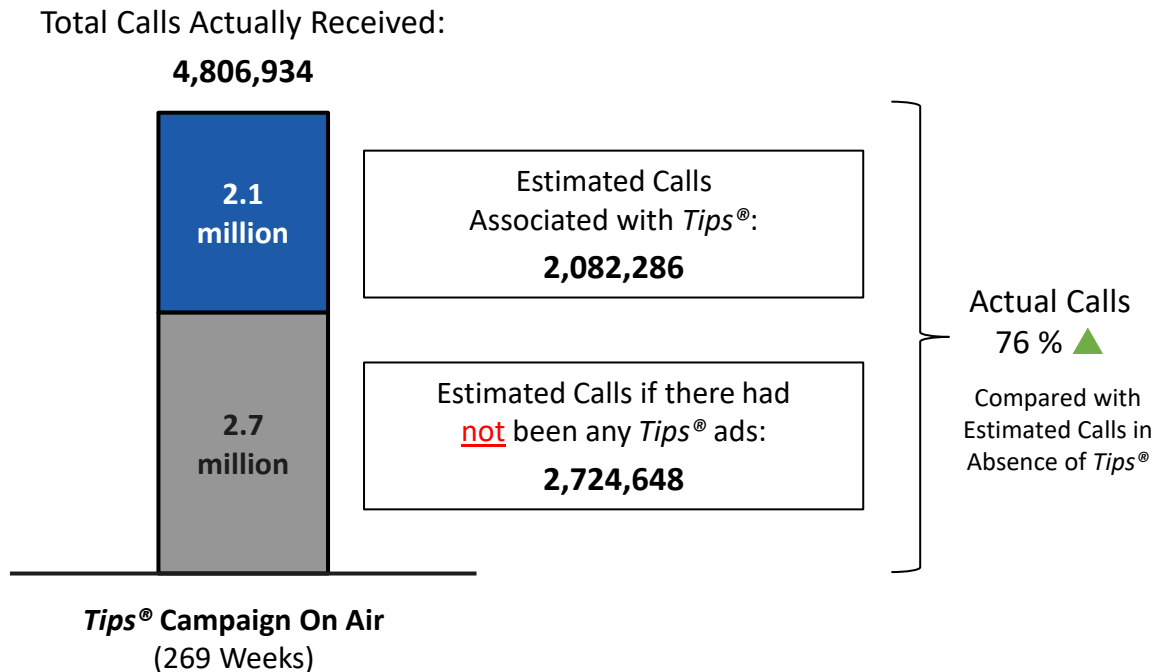
GRPs for *Tips*® TV ads were positively and significantly associated with increases in calls to 1-800-QUIT-NOW ($b = 39.94, p < .001$)



Calls to 1-800-QUIT-NOW Associated with the *Tips*® Campaign: 2012 - 2023

Calls to 1-800-QUIT-NOW During *Tips*® Campaign Weeks: 2012 - 2023

- During the 269 weeks when *Tips*® TV ads were on air in 2012-2023, there were nearly **2.1 million additional calls** to 1-800-QUIT-NOW compared to the estimated number of calls that would have been received during those weeks if the *Tips*® campaign had not occurred.
- This is a 76% increase in call volume during the on-air campaign weeks.



Discussion

Discussion

- Over the first 12 years of the *Tips*[®] campaign, from 2012 through 2023, *Tips*[®] TV ads were associated with nearly 2.1 million additional calls to 1-800-QUIT-NOW.
- Actual calls received by 1-800-QUITNOW during the 269 weeks when *Tips*[®] TV ads were on air were 76% higher than the estimated number of calls that would have been received during those weeks if the *Tips*[®] campaign had not occurred.
- The *Tips*[®] campaign was associated with statistically significant increases in calls to 1-800-QUIT-NOW during each of the first 12 years of the campaign, including during the onset of the COVID-19 pandemic and related emergency declarations in 2020.
- Results suggest the *Tips*[®] campaign's effects on calls to 1-800-QUIT-NOW rebounded to pre-pandemic magnitudes in the years following 2020, demonstrating the continued robust impact of *Tips*[®] and mass media campaigns promoting evidence-based quitlines.

Thank you!

Questions?

For more information contact Rebecca Murphy-Hoefer at zfg1@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 cdc.gov

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

