

TIPS FROM  
FORMER  
SMOKERS®

# Impact of CDC's *Tips From Former Smokers*® Campaign

Helping people quit smoking | Improving health outcomes | Reducing healthcare costs

The *Tips From Former Smokers*® campaign features compelling stories from real people living with serious long-term health effects from smoking and secondhand smoke exposure.

From 2012 through 2018, the campaign was associated with:

ESTIMATED

**129,000**

EARLY DEATHS  
AVOIDED



ESTIMATED

**804,000**

LIFE YEARS  
GAINED



ESTIMATED

**1.38**  
million

QUALITY-ADJUSTED  
LIFE YEARS GAINED



ESTIMATED

**\$7.3**  
billion

IN SMOKING-RELATED  
HEALTHCARE COSTS  
SAVED



Learn how CDC's *Tips From Former Smokers*® campaign continues to save lives and lower healthcare costs: [CDC.gov/TipsImpact](https://www.cdc.gov/TipsImpact)

