

Campaigns & Initiatives

- **CDC's *Tips From Former Smokers Campaign*** [1] - The CDC Tips campaign returns for its 9th year to share stories of real people living with long-term health effects from smoking. CDC began the *Tips from Former Smokers campaign* in 2012 with ads in television, radio, billboards, magazines, newspapers, and online in video, display, and mobile formats. From 2012-2018, CDC estimates that over 16.4 million people who smoke have attempted to quit and about one million have successfully quit because of the *Tips* campaign.
- **CDC's Media Campaign Resource Center (MCRC)** [2]
- *Pathways to Freedom: Leading the Way to a Smoke-Free Community* [3], from NAAPTPN (National African American Tobacco Prevention Network)
- **Talk to Your Patients** [4]--This website from New York state is a resource for providers to help their patients quit smoking using proven and effective treatments for nicotine addiction, including medications and brief counseling.
- **Tobacco-Free College Campus Initiative** [5]
- Save Lives: Ask, Advise, Refer and the **California Smoker's Helpline**
Video of How to Talk to Your Patients About Quitting Smoking
How to Talk to Your Patients About Quitting Smoking [6]
- **American Academy of Family Physicians Ask and Act initiative** [7]
 - **Podcasts** - AAFP has released four podcasts in its "Ask the Expert" tobacco cessation podcast series. The podcasts are part of the Academy's Ask and Act tobacco cessation program. Each of the brief audio interviews with clinical content experts covers a specific tobacco-related topic.
 - **Treating Tobacco Dependence** -- View this webcast to learn about new pharmacotherapies, counseling strategies, quick interventions and reimbursement.
 - **Become a Tobacco Aware Practice: Using an Organizational and Team-based Approach** -- View this webcast to learn how to structure your office to identify tobacco users, and streamline your efforts to help them quit. This webcast is for your entire practice team.
 - **Beyond the Guidelines: Advances in Tobacco Cessation Treatment and Payment** -- View this webcast to learn about evidence-based treatment, effective counseling strategies and reimbursement. Available for up to 2.0 Prescribed CME credits through April 24, 2008.
 - **How to Provide Tobacco Cessation Treatment to Patients with Mental Illness** -- This interview with family physician Julie Wood, MD, gives an overview of how and why physicians should address tobacco use with their patients with mental illnesses. Dr. Wood discusses effective forms of counseling and pharmacotherapy. The podcast is one component of the AAFP's efforts to educate family physicians on effective tobacco cessation treatment for patients with mental illness. The AAFP has also created a new section on the Ask and Act website titled "Smoking

and Mental Illness" and added mental health slides to CME presentations.

- **ASPIRE project** (A Smoking Prevention Interactive Experience) [8]
- **How Much Will You Save?** [9]--This calculator from smokefree.gov [10] shows how much a person spends on cigarettes.
- **My Greatest Enemy** [11], a campaign developed by Better World Advertising to raise awareness about high smoking rates among the LGBT community. Used by various city and state health departments.
- **Rethink Butts**-Truth Initiative [12] launched a campaign to reduce cigarette butt litter called *Rethink Butts?* with the environmental organization Leave No Trace. As part of the campaign, Legacy will distribute the Public Service Announcements (PSAs) to radio and television stations nationwide, post the PSAs on social media channels, and conduct earned media outreach on the topic. Here is the direct link to the PSAs: http://www.youtube.com/watch?feature=player_embedded&v=FfXgmHihfWk [13].
- **Tobacco Nation: A Geographic Perspective** [14]--Truth Initiative created an interactive map of Tobacco Nation [15], a collection of U.S. states in the South and Midwest with smoking rates that exceed not only the national average but that of many countries with the highest smoking rates in the world. In this story map [14], key aspects of Tobacco Nation are examined and a geographical perspective of the latest statistics and information about the region is provided.
- **Trinkets & Trash** [16] is a surveillance project and archive at the UMDNJ School of Public Health that monitors tobacco industry marketing in magazines, direct mail, e-mail, websites, and other channels.
- **Million Hearts** [17] is a public-private sector initiative headed by HHS aiming to prevent 1 million heart attacks in 5 years.

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Ways to Quit

Medications
Online Resources
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University of California, San Francisco

3333 California Street, Suite 430, San Francisco, CA 94143, Phone: (877) 509-3786
<https://smokingcessationleadership.ucsf.edu>

Source URL: <https://smokingcessationleadership.ucsf.edu/resources/campaigns>

Links

- [1] <http://www.cdc.gov/tobacco/campaign/tips/>
- [2] http://www.cdc.gov/tobacco/media_campaigns/
- [3] <http://www.naatpn.org/#!/pathways/c1fmo>
- [4] <https://talktoyourpatients.health.ny.gov/>
- [5] <http://tobaccofreecampus.org/>
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- [8] <http://www.mdanderson.org/patient-and-cancer-information/care-centers-and-clinics/specialty-and-treatment-centers/cancer-prevention/aspire/index.html>
- [9] <https://smokefree.gov/quit-smoking/why-you-should-quit/how-much-will-you-save>
- [10] <http://smokefree.gov>
- [11] http://www.socialmarketing.com/campaign/my_greatest_enemy
- [12] <https://truthinitiative.org>
- [13] http://www.youtube.com/watch?feature=player_embedded&v=FfXgmHihfWk
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- [16] <http://www.trinketsandtrash.org/>
- [17] <http://millionhearts.hhs.gov/>