

CDC Office on Smoking and Health: HUD *Tips From Former Smokers*® Resources

Overview of *Tips*® Campaign Resources:

Visit the [Tips campaign web site](#) and the [Tips Campaign Download Center](#) for the latest information and resources you can use for free. Visit CDC's [Media Campaign Resource Center](#) to use or customize ads for paid placement.

Tips® Campaign Website – www.cdc.gov/tips

Visit the [Tips campaign site](#) to view the *Tips* ads and background videos about the participants. Find their bios, print ads and photos, as well as buttons, matte articles, and social media content. Read consumer-friendly information about illnesses caused by smoking and how to quit smoking. Materials are available in English and Spanish.

- **Partner Resources**

The *Tips* website also has [partner webpages](#). These pages include specific resources for healthcare providers (including pharmacists, and dental, vision, and mental health professionals), public health professionals, faith-based organizations, organizations serving military members and veterans, and organizations serving public housing residents.

- **Health Care Provider Resources**

On the [Tips® partner webpage for health care providers](#), you can find handouts that can be given to smoking patients, links to where you can download radio and TV ads to play in health centers, an online interactive training on how to help smoking patients quit, notepads that you can order which reference the quit line, and information about quitlines in several languages.

- ***Tips*® Partner Webpage for Organizations Serving Public Housing Residents**

The [Tips partner page for organizations serving public housing residents](#) contains helpful information including:

- Resources for HUD Housing Managers on Going Smokefree
- HUD's Smokefree Rule: What You Need to Know
- What is Secondhand Smoke and How is it Harmful?
- How Does Smokefree Housing Benefit Housing Managers and Protect Residents?
- Free CDC Resources for Public Housing managers (*including the smokefree resource flyers*)
- Additional Free Resources

The *Tips From Former Smokers*® Download Center - www.plowsharegroup.com/cdctips

[This site](#) provides access to free *Tips* campaign materials in English, and some in Spanish, including low-resolution TV, print, radio, online, and out-of-home ads for use by educators, health care providers, and community organizations.

The download center also has a HUD tab which includes the free resources noted below:

- ***Tips*® Posters for HUD Multiunit Public Housing Audiences:**

These *Tips* posters focus on supportive quit smoking messages and secondhand smoke messages in English and Spanish. These free posters are available to print in various sized on our *Tips*® Campaign Download Center: www.plowsharegroup.com/cdctips.

If you want to customize these posters, or if you plan to pay for placement of them, please contact our Media Campaign Resource Center (MCRC): mcrc@cdc.gov.

- **Smokefree Resource Flyers for HUD Audiences**

To demonstrate our support for the HUD smokefree multiunit housing rule, CDC also created a smokefree resource flyer, available in English and Spanish, encouraging residents to use the new rule as an opportunity to quit smoking.

Specifically, it highlights:

- The dangers of secondhand smoke and the importance of protecting non-smoking family members, friends, and neighbors
- The benefits of quitting smoking
- How residents can easily access the FREE resources to help quit smoking

These flyers can be found on the [Tips Campaign Download Center](#), as well as on the [Tips partner page for organizations serving public housing residents](#) for free placement and use. We also have an 8 ½ x 14" customizable version to which you can add your logo or quit smoking resources through our Media Campaign Resource Center (MCRC) by contacting mcrc@cdc.gov.

CDC's Media Campaign Resource Center (MCRC) – www.CDC.gov/tobacco/MCRC

The MCRC is a clearinghouse for tobacco education ads developed by states and communities, federal agencies, and other nonprofit organizations. The *Tips* campaign ads and resources are available in various formats (TV, print, radio, digital, and out-of-home e.g. billboards, bus shelters) for paid placement in English, and some are available in Spanish. The ads in the MCRC are broadcast-quality ads and they can also be customized with your organization's logo. MCRC staff can be contacted via email at mcrc@cdc.gov.

***Tips*® Campaign Partner Assistance Contacts:**

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General Public & General *Tips*® Campaign Questions:

Tobacco Education Campaign (CDC) tobaccomediacampaign@cdc.gov

Contact State and Local Health Departments for Support

State and local health departments are a great resource to help you and HUD audiences as they prepare to go smokefree. If you are not already in touch, we encourage you to reach out to them.

- Tobacco Control Network - State Directory www.tobaccocontrolnetwork.org/state/
- NACCHO Directory of Local Health Departments www.naccho.org/membership/lhd-directory