

## NEW NATIONAL AD CAMPAIGN

### Graphic ads from the CDC present new opportunity to help patients quit smoking

Your patients may ask you about the CDC's new television ad campaign, *Tips From Former Smokers*, which features real people talking about the impact that smoking-related illnesses have made on their everyday lives.

The ads are hard-hitting and graphic. They depict people living with stomas, finding their daily activities reduced because of stroke or heart attack, and having had digits removed as a result of smoking-related illnesses. The ads will run on broadcast, cable, and online through the end of June in Massachusetts and will run again for a brief period in January.

These ads present a new opportunity for you to talk with your patients about the ways smoking impacts their health now, and what health problems they may face in the future if they do not quit. Making the connection for them between their personal health status and smoking can be a powerful motivator.

When a patient appears willing to make a quit attempt, talk to them about the smoking cessation medications you recommend for them and encourage them to also get counseling support. The Massachusetts Smokers' Helpline is tagged in the CDC ads (1-800-QUIT NOW), but you can refer patients to the Helpline directly through the QuitWorks program.

You can view the ads at <http://www.cdc.gov/tobacco/campaign/tips/stories>

### ADDITIONAL HELP FOR YOU AND YOUR STAFF

Click the link below for CDC resources available to help you and your staff talk to patients about quitting smoking:

[http://www.cdc.gov/tobacco/data\\_statistics/sgr/2010/clinician\\_sheet/?s\\_cid=OSH\\_tips\\_D9008](http://www.cdc.gov/tobacco/data_statistics/sgr/2010/clinician_sheet/?s_cid=OSH_tips_D9008)

### ASK, ADVISE, REFER, PRESCRIBE

**The conversation is simple and can take just three minutes:**

**ASK** - Ask all patients about tobacco use and readiness to quit smoking.

**ADVISE** - In a clear, strong, and personalized manner, urge every tobacco user to quit.

**REFER** - Refer patients to counseling services (including the Helpline).

**PRESCRIBE** - Prescribe smoking cessation medicines, as appropriate.

### THANK YOU!

The QuitWorks Recognition Program was a successful endeavor that ended in 2011. We appreciate the enthusiasm for the program and encourage you to continue referring your patients to this important resource.

### CONTACT US

For QuitWorks questions or comments

please email us:

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