

Tips From Former Smokers Tips 2018/TV

Christine/TV "Smoker" :30

The spot opens on the *Tips From Former Smokers* logo and cuts to Christine sitting, talking to the camera. Her age (55) and state (Pennsylvania) appear on screen.

ART CARD: A TIP FROM A FORMER SMOKER

SUPER: Christine, 55, Pennsylvania

CHRISTINE: I bet some people watch these ads and say, 'That could never happen to me. I don't smoke *that* much, so I'm not really a smoker.'

The spot shifts to an image of Christine before her cancer.

CHRISTINE: Well, I didn't think I smoked that much either.

The spot cuts back to Christine looking at the camera and talking.

CHRISTINE: But I still got oral cancer. And it came back twice.

The spot shifts to another image of Christine, this time a close up of her face.

CHRISTINE: Now I have no jaw and no teeth.

The spot cuts back to Christine speaking to the camera.

CHRISTINE: My tip is: if you smoke, you're a smoker. Just like I was.

ANNCR: You can quit. For free help, visit [CDC.GOV/TIPS](https://www.cdc.gov/tips).

ART CARD: You can quit. For free help, visit [CDC.GOV/TIPS](https://www.cdc.gov/tips). CDC LOGO

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