

Smoking Cessation Benefits :30

It's Never Too Late To Quit Smoking

The spot opens with the U.S. Surgeon General Dr. Jerome Adams speaking to the camera. The CDC logo appears. A name card appears which reads: "Dr. Jerome Adams, U.S. Surgeon General"

DR. JEROME ADAMS: I'm U.S. Surgeon General, Dr. Jerome Adams.

The spot cuts to footage of a doctor's exam room. A male doctor speaks with a male patient and his wife. The doctor hands the patient an information handout. We see a close up of the handout. We see close ups of the patient's face as he looks at the handout and talks to his wife and the doctor.

DR. JEROME ADAMS: If you smoke, the most important thing you can do to improve your health is to quit – no matter how old you are or how long you've been smoking. By quitting, you reduce your risk for heart and lung diseases, cancer, and many other illnesses.

The spot cuts back to Dr. Jerome Adams speaking to the camera.

DR. JEROME ADAMS: If you're ready to quit, talk to your doctor or nurse or call the quitline, a free telephone service where you can get confidential coaching and resources to help you quit. Call 1-800-QUIT-NOW to get started.

ART CARD: Call 1-800-QUIT-NOW to get started. CDC.gov/quit

Logos for the U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention, and the U.S. Public Health Service appear on screen.