

Tips From Former Smokers Tips 2018/TV

Brian/TV "Now You Know" :30

The spot opens on the *Tips From Former Smokers* logo

ART CARD: A TIP FROM A FORMER SMOKER

The spot cuts to Brian, inside his home, speaking to the camera.

SUPER: Brian, 62, Texas

BRIAN: I'm Brian. You probably know someone who's had a heart attack, COPD or a heart bypass operation.

The scene shifts to a photo of inside the hospital.

BRIAN: You might even know someone who's had a heart transplant, lung cancer or part of their lung removed.

The spot cuts to a photo of Brian's chest scar, then to a photo of his chest x-ray, followed by a photo of hospital equipment.

BRIAN: But what about someone who's had all six?

We now see Brian inside his home, looking out the window, and then speaking to the camera again.

BRIAN: Now you do.

My tip is: if smoking doesn't get you one way, it'll get you another.

The spot cuts to the art card, which reads "Smoking harms nearly every organ of the body."

ART CARD: Smoking harms nearly every organ of the body.

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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