

Tips From Former Smokers Tips 2019/TV

Christine/TV "Head of Household" :30

The spot opens on the *Tips From Former Smokers* logo and cuts to Christine sitting in her living room speaking to the camera. She is missing a large portion of her jaw on the left side of her face.

CHRISTINE: Things were stolen from my kids I feel like.

The spot cuts to a photo of Christine standing with her son. We see that a large tumor is clearly visible along the left side of her jaw.

CHRISTINE: My son, at only 17 years old, really had to be head of the household.

We now see a close-up shot of Christine speaking. We see her state (Pennsylvania) and that she was diagnosed with cancer at 44 on screen.

CHRISTINE: Instead of being a kid.

The spot cuts to Christine standing in her bathroom filling a syringe from a bottle of medicine.

CHRISTINE: Because his only parent, me – I became a dependent.

We now see a photo of Christine with her two grown children and the tumor along her jaw and neck is even larger.

CHRISTINE: My tip is, every time I wanted to smoke a cigarette I would think of my children.

The spot cuts to the art card, which reads "You're not just quitting for yourself."

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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