

***Tips From Former Smokers® 2022 New TV Spots***

**Michael F. “Family” :30 – URL CTA  
ISCI Code VCDC1176000H**

**The spot opens on the A Tip From A Former Smoker® logo and cuts to a shot of Michael F. in his kitchen using a device to help him breathe.**

**MICHAEL F: COPD is harder on the folks around you, I think.**

**The spot cuts to a photograph of Michael F. and his wife.**

**MICHAEL F: It affects my wife terribly. And she smokes, and she quit.**

**The spot cuts to a shot of Michael F. sitting in his living room. Text appears on the bottom right-hand corner of the screen that reads “Michael, 57” and his home state of “Florida.”**

**MICHAEL F: And if you ask her why she quit, she’ll say because she needs to be here—for—to take care of me, so. Sorry.**

**The spot cuts to an art card that reads “The people you love are worth quitting for.”**

**ANNCR: The people you love are worth quitting for.**

**ART CARD:**

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

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