

Tips From Former Smokers® 2022 New TV Spots

**Rebecca C “This Can Happen To You” :15 – URL CTA
ISCI Code VCDC1197000H**

The spot opens on the A Tip From A Former Smoker® logo and cuts to a shot of Rebecca C. in her living room. Text appears on the bottom right-hand corner of the screen that reads “Rebecca, 43” and her home state of “California.”

REBECCA C: I would try and encourage anyone to quit smoking.

The shot moves in for a closer shot of Rebecca C. in her living room.

REBECCA C: I can’t tell you what to do.

The spot cuts to a shot of Rebecca C.’s foot—her toes have been amputated off. The words “Smoking causes Buerger’s Disease” is written across the screen.

REBECCA C: But what I can tell you, is that this can happen to you.

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)