

SPOT TITLE: Ethan B. Vignette

LENGTH: 1:29

AD-ID: VCDC1445000H

AS-RECORDED SCRIPT:

ART CARD: I THOUGHT IT WAS COOL
A Former Smoker's Story

ETHAN: My name is Ethan. I smoked, I've had multiple strokes.

We see Ethan walking through a doorway.

ETHAN: I thought smoking was cool, the gangsters in the movie smoked...

Super: Ethan B., 59, California

Cut to a close up of Ethan sitting in a chair talking to camera. He is wearing a denim button up.

ETHAN: ...the people in the commercials smoked. And when you'd inhale it you'd like the...the menthol would kind of like fill your chest...

Cut to Ethan sitting at a table in a kitchen, flipping through magazines.

ETHAN: ...and it was supposed to be smoother and cooler than other cigarettes...

ART CARD: TOBACCO COMPANIES ADD MENTHOL TO TOBACCO PRODUCTS TO MAKE THEM SEEM LESS HARSH.

ETHAN: Well, I was always pretty athletic.

Cut to a close up on Ethan speaking to camera and sitting in a chair.

ETHAN: There was a time when I noticed I... I could feel it. Like I could feel the cigarettes and I noticed my wind like my... my endurance was different. My confidence was kind of based on that, that's what made me feel like a man I was strong I could run.

ART CARD: MENTHOLS ARE JUST AS DAMAGING AS OTHER CIGARETTES.

Cut to Ethan at a kitchen sink washing dishes.

ETHAN: You know things that used to be real easy to do started to become a task.

Cut to Ethan speaking to camera and sitting in a chair.

ETHAN: Why do I feel so tired, you know? I didn't even do anything why do I feel like I ran 8 miles and...and I didn't.

Cut to Ethan looking out of a glass door.

ETHAN: It was depressing. The second stroke I vividly remember everything getting loud...

Cut to a close up of Ethan speaking to camera and sitting in a chair.

ETHAN: ...just everything became increasingly louder and louder and louder until it was just like a boom boom boom.

Cut to an image of Ethan on a hospital gurney being pushed by EMTs.

ETHAN: I woke up in the ambulance and I don't want it to happen again.

Cut to a close up of Ethan speaking to camera and sitting in a chair.

ETHAN: I quit smoking, I became more conscious of how valuable and precious life is. I'm not going to increase my odds of ever having another stroke and... smoking is the worst thing I've ever done.

ART CARD: You can quit. For free help, visit [CDC.GOV/QUIT](https://www.cdc.gov/quit)

Logo/legal: CDC

Sponsored by the U.S. Department of Health and Human Services.

#CDCTips