

AD-ID: VCDC1400000H

SPOT TITLE: John B_Don't Quit Quitting Tip_AVO2_30_URL

LENGTH: :30

AS-RECORDED SCRIPT:

ART CARD: A TIP FROM A FORMER SMOKER®

Super: John, 61, South Carolina

We see John talking to camera in his home.

JOHN: I'm John. I wanted to quit smoking for years. I tried several different times, nothing seemed to work for me.

Cut to John sitting on a bed and putting shoes on.

JOHN: But I didn't give up.

Cut to John talking to camera in his home.

JOHN: Eventually, I found the right doctor.

Cut to John opening a mirrored medicine cabinet. He opens a bottle of pills and takes one.

JOHN: And together we came up with a plan that finally worked by using two quit-smoking medicines and getting counseling.

Cut to John speaking to camera

JOHN: My tip is...keep trying. You only have to quit for good, once.

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)

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