

SPOT TITLE: John B. Vignette

LENGTH: 0:51

AD-ID: VCDC1420000

AS-RECORDED SCRIPT:

ART CARD: WHATEVER IT TAKES TO QUIT

A Former Smoker's Story

Super: John B., 61

South Carolina

We see John sitting in a living room talking to camera. He is wearing a green plaid button down shirt open over a dark green t shirt.

JOHN: I could not go 24 hours I... I mean I probably didn't go 12 hours you know without a cigarette. I was just so addicted the power that it has over you it's a... it's, it's just powerful drug... it is and very hard to quit so I...I became like the king of quitting.

Cut to John making coffee.

JOHN: I went to go see this doctor and she had some empathy

Cut to a close up of John speaking to camera.

JOHN: she said, '...you know what, I know what you're going through.'

Cut to John opening a mirrored medicine cabinet in a bathroom and taking pills.

JOHN: So I followed her plan by using two quit smoking medicines and getting counseling.

Cut to John in a garden watering plants.

JOHN: Don't think you have to do it cold turkey.

Cut to John speaking to camera.

JOHN: There are other avenues you can explore to quit smoking. Put multiple avenues together to quit.

ART CARD: TALKING TO A QUIT COACH AND USING QUIT-SMOKING MEDICINES CAN HELP YOU QUIT FOR GOOD.

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

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