

SPOT TITLE: Noel S. Vignette

LENGTH: 1:03

AD-ID: VCDC1421000

AS-RECORDED SCRIPT:

ART CARD: MENTHOL'S HARSH REALITY

A Former Smoker's Story

We see Noel in a dimly lit kitchen pouring himself a cup of coffee.

NOEL: When I was growing up in Brooklyn cigarettes was so accessible and at the time everybody smoked.

Cut to Noel speaking to camera sitting at a table. He is wearing a blue plaid button up shirt over a black t shirt.

Super: Noel S., 42
New York

Cut to Noel standing in a dimly lit kitchen and drinking from a mug. You see him walk towards a front door and get his coat and keys.

NOEL: It was advertisements for menthol cigarettes everywhere you'd look in minority neighborhoods.

ART CARD: TOBACCO COMPANIES TARGET MANY COMMUNITIES WITH MENTHOL ADVERTISING.

Cut to Noel walking out the door.

NOEL: Menthol is very addictive.

Cut to Noel sitting at a table and talking to camera.

NOEL: I would wake up in the middle of the night to smoke a cigarette to go back to sleep.

Cut to Noel walking out his front door.

NOEL: Long term I thought they were safer because the menthol camouflages the harshness.

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

Cut to a close up of Noel walking around a corner outside. Cut to Noel speaking to camera inside sitting by the table.

NOEL: I was living in Harlem and I was smoking a cigarette and I caught a very bad chest pain. This chest pain was scary.

Cut to a profile view of Noel driving.

NOEL: When I got to the hospital I parked my vehicle

Cut to a close up of Noel speaking to camera.

NOEL: ...directly in front of the ambulance and told the ambulance guys listen I think I'm having a heart attack.

Cut to Noel driving. Cut to a close up of Noel speaking to camera.

NOEL: You don't want to be like me you don't want to have a massive heart attack at the age of 36.

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

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