

Health Care Provider Role :30

Healthcare Professionals Role In Helping Patients Quit Smoking

The spot opens with the U.S. Surgeon General Dr. Jerome Adams speaking to the camera. The CDC logo appears. A name card appears which reads: "Dr. Jerome Adams, U.S. Surgeon General"

DR. JEROME ADAMS: I'm U.S. Surgeon General, Dr. Jerome Adams. As health care professionals, we play a critical role in helping our patients quit smoking. Quitting is hard and is a process, not a one-time event.

The spot cuts to footage of a doctor's exam room where a male patient sits on the exam table. A male doctor is speaking to him. We see close ups of the patient's face and the doctor's face as they continue to talk. We see a close up of the doctor writing on a prescription pad and then handing the prescription to the patient.

DR. JEROME ADAMS: The good news is we have proven treatments, including counseling and medication, that can help our patients be successful. So, ask all of your patients about their tobacco use. Advise them to quit and connect them to treatment that can help them quit for good.

The spot cuts back to Dr. Jerome Adams speaking to the camera.

DR. JEROME ADAMS: Ask, advise, connect. It's one of the most important things we can do to help our patients live longer, healthier lives.

ART CARD: Learn how to help your patients quit at www.surgeongeneral.gov

Logos for the U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention, and the U.S. Public Health Service appear on screen.