

Nation's Doctor

U.S. Surgeon General: Take Action To Help 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 the nation's doctor, I'm committed to advancing the health of the American people. Did you know that smoking is the leading cause of preventable disease and death in the United States? We can and must do more to help people quit smoking. That's why I'm asking for health care professionals to take action.

The spot cuts to footage of a doctor's office. A doctor sits across the table from a young couple. He hands them an informational handout. We see close ups of the doctor's face, the couple's faces, and the handout as the couple reads it.

DR. JEROME ADAMS: I urge you to make time during every visit to ask your patients about their tobacco use. If they're currently smoking, advise them to quit and then connect them to treatment. We know counseling and medication together are more effective than either one alone.

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

DR. JEROME ADAMS: If we do this – ask, advise, and then connect – from primary care to subspecialty, from inpatient to outpatient, and every member of the health care team – we can 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.