

Tips From Former Smokers Tips 2018/TV

Sharon/TV "Treadmill" :30

The spot opens on the *Tips From Former Smokers* logo and cuts to her bringing groceries into her home. Her state (Illinois) and age of diagnosis (37) are displayed on screen.

SHARON: I'm Sharon and smoking caused my throat cancer.

The spot cuts to images of Sharon around her home, doing her hair and getting ready.

SHARON: My life isn't the same after all those surgeries and treatments.

We now see a wide shot of Sharon walking on a treadmill. She turns to the camera and speaks.

SHARON: But walking every day makes me feel like myself again.

The spot cuts to a close-up shot of Sharon speaking into the camera with her stoma clearly within frame.

SHARON: Well, almost.

The spot cuts to the art card, which reads "Smoking causes throat cancer."

ANNCR: You can quit. For free help, visit **CDC.GOV/TIPS**.

ART CARD: You can quit. For free help, visit **CDC.GOV/TIPS**. CDC LOGO

BROUGHT TO YOU BY THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.

#CDCTIPS