

Tips From Former Smokers Tips 2020/TV

Asaad and Leah/TV “Asaad and Leah Things I’ve Learned” :30

The spot opens on the *A Tip From A Former Smoker’s Son* logo and cuts to a shot of Asaad serving his mother, Leah, breakfast, then washing the dishes. We see their state (California).

ASAAD: Since my mother got cancer from smoking, I’ve learned a lot of things.

The spot cuts to Asaad helping Leah out of bed.

ASAAD: Like how to help her out of bed,

The spot cuts to a shot of Asaad turning on the shower and closing a shower curtain behind Leah.

ASAAD: how to help her in the bath,

The spot cuts to Asaad giving Leah her medication.

ASAAD: how to keep track of her medication,

The spot cuts to Asaad standing behind Leah and kissing her on the forehead.

ASAAD: and how to keep her spirits up.

The spot cuts to Asaad putting Leah to bed.

ASAAD: Sleep well. I love you.

LEAH: I love you, too.

Asaad turns the light off.

The spot cuts to an art card that reads “The people you love are worth quitting for.”

ANNCR: The people you love are worth quitting for.

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

CDC LOGO

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