

Tips From Former Smokers® 2022 New TV Spots

**Tonya M. “Nobody Wants That” :30 – URL CTA
ISCI Code VCDC1183000H**

The spot opens on the A Tip From A Former Smoker® logo and cuts to a shot of Tonya M. sitting on her bed. The text “Tonya, 49” and her home state of “North Carolina” appear on the bottom left-hand side of the screen.

TONYA M: Because I smoked, I have heart failure.

The spot cuts to a shot of Tonya M. adjusting a part of her heart pump in her hands.

TONYA M: I had to have open heart surgery...

The spot cuts to a shot of Tonya M. plugging in her battery-operated heart pump.

TONYA M: And a battery-operated heart pump installed inside of me.

The spot cuts to a photograph of Tonya M. and her family.

TONYA M: It was hard on the kids. It kind of went from me being their caregiver...

The spot cuts to a shot of Tonya M. looking off into the distance.

TONYA M: To them, you know

The spot cuts to a shot of Tonya M sitting in a chair.

TONYA M: the husband and kids being mine. And that’s definitely not what I wanted for them. Nobody wants that for their kids.

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)

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