

Tips From Former Smokers® 2022 New TV Spots

Michael F. “Family” :30 – 800 CTA

ISCI Code VCDC1178000H

The spot opens on the A Tip From A Former Smoker® logo and cuts to a shot of Michael F. in his kitchen using a device to help him breathe.

MICHAEL F: COPD is harder on the folks around you, I think.

The spot cuts to a photograph of Michael F. and his wife.

MICHAEL F: It affects my wife terribly. And she smokes, and she quit.

The spot cuts to a shot of Michael F. sitting in his living room. Text appears on the bottom right-hand corner of the screen that reads “Michael, 57” and his home state of “Florida.”

MICHAEL F: And if you ask her why she quit, she’ll say because she needs to be here for—to take care of me, so. Sorry.

The spot cuts to art cards that read “The people you love are worth quitting for.” and “Michael F. died at age 64.”

ANNCR: The people you love are worth quitting for.

ART CARD:

You can quit. For free help, call 1-800-QUIT-NOW

CDC Logo

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#CDCTips

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