Cessation Video Transcript for Varenicline

Office on Smoking and Health
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention (CDC)

How to Use Varenicline video

AUDIO: Music without lyrics playing through end of video.
How to Use Verenicline

Verenicline is available by prescription only.

TEXT ON SCREEN: Verenicline is a pill that can be used for quitting smoking.

VISUALS: Box lid opens, pills rotate out and down to sit in front of box.

TEXT ON SCREEN: Take as directed by your healthcare provider

VISUALS: Doctor shown holding box. Box opens revealing pills.

TEXT ON SCREEN: and the package instructions.

VISUALS: Open box appears with instructions laid out in front of box.

TEXT ON SCREEN: Begin using verenicline 1 to 4 weeks before your quit date.

VISUALS: Quit date circled on calendar, word quit is written, lines move back.

TEXT ON SCREEN: You’ll start slowly, increasing the dose...

VISUALS: Sun animates within day 1 visual and moves from center screen to lower right corner as copy and hand holding pill appears. Face is revealed and hand drops pill into open mouth. Mouth closes.

TEXT ON SCREEN: every 3-4 days during the first week.

VISUALS: Day 4 visual is shown and hand with pill reappears. As face is revealed, Day 4 sunshine turns into moon and background transitions to evening. Hand drops another dose into open mouth. Mouth closes.

TEXT ON SCREEN: Take varenicline with food or a full glass of water.

VISUALS: Plate of food, silverware and glass of water. Ice cubes animate.

TEXT ON SCREEN: Proper use will help you avoid side effects...
VISUALS: Solid background.

TEXT ON SCREEN: and stay quit.
VISUALS: Arm enters frame with its hand in a “thumbs up” gesture.

TEXT ON SCREEN:
Talk to your healthcare provider for help using medicines to quit smoking.
For more help quitting, call 1-800-QUIT-NOW
VISUALS: Text is in a box. Background is animated with small circles and dots crossing diagonally behind the box.

TEXT ON SCREEN:
This video is a part of a collaboration with the National Cancer Institute’s Smokefree.gov Initiative.
CDC does not endorse any particular organization, product, or service.
VISUALS: Joint logo of the US Health and Human Services and the Centers for Disease Control and Prevention.