

Smoking Cessation Benefits :15

Quitting Smoking Can Be Done

The spot opens with the U.S. Surgeon General Dr. Jerome Adams speaking to the camera. The CDC logo appears. A name card appears which reads: "Dr. Jerome Adams, U.S. Surgeon General"

DR. JEROME ADAMS: I'm U.S. Surgeon General, Dr. Jerome Adams. Quitting smoking is hard, but it can be done.

The spot cuts to footage of a doctor's exam room. We see a close up of a female patient being handed a prescription by a male doctor.

DR. JEROME ADAMS: A combination of counseling and medication can increase your chances of quitting for good.

The spot cuts back to Dr. Jerome Adams speaking to the camera.

DR. JEROME ADAMS: Talk to your doctor or call 1-800-QUIT-NOW to get free, confidential coaching to help you quit.

ART CARD: Call 1-800-QUIT-NOW to get started. CDC.gov/quit

Logos for the U.S. Department of Health and Human Services, the Centers for Disease Control and Prevention, and the U.S. Public Health Service appear on screen.