

Health Care Provider Role :15

You Can Help Your Patients Quit Smoking

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. If you have patients who smoke, you play a critical role in helping them quit.

The spot cuts to footage of a counselor's office. A female counselor speaks with a male patient and shows him an informational handout. We see close ups of counselor writing on the handout with a pen and then close ups of the counselor's face and the patient's face as they continue to talk.

DR. JEROME ADAMS: Providing your patients with a combination of counseling and medication can increase their chances to quit smoking.

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

DR. JEROME ADAMS: Advise your patients to quit and connect them to treatment that can help them quit for good. Ask, advise, connect. It's that simple.

ART CARD: Learn how to help your patients quit at www.surgeongeneral.gov

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.