

Tips From Former Smokers - Tips 2018/TV

Christine/TV “Oral Cancer Effects” :30

The spot opens on the *Tips From Former Smokers* logo and cuts to a picture of Christine before her cancer at age 39.

ART CARD: A TIP FROM A FORMER SMOKER

SUPER: Christine at 39

The spot cuts to shots of Christine getting ready in her bedroom and brushing her hair.

CHRISTINE: I’m Christine and I used to smoke.

My tip is: when you hear the words oral cancer, think about more than just your mouth.

The spot cuts to an image of the scars of Christine’s arms.

CHRISTINE: The skin grafts and reconstructive surgery can really leave a mark on your arm...

We now see an image of the scars on Christine’s shoulder and neck.

CHRISTINE: ...your shoulder and your neck.

The spot cuts to Christine’s face. She’s speaking to the camera and her age (55) and state (Pennsylvania) appear on screen.

SUPER: Christine, 55, Pennsylvania

CHRISTINE: Not to mention what it can do to your face.

The spot cuts to the art card, which reads “Smoking causes oral cancer.”

ART CARD: Smoking causes oral cancer.

ANNCR: You can quit. For free help, visit [CDC.GOV/TIPS](https://www.cdc.gov/tips)

ART CARD: You can quit. For free help, visit [CDC.GOV/TIPS](https://www.cdc.gov/tips). CDC Logo

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