

Smoking Cessation Benefits :30

Healthcare Professionals: Advise Your Patients To Quit Smoking

The spot opens with the Dr. Brenna VanFrank speaking to the camera. The CDC logo appears. A name card appears which reads: “Brenna VanFrank, MD, MSPH, Senior Medical Officer, Office on Smoking and Health, Centers for Disease Control and Prevention”

DR. BRENNAN VANFRANK: Helping your patients quit smoking can have positive health benefits, no matter their age or how many times they’ve tried to quit.

The spot cuts to footage of a doctor’s office. A female doctor sits across the table from a young male patient as they speak. She opens a folder and hands him an informational handout. We see close ups of the handout, the doctor’s face, and the patient’s face as they continue to speak. The patient smiles.

DR. BRENNAN VANFRANK: Quitting reduces their risk for heart disease, lung disease, cancer, and other illnesses. The good news is, counseling and medication can help patients quit.

The spot cuts back to Dr. Brenna VanFrank speaking to the camera.

DR. BRENNAN VANFRANK: So at every visit, advise your patients to quit, offer treatment, and encourage them to seek support. You can play a key role in helping them quit for good.

ART CARD: Learn how to help your patients quit at [CDC.gov/TobaccoHCP](https://www.cdc.gov/TobaccoHCP)

The CDC logo appears on screen.