

A Tip From A Former Smoker®

Bill B Memorial :30 URL

ISCI Code: VCDC0492000/H

The spot opens on the A Tip From A Former Smoker® logo and cuts to a shot of bill sitting. The text “Bill, 40, Michigan” appears on the bottom left-hand side of the screen.

BILL B: I’m Bill. I’ve had diabetes since I was a little kid. I used to smoke.

The spot cuts to Bill shirtless, taking medicine.

BILL B: That’s a bad combination.

The spot cuts Bill sitting.

BILL B: But if you’re doing it, I’ve got a tip for you.

The spot cuts to image Bill and his family.

BILL B: Make a list. Put the people you love at the top.

The spot cuts to shots of Bill sitting and him putting on his prosthetic leg.

BILL B: Put down your eyes, your legs, your kidneys, and your heart.

The spot cuts to Bill sitting.

BILL B: Now cross off all the things you’re ok with losing, because you’d rather smoke.

ART CARD: Smoking makes diabetes much worse. It did for Bill. It killed him at 42.

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

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