

Tips From Former Smokers Tips 2019/TV

Terrie/TV "I Wish" :30

The spot opens on the *Tips From Former Smokers* logo and cuts to an old photo of Terrie. Her age at the time it was taken (20) and her state (North Carolina) are displayed on screen.

TERRIE: I wish I had never seen a cigarette in my entire life.

The spot cuts to a shot of Terrie in the hospital. She is bald and wearing a cap on her head. Her stoma is visible above her hospital gown.

TERRIE: I truly do. I wish I'd never seen one. Much less picked it up and smoked it.

The spot cuts to the art card, which reads "Terrie died 2 days later. She was 53."

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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