

***Nicotine/Tobacco Dependence :30***

***Tobacco Dependence is Treatable***

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: Tobacco dependence is a chronic, relapsing disease driven by addiction to nicotine.**

The spot cuts to footage of a doctor's exam room where a male patient sits on the exam table. A female doctor is speaking to him. We see close ups of the patient's face and the doctor's face as they continue to talk. We see a close up of the doctor writing on a prescription pad and then handing the prescription to the patient.

**DR. BRENNAN VANFRANK: The good news is tobacco dependence is treatable, and you can play a critical role in helping patients quit smoking. Counseling and medication are highly effective for treating tobacco dependence, and using them together is more effective than using either one alone.**

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

**DR. BRENNAN VANFRANK: So advise your patients to quit at every visit, and provide them with the treatment that can help 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.