

Quitlines :15

Quitlines Can Help Your Patients 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: If you have patients who smoke, confidential counseling through a toll-free quitline can extend and support the treatment that you provide.

The spot cuts to footage of a man talking on the phone, then cuts to a female quitline coach talking to him on a headset. We cut back and forth between the two as they talk to each other.

DR. BRENNAN VANFRANK: Refer your patients who smoke to your state quitline through 1-800-QUIT-NOW.

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

DR. BRENNAN VANFRANK: Combined with your support, the quitline can help your patients 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.