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SPOT TITLE: Fred W_Cost Of Smoking Tip_AVO2_15_URL

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AS-RECORDED SCRIPT:

ART CARD: A TIP FROM A FORMER SMOKER®

SUPER: Fred W., 76, California

WE SEE FRED TALKING TO THE CAMERA

FRED: If you think cigarettes are expensive, here's my tip

CUT TO FRED STANDING IN FRONT OF THE MIRROR TOUCHING HIS STOMA

FRED: After treatment for throat cancer from smoking, with all the hospital stays and surgeries

FRED GETS READY TO CLEAN HIS STOMA

FRED: you realize the true cost is a lot more.

ART CARD: SMOKING CAUSES THROAT CANCER.

ANNCR: You can quit. For free help, visit CDC.GOV/Tips

ART CARD: YOU CAN QUIT. FOR FREE HELP, VISIT CDC.GOV/Tips

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