

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.