

“MT Quit Line Coaches” (:30) TV Spot – Script

Music: Starts under/continues throughout

Female 1:

We're here to help anybody out who's trying to quit any form of tobacco. If you use cigarettes, if you use chew, dip, e-cigarettes.

Female 2:

I myself used to be a smoker. I'm like, I know what you're going through.

Male 1:

We ask you a series of questions to make sure that we're meeting your needs and concerns.

Female 2:

We talk about your stress, what your cravings are.

Female 1:

Slips and relapses are definitely a normal part of the quitting process.

Male 1:

We don't see that as a complete failure. We want to make sure you learn from that.

Female 1:

And that's why having a Coach is so essential to quitting.

Male Announcer:

Call 1-800-QUIT-NOW.