



Experienced Help :30 Adult Script

Open to a counselor in their small home office. We see credentials on the wall that show their expertise and a Quit Kit with patches, gum and other quit tools on the desk. They are an official-looking Quitline worker who might have even been a former smoker.

Counselor talks to the camera as they walk into their small office.

Counselor: If you're dealing with anxiety or depression, quitting smoking may feel impossible.

They sit down at their desk and address the camera.

Counselor: But even if you have tried everything, support from the Illinois Tobacco Quitline can help.

As they speak, they gesture to the accreditations on the wall behind them.

Counselor: When you call, you are connected with a certified tobacco counselor, like me.

Cut to the same counselor on the phone at their desk on a different day, talking to a client.

Counselor on phone: "Having anxiety CAN make it harder to quit, so we'll make a Quit plan."

Close-up of ITQL Quit Kit on their desk where we see them hand holding patches, gum and lozenges.

Counselor: Our combination of free counseling and support can increase your chances of quitting successfully.

Counselor talks in a serious tone to the camera.

Counselor: Quitting can reduce anxiety and depression over time. Call now.