

Do the best thing for yourself: Quit smoking

[A man is drinking coffee.]

The man thought: This is the best thing I ever did for myself

[A woman is walking on the street.]

The woman thought: I'm feeling fresh and confident ... like I never did before

[Another man is sitting down in front of the man who is drinking the coffee.]

The man thought: My broker reduced my insurance premium because the risk was much lower

[A boy is playing on a grass field and an old man is watching his grandson.]

The grandfather thought: My grandson's so cute.

The grandfather thought: I really want to have a few more years with him.

The woman thought: My complexion has improved.

The woman thought: You will see too once you quit.

The grandfather thought: The doctor said it's never too late.

The man thought: In fact, for whatever reason... It's my health.

The woman thought: Quitting smoking, definitely the best thing I ever did for myself.

Voice over: Please call 1833 183.

[The screen displays a message: Do the best thing for yourself: Quit smoking.

Smoking Cessation Hotline – 1833 183

Tobacco Control Office]