

AUDIO SCRIPTS FOR ON-HOLD MESSAGING

New Smokers

| What are the <u>chances</u> that an <u>adult</u> who has <u>never smoked</u> will <u>take up smoking</u> ? |
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| The chances are close to <u>zero</u> . |
| Almost <u>all new smokers</u> are <u>teenagers</u> , and <u>everyday 3,000</u> of them light up for the <u>first</u> time |
| In fact, studies show that on average smokers have their first cigarette at age $\underline{13}$ and within |
| a few years, these young teens become "pack-a-day" smokers. |
| Stop the lifelong habit <u>before</u> it starts and <u>before</u> it leads to <u>illness</u> , <u>disease</u> and <u>early death</u> . |
| That's today's Health Tip from |

