

AFTER TERRIE LOST HER VOICE, SHE FOUND AN EVEN STRONGER ONE.

Terrie Hall moved to North Carolina when she was a child. During summer vacations she worked in the tobacco fields. She was the girl next door. She was a cheerleader. Popular and pretty, she started to smoke as a teenager so she would look older.

In her 30s, she found a sore in her mouth that wouldn't go away. Her dentist did a biopsy and found cancer. Eventually, she would have her voice box removed. She would later lose her hair, her teeth and part of her jaw.

But Terrie didn't shrink from the finger-pointing of children and the whispers of adults. Instead, with quiet confidence and boundless humor, she spoke to people about it. Especially children.

She used her new voice to tell people her story, hoping to save others from having to walk down the same path she had. She spoke in North Carolina schools and did some local television commercials. She delivered her message as passionately to a group of hundreds as she did one-on-one. Always using her own life as her example.

Through her pain, through her cancers, through her treatments, she kept fighting and speaking in her unique, raspy, mechanical voice with the Southern lilt.

In 2011, Terrie got an even wider audience to speak to: the entire country. Her now iconic ad showing people how she got ready in the morning became the centerpiece of the CDC's "Tips From Former Smokers" campaign.

America heard her voice and responded. 1.6 million Americans tried to quit. 200,000 did. 100,000 quit for good, with more to follow.

Just two years later, on Monday, September 16th, Terrie died from the cancer cigarettes had given her. She was only 53 years old.

Terrie fought the good fight, hoping to spare you from it.

Her message remains. Her voice still rings strong and true. And her plea to smokers about quitting will always live on: "If it doesn't work the first time, please keep trying. You can do it. You've just got to keep trying."

**SEE TERRIE TELL HER STORY AND LEARN MORE
ABOUT HOW TO QUIT SMOKING AT [CDC.GOV/TIPS](https://www.cdc.gov/tips).**

Terrie Hall, 1960–2013

