

QUITTING

THIS IS QUITTING

About the Program:

- This is Quitting is a first-of-its-kind program designed to help young people ages 13-24 quit vaping. The text message program was created and is run by Truth Initiative, the non-profit organization behind the award-winning **truth**® campaign and the BecomeAnEX program.
- Teens and young adults sign up to receive free messages designed to build confidence and skills to quit vaping.
- The messages received from the program show the real side of quitting, both the good and the bad, to help young people feel motivated, inspired and supported during the quitting process.

How it Works in Vermont:

- Teens and young adults ages 13-24 can text in “VtVapeFree” to 88709 to enroll.
- Users will receive one age-appropriate message per day tailored to their enrollment date, which can be set, reset and cleared out via text message. Users who set a quit date receive text messages for 1 week prior to their quit date and 8 weeks post-quit date.
- If users do not set a quit date, they will receive 4 weeks of messages focused on building skills and confidence.
- There are some additional support keywords that users can use including COPE, STRESS, SLIP and MORE which allows them to receive instant support whenever they need it.
- Upon completion of the program, users receive periodic text messages from **truth** campaign and may continue to use the supportive keywords for as long as they like.

Success of the program:

- Since the program launched in January 2019, over 50,000 young people have enrolled in the nationally free program.

Data published in *Nicotine & Tobacco Research* showed that at 14 days, 60.8% of respondents indicated they had reduced or stopped using e-cigarettes altogether. At 90 days, the 7-day quit rate was 24.7% and 30-day quit rate was 15.5%.