

***My Life, My Quit*™**

A Youth Tobacco and Vaping Cessation Program

Nearly 5 million U.S. teens use tobacco and few widely available and accessible resources designed for teens exist to help them stop. As a tobacco quitline provider helping thousands of people quit tobacco every year, National Jewish Health has launched an enhanced tobacco and vaping cessation program for teens under age 18 who want to stop using tobacco products, especially electronic cigarettes like JUUL. The *My Life, My Quit* program combines best practices for youth tobacco cessation adapted to include vaping and new ways to reach a coach using live text messaging or online chat. The program includes educational materials designed for teens created with youth input and through discussion with subject matter experts and community stakeholders. The *My Life, My Quit* specially trained coaches listen and understand teens, provide personalized support, and build relationships that promote quitting tobacco. Coaches emphasize that the decision to stop is personal, and provide information to help cope with stress, navigate social situations, and support developing a tobacco-free identity.

The *My Life, My Quit*, program provides youth access to tailored resources for quitting, including:

- Youth coaches who receive special training on the best ways to build relationships with youth
- Five coaching sessions by phone, live texting or chat with a coach who will listen and help teens navigate social situations while finding healthy ways to cope with stress
- Text or call a dedicated toll-free number (1-855-891-9989) for real-time coaching
- Additional text messages for support to quit vaping, smoking, or chewing tobacco
- Simplified program registration and enrollment process to get to coaching faster
- Website (mylifemyquit.com) with online enrollment, chat with a live coach, information about vaping and tobacco, and activities to support quitting
- Promotional and educational materials designed for youth with messages from youth about quitting tobacco and vaping, and how to ask for support
- A water-marked certificate of completion of the program

The program is supported and available in Colorado, Massachusetts, Michigan, Montana, Nevada, North Dakota, Ohio, Pennsylvania, and Utah. For media enquiries about the program, please contact William Allstetter at 303.398.1002 or AllstetterW@NJHealth.org.