

ABOUT THIS IS QUITTING

This is Quitting (TIQ) is a free, anonymous text message quit vaping program from **truth**[®], the proven-effective youth public education campaign from Truth Initiative[®]. This first-of-its-kind program is tailored by age group and device type to give teens and young adults appropriate recommendations about quitting, and features quotes with tips and encouragement from other young people who have used the program. More than 200,000 young people have enrolled since its launch in 2019. Of those, **more than 65% of respondents indicate that they have reduced or stopped vaping after two weeks of using the program.**

Truth Initiative leveraged its expertise in digital tobacco cessation to develop This is Quitting in response to the significant rise in youth vaping declared an epidemic by the U.S. Surgeon General. Millions of youth who use e-cigarettes are now vulnerable to long-term nicotine addiction — largely because of JUUL — and young vapers, most of whom weren't smokers in the first place, are up to **7x more likely to go on to start smoking cigarettes compared to their peers who don't vape.** This is Quitting provides much-needed tools to quit vaping before it has the chance to progress into smoking and to protect young people from the risks of nicotine use.

Young people can enroll in the program directly by **texting "DITCHVAPE" to 88709.** Parents of young people who vape can **text QUIT to (202) 899-7550 or visit [BecomeAnEX.org](https://www.becomeanex.org) to sign up for a text message program designed specifically to support parents of vapers.**

PARTNERSHIP OPPORTUNITIES

Truth Initiative offers health plans, state and local health departments, schools and school systems, and other youth-serving organizations partnership opportunities to customize This is Quitting for their tobacco-control efforts. Opportunities include:

- Unique opt-in keyword
- Quarterly or annual reporting of uptake, engagement and outcomes
- Promotional and support materials with the option to co-brand
- Message content customization



**This is Quitting
(TIQ)**

**MORE THAN
200,000+**
young people have
enrolled since its
launch in January 2019

**NEARLY
20%**
hadn't vaped in 30 days
after three months
of using the program

**NEARLY
70%**
of people complete
the full 60-day
program