



Helping teens quit e-cigarettes

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Background

Largest public health foundation in the U.S. dedicated to tobacco control

- Public education
- Tobacco control research and policy studies
- Community activism and engagement
- Digital programs for tobacco cessation

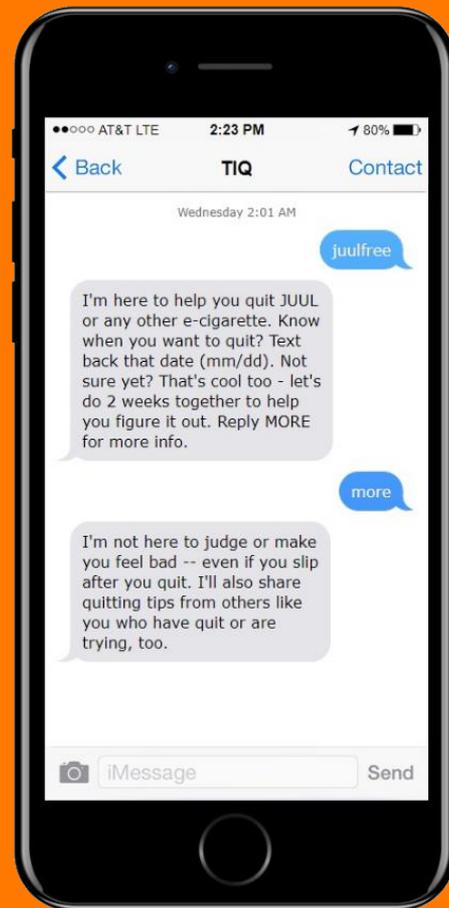




First-of-its-kind quit program

QUI#ING
THIS IS QUITTING

TIRED OF WEIRDLY CRAVING **MANGOS**
EVERY TIME YOU TRY TO LIVE YOUR LIFE?



Program features

Teens

- Context-specific language about school, social norms, and family
- Refers to product as JUUL

Young adults

- Context-specific language about school, work, social norms, and family
- Refers to product as e-cigarettes generically, interspersed with vape

Adults

- Context-specific language about work, social norms, and family
- Refers to product as e-cigarettes generically, interspersed with vape

Parents

- Support for parents trying to help a child quit vaping
- Empathy and encouragement, practical advice and quitting strategies

Clinically sound information about quitting abruptly and cutting down

Age appropriate guidance and support for NRT

Social support and social norms around quitting

Behavioral activation tips and strategies

Enrollment to date

Age	Enrollment
Teen (13-17)	15,763
Young adult (18-24)	16,811

Jan 18, 2019 — May 6, 2019

100-150
young people
enroll each day

Reception

- “It's taken over my life. **I've noticed that I can't go an hour without using my JUUL.** I need to find something better to do with my life.”
- “I hate getting anxious in class and always worrying about having to go vape. **It controls me too much.**”
- “I thought it would be cool and make me popular and even though I made friends **it's not good for my health.**”

Abigail says "Giving yourself a reason to quit is a good motivator." Reply why you're thinking about quitting.

5,753
responses
(in 12 weeks)

Reception (cont.)

- “I just started JUULing a month ago, just hitting my boyfriends every once in a while thinking, ‘Oh I won’t get addicted.’ Now I bought one and realize **how addicting it is**. I’ll be sitting in class or at work and be looking forward to hitting it later. **I just know how bad it is for you and don’t want to have an any addiction at all.**”
- “I feel way too dependent on it to change my mood.”
- “Because **it limits me on what I can/can’t physically do** and I’m wanting to go into the military when I get out of high school.”
- “It’s probably bad that **I smoke two pods a day.**”

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thank you

truthinitiative.org

