



American Heart Association

# TOBACCO Endgame

LEARN · ACT · LEAD

# Live Tobacco & Vape Free



Want to quit smoking, vaping or using other tobacco products? Want to help a friend quit? Congratulations—that’s great news! We’re so glad you’ve made this decision, and we’re here to help you through it. We are going to equip you with information and resources created just for young people so you can take the next step toward a tobacco and vape-free life!

## 5 REASONS YOU SHOULD QUIT

- ✓ Using tobacco and vape products can actually make feelings of anxiety, depression and stress **WORSE**.<sup>1</sup>
- ✓ You'll **protect your brain, lungs and the rest of your organs** from the health hazards of tobacco use and vaping.<sup>2</sup>
- ✓ You will **save money** you'd otherwise spend on tobacco and vaping products.<sup>3</sup>
- ✓ You **won't smell** like smoke/aerosol.<sup>3</sup>
- ✓ You will avoid a potentially **lifelong addiction**.<sup>4</sup>

<sup>1</sup> <https://www.cdc.gov/tobacco/e-cigarettes/health-effects.html>

<sup>2</sup> Benefits of Quitting - Massachusetts (mylifemyquit.org)

<sup>3</sup> The Benefits of Quitting Smoking Now | American Heart Association

<sup>4</sup> Benefits of Quitting - Massachusetts (mylifemyquit.org)

## ? WHAT'S NEXT?

# #1

### Reach out for **SUPPORT**

Your loved ones, doctors and teachers are there to support you on this quitting journey. They want to help you every step of the way.

Life can be pretty stressful, and it may be difficult to find ways to cope. That's why it's important to talk to someone that can help you through this like your doctor, parents, a close family member you trust, a teacher, school counselor or nurse.

# #2



### Join a **QUIT PROGRAM**

Enroll in a quit program today designed especially for young people. Flip this page over for a list of resources specific to vaping cigarettes or tobacco products in general.

# Vaping

## THIS IS QUITTING

A free text-message program designed to help young people quit vaping. The messages show the real side of quitting by incorporating content from other young people who have attempted to quit before.

After enrolling, you will receive at least 4 weeks of messages tailored to your age that will help build skills and gain the confidence to quit.

Throughout the program, users can also text in COPE, STRESS, SLIP or MORE to receive instant support.



13 to 24



Up to 4 weeks of messages if you don't set a quit date  
Up to 8 weeks of messages if you do set a quit date



Free



<https://truthinitiative.org/about-this-is-quitting>



Text HEART to 88709 to get free advice, tips and inspiration to quit

# Cigarettes

## 1-800-QUIT-NOW

Connects you to your state quitline where they offer evidence-based support—like counseling, referrals to local programs and free medication—to people who want to quit tobacco. You can access quitline services in every state, the District of Columbia, Guam and Puerto Rico.

All calls are held confidentially with a coach who is highly-trained to help people quit smoking. They understand what you are going through—many used to smoke themselves. They're all trained to be good listeners and to give callers encouragement, support and helpful tips.



ALL



Quit coaches help create a plan that works for you



Free



English: 1-800-QUIT-NOW  
Spanish: 1-855-DÉJELO-YA (1-855-335-3569)  
Mandarin and Cantonese: 1-800-838-8917  
Korean: 1-800-556-5564  
Vietnamese: 1-800-778-8440

# All Tobacco Products

## MY LIFE, MY QUIT

This service provides telephone-based coaching to young people who want to quit. Students can enroll online, via text or by calling 1-855-891-9989.

My Life, My Quit is available to youth in 20 states, and those who enroll in My Life, My Quit get tips and the support they need to quit for good. Coaching helps teens develop a quit plan, identify triggers, practice refusal skills and receive ongoing support for changing behaviors. In addition to telephone coaching, the program includes self-help and educational materials as well as additional support by text message or online chat.



13 to 18



5 one-on-one coaching sessions usually scheduled every 7-10 days



Free



<https://mylifemyquit.com>

## NOT FOR ME

A self-guided, mobile-friendly web-based program that gives teens the resources to quit vaping, smoking or other tobacco products.

NOT for Me offers a 6-week online program that includes 8 self-paced sessions which may be utilized by young people remotely. Internet access is needed to log in. No app download is required.



Middle School and High School



8 self-paced, gated sessions (5 days between sessions)  
Approximately 6 weeks for completion



Free



<https://www.NOTforMe.org>

Text **ENDGAME** to **46839**  
for more tools & resources