

My Life, My Quit™: A Youth Cessation Program

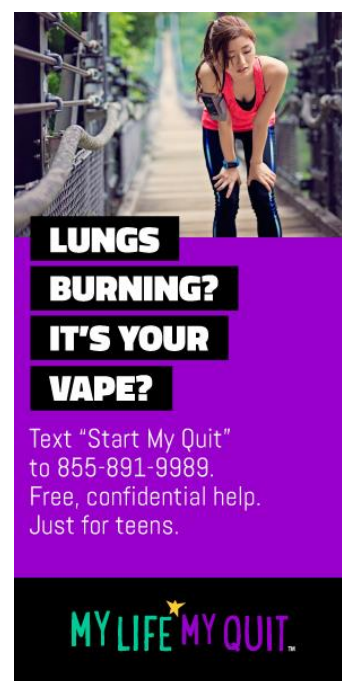
Youth under age 18 have unique needs when stopping nicotine and the tobacco industry targets youth with electronic cigarettes and vaping products.

National Jewish Health launched an enhanced tobacco and vaping cessation program for teens under age 18 who want to stop using tobacco products, especially electronic cigarettes. 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 and online chat. The program includes educational materials designed for teens and created through discussion with subject matter experts, community stakeholders, and youth focus groups. The My Life, My Quit specially trained coaches listen and understand teens, provide personalized support, and build relationships that promote quitting tobacco.

Participants receive:

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

- Specialized tobacco treatment coaches who understand teens, provide support, and build relationships that promote quitting tobacco
- Five coaching sessions by phone, live texting or online chat
- Text 36072 or call a dedicated toll-free number (855.891.9989)
- Additional text messages with support to quit
- Youth tailored website (mylifemyquit.com) with information about vaping and tobacco, and activities to support quitting
- Educational materials designed for youth with messages from youth about quitting tobacco or vaping and how to ask for support
- A water-marked certificate of completion of the program



States receive:

- Access to clinical, technology, operational, and marketing teams
- Community of states partners to share best practices on reaching and engaging youth
- Promotional toolkit including free banner ads, social media posts, wallet cards, and posters

Why National Jewish Health?

National Jewish Health is the nation's leading respiratory hospital. As one of the most established tobacco cessation programs available, we have helped more than 1.5 million people as they quit tobacco. By developing individualized quit plans and providing true person-to-person connections, we consistently achieve one of the highest tobacco quit rates in the nation.

