

MY LIFE MY QUIT

A Youth Tobacco and Vaping Cessation Program for Kentucky

Nearly 5 million U.S. teens use tobacco products, but there are only a few widely available and accessible resources designed specifically to help young people quit. That's why the Kentucky Department for Public Health is excited to announce *My Life, My Quit*™ a free confidential service aimed at helping Kentucky's teens stop vaping, smoking, and using other tobacco products.

My Life, My Quit is designed specifically for teens ages 17 and younger who want to stop using tobacco products, especially e-cigarettes like JUUL. This program combines best practices with new information about vaping, and technology like live texting or online chatting. *My Life, My Quit* also uses educational materials that were specially designed for teens, using youth input. The trained coaches (AKA "quit coaches") at *My Life, My Quit* listen to teens, provide personalized support, and build relationships that promote quitting tobacco. The quit coaches provide information to help teens cope with stress, address symptoms of nicotine-withdrawal, and navigate social situations and peer-pressure.

My Life, My Quit gives teens free access to personalized resources for quitting, including:

- Quit coaches who receive special training on the best ways to build relationships with youth;
- Five free coaching sessions by phone, texting or chatting with a coach who will listen and help teens navigate social situations while finding healthy ways to cope with stress;
- Additional text messages for support to quit vaping, smoking, or chewing tobacco;
- Simplified program registration and enrollment process, to get to coaching faster;
- MyLifeMyQuit.com, for online enrollment, online chatting with a quit coach, information about vaping and tobacco, and activities to support quitting;
- Promotional and educational materials designed for youth with messages from youth;
- A water-marked certificate on completion of the program.

Teens can enroll in *My Life, My Quit* by visiting MyLifeMyQuit.com, or by calling or texting "Start My Quit" to 1-855-891-9989.

My Life, My Quit became available in Kentucky on November 12, 2019. For more information, please contact the Kentucky Tobacco Prevention & Cessation Program at KY.TobaccoFree@ky.gov.