

My Life, My Quit™

The Comprehensive Youth Vaping and Tobacco Cessation Program of National Jewish Health

Nearly five million U.S. teens use tobacco including vaping, however, there are few widely available and accessible resources designed for teens to help them stop. As the nation's leading respiratory hospital and largest non-profit tobacco quitline provider, National Jewish Health launched a comprehensive vaping and tobacco cessation program for teens under age 18 who want to stop using tobacco products, including electronic cigarettes. The **My Life, My Quit™** program combines best practices using real-time talk, texting and online chat for youth to reach a Tobacco Cessation Coach.

The information on mylifemyquit.com and in the program materials for My Life, My Quit are designed for teens and were created through discussion with subject matter experts, community stakeholders and youth focus groups.

My Life, My Quit provides youth access to personalized help with quitting, including:

- Coaches who have special training on the best ways to engage youth in quitting
- Real-time coaching by text or calling a dedicated toll-free number (1-855-891-9989)
- Additional text messages for support to quit vaping, smoking, or chewing tobacco
- Simplified program registration and enrollment process to get to coaching faster
- Website with easy online enrollment and chat with a Coach
- Promotional and educational materials designed for youth with messages from youth about quitting tobacco and vaping and how to ask for support

Since the launch of My Life, My Quit on July 1, 2019, there have been nearly **600,000 website visits** and **860 youth have enrolled in the program from across the country.**

My Life, My Quit is offered directly to youth in partnership with 16 state health departments: Colorado, Iowa, Idaho, Kansas, Kentucky, Massachusetts, Michigan, Montana, Nevada, New Hampshire, North Dakota, Ohio, Pennsylvania, Rhode Island, Utah and Wyoming.

For more information about My Life, My Quit, contact Thomas Ylioja, PhD, Clinical Director of Health Initiatives programs at National Jewish Health: 303-728-6506 or YliojaT@njhealth.org.