

# 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](https://www.mylifemyquit.com), or by calling or texting "Start My Quit" to 36072.**

*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](mailto:KY.TobaccoFree@ky.gov).