



ENTER YOUR VAPE-FREE ERA



LIVE VAPE FREE





PROGRAM OVERVIEW



- Teens ages 13-17 & Young Adults ages 18-26 can quit vaping **anonymously & for free** right from their phone
- **Text-based program** to help teens & young adults quit on their own terms
- Participants receive interactive content including videos, quizzes & podcasts
- Young adults ages 18-26 are eligible to receive Nicotine Replacement Therapy
- Go to **livevapefree.com** for more information



SAMPLE CONTENT

1. Participant will receive a text message with a link to an online lesson.
2. Click on the link to complete the lesson.
3. Once completed, participant is encouraged to explore additional content.



All images are FPO



PROGRAM UPDATES



Current Work

Future Scoping

SMS

Re-engagement efforts,
i.e. NRT survey completion

Enrollment incentives

**Alternative to
Suspension
Program**

Gathering feedback &
determining needs

Defined letter of completion

Web page

Marketing support

Training and outreach support

EVALUATION



Process Evaluation

- Ongoing monitoring of program implementation
- Program updates in June 2024
 - Key messages from day 1
 - Timing improvements
- Enhancements for 2025
 - Keyword reminders
 - Video link enhancements
 - Adding smoking/tobacco content



Outcomes Evaluation

- Launched August 2024; review of results beginning in 2025
- 1-month and 3-month surveys, with e-gift card incentives (\$20 and \$25)
- Questions include:
 - Vaping status, other tobacco use, program satisfaction, NRT use, open-ended items for program feedback and advice for others trying to quit

SOCIAL MEDIA SUPPORT

Our opt-in, free, “always-on” **social media campaign is now live!!**

Our first pilot in April & May drove a **615% MoM increase** in LVF YA enrollments

Opportunity for partnership with states & media teams to provide marketing resources and launch innovative campaigns

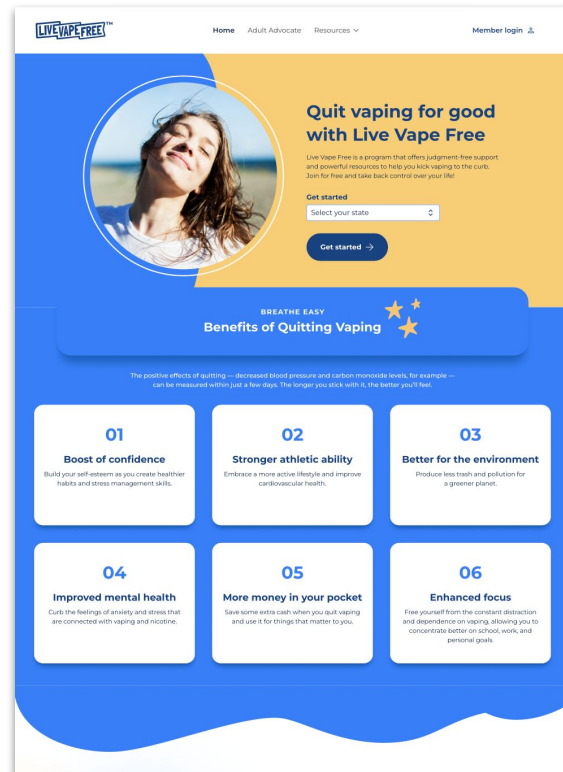




LANDING PAGE REBRAND

The new **refreshed landing page** is
now live!

Goal: improve brand consistency across
all LVF assets, and to improve landing
page conversion



livevapefree.com

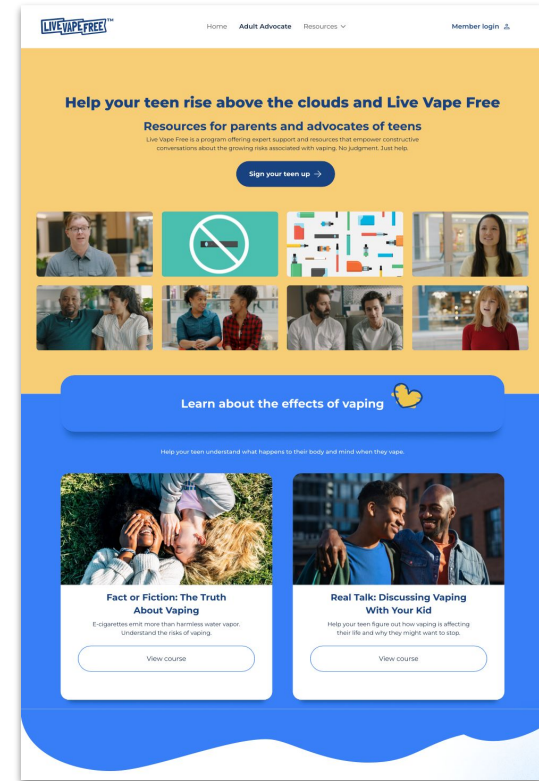
RVOHealth

ADVOCATE LANDING PAGE

The Adult Advocate landing page launched in in Fall 2024!

This page bypasses enrollment and contains the **Adult Advocate content for free.**

Goal: increase accessibility to advocate education and resources, and to allow advocates to encourage their teen to sign up.



livevapefree.com/advocate