



## The first evidence-based program to help adults and dependents quit e-cigarettes

The use of electronic cigarettes—also known as JUUL, vaporizers, or e-cigarettes—across the U.S. is surging. While e-cigarettes may promote smoking cessation, they may also promote smoking initiation. Safer than cigarettes, e-cigarettes are still not safe.

### What to know about e-cigarettes

E-cigarettes are considered tobacco products because most of them contain nicotine, which comes from tobacco. The nicotine in e-cigarettes is addictive. Nicotine and other chemicals in e-cigarettes are known to damage health.

Those who use e-cigarettes may find quitting to be an overwhelmingly isolating experience. They need tailored support to help them quit.

### Who uses e-cigarettes?

**56%**

of adult e-cigarette users ages 18-24 have never smoked cigarettes



**51%**

of e-cigarette users are younger than age 35

**E-cigarette use is highest among adults ages 18-24**

#### Youth



**20%**

of high school students reported using e-cigarettes in 2020



Young people who use e-cigarettes are **7X** more likely to **progress to smoking cigarettes** than young people who don't use e-cigarettes.

# Backed by science and powered by people

Written with support from e-cigarette quitters, this text messaging-based intervention was developed in collaboration with Mayo Clinic.

Like other evidence-based text messaging programs, this intervention:

- enables users to set a quit date;
- delivers scheduled messages tailored to a user's cessation progress;
- allows users to access on-demand support tailored to cravings, stress, and relapse;
- and has a flexible platform to allow for dynamic messages, such as multiple-choice questions that respond according to the user's response.



## How it works

### Young adults and adults

Young adult and adult users opt-in for text messaging support via online registration or any time after they register for the EX Program. Once subscribed to text messaging, they simply text ECIG to the number provided, and will then be routed to the best-fit service based on their age. In addition, participants have access to free quit medication as well as support through live chat and a thriving online community. This program has a 37% quit rate at 2 months for adults ages 18+.

Examples of tailored support	Intervention components
<ul style="list-style-type: none"><li>• Age-appropriate guidance on quit medication</li><li>• Context-specific texts about school, work, social norms, and/or family</li><li>• Refers to product as e-cigarettes generically, interspersed with vape</li></ul>	<ul style="list-style-type: none"><li>• Text messaging</li><li>• Email</li><li>• Quit medication delivered to the home</li><li>• Live chat coaching with experts</li><li>• An online community to connect with other current and former e-cigarette users</li><li>• Educational content</li></ul>

### Parents of kids who vape

The program also includes information and resources for parents to support their children's cessation efforts. Parents can sign up to receive texts, including tips and information about addiction and cessation. Plus, they can access live chat with experts and an online community of other parents for real-time support. To date, more than 5,000 parents have registered for the program; **93% found it helpful.**

#### About Us

The EX Program by Truth Initiative® inspires tobacco-free lives. Built in collaboration with Mayo Clinic, the EX Program saves lives by changing behavior through real-time digital support. To date, more than 910,000 tobacco users have registered for EX, developing skills and confidence critical for a successful quit.



Learn more about our nicotine cessation program. Visit [www.theexprogram.com](http://www.theexprogram.com)