

# WANT HELP QUITTING VAPING?

TRY THIS IS QUITTING, A FREE TEXT-TO-QUIT PROGRAM



*"Quitting is a journey,  
not a race."*

-Jacob, TIQ User



## SCIENCE-BACKED & EFFECTIVE

Created by a team of quitting experts, TIQ has helped hundreds of thousands of young people quit vaping.

## 24/7 SUPPORT

TIQ is there whenever you need help with stress, slips, or cravings — no matter the time of day.

## CONFIDENTIAL HELP

Your quitting journey stays between you and TIQ.

## ADVICE FROM REAL PEOPLE

You'll receive tips and motivation from TIQ's built-in support system of successful quitters.

**TEXT VAPEFREEMS TO 88709**

TO JOIN THE HUNDREDS OF THOUSANDS OF YOUNG PEOPLE GETTING HELP FROM **THIS IS QUITTING**.



THIS PROGRAM IS FUNDED BY A GRANT FROM THE MISSISSIPPI STATE

This is Quitting is a free and anonymous text messaging program from Truth Initiative designed to help young people quit vaping. The first-of-its-kind quit program incorporates messages from other young people like them who have attempted to, or successfully quit, e-cigarettes. Our messages show the real side of quitting, both the good and the bad, to help young people feel motivated, inspired, and supported throughout their quitting process. We also send young people evidence-based tips and strategies to quit and remain free of tobacco. This is Quitting is tailored based on age (between 13 to 24 years old) and product usage to give teens and young adults appropriate recommendations about quitting. This is Quitting is only available in the U.S.

