

Good afternoon,

The Truth Initiative just launched a [first-of-its-kind free e-cigarette quit program now available to young vapers looking for help](#). The program is tailored by age group to give appropriate recommendations about quitting and also serves as a resource for parents looking to help their children who now vape. It is being launched and integrated into the already successful [This is Quitting](#) (app) and [BecomeAnEX](#)<sup>®</sup> digital cessation programs from Truth Initiative.

Teens, adults, and parents of teens seeking help around quitting e-cigarettes/JUULing can text **“QUIT” to (202) 804-9884**.

Thankfully we are seeing more attention nationally regarding the vaping epidemic including the news from the [Today Show](#) and [CBS](#). Commissioner Bharel has a recent informative article [how to talk to your kids about vaping](#) in the online NPR blog Cognoscenti.

Please share with your contacts who work with youth!

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