



Introducing 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. Until now, there have been few resources specific to e-cigarettes to help them quit.

Who uses e-cigarettes?

Adults

10.8 million

U.S. adults use e-cigarettes

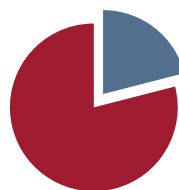


51%

of e-cigarette users are younger than age 35

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

Youth



21%

of 12th graders reported using e-cigarettes in 2018, **up from 11% in 2017**



Young people who use e-cigarettes are 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.

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

Teens (ages 13-18)

Teens (ages 13-18) who vape receive text message-only support. Teens text QUIT to a designated number to enroll; they do not complete an online registration. Text message support for teens contains context-specific language about school, social norms and family, and refers to e-cigarettes as JUUL.

The program also includes information and resources for parents to support their children's cessation efforts. Parents can sign up to receive 3 weeks of texts, including tips and information about addiction and cessation.

About Us

Developed by Truth Initiative® in collaboration with Mayo Clinic, the EX Program is a digital cessation program that helps tobacco users quit. For good. To date, more than 800,000 tobacco users have registered for EX, developing the skills and confidence critical for a successful quit.



Want to learn more? Visit us at www.theexprogram.com