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## YOUNG PEOPLE CELEBRATE WHAT QUITTING VAPING MEANS TO THEM IN NEW TRUTH® #THISISQUITTING TIKTOK CHALLENGE

*As momentum around ditching e-cigarettes mounts, **truth**® continues inspiring young vapers to get creative with new TikTok challenge and an innovative resource to quit*

**WASHINGTON, D.C. (FEBRUARY 28, 2020)** – As youth momentum around quitting e-cigarettes grows, **truth**®, the proven-effective and nationally-recognized youth smoking prevention campaign from [Truth Initiative](#)®, is launching its second TikTok challenge as part of the “Ready to Ditch JUUL” campaign. The new #ThisIsQuitting TikTok challenge comes on the heels of the first **truth** challenge and national campaign that launched in January when according to recent data, nearly 50 percent of young people said they were looking to quit vaping as a New Year’s resolution. The initial challenge had more than 1.8B views on TikTok and more than 365,000 TikTok user-created videos and helped young people nationwide quit vaping. Given 6.2 million youth were current users of any tobacco product in 2019,<sup>1</sup> largely driven by e-cigarettes, the first challenge, and overall campaign, were created in an effort to address the youth e-cigarette epidemic and to amplify the cultural movement of breaking up with JUUL and other e-cigarette brands like Puff Bar, Stig, Viigo and others, which was started by young people themselves.

This second #ThisIsQuitting TikTok challenge invites TikTok users to creatively express what quitting vaping means to them, whether that is through a dance, an action or a duet response, while driving those looking to quit vaping to **truth**’s highly successful, free and anonymous, text-based, quit vaping program, [This is Quitting](#). To date, the program has more than 125,000 young people enrolled, and since the national “Ready to Ditch JUUL” campaign launched in January, there has been a 4x increase in average daily registrations. [Preliminary data about the program](#) published in Nicotine & Tobacco Research show after just two weeks of using This is Quitting, more than half — 60.8% — reported that they had reduced or stopped using e-cigarettes. Teens and young adults can text “DITCHVAPE” to 88709 and get immediate help now.

To help spread the word and invite participation, **truth** will partner with TikTok stars featuring [Michael Le](#), who choreographed an original dance for the challenge. Other contributors include [Makell Taylor](#), [Austin Ware](#) and [Trevor Bell](#), to name a few. Stars will be asking TikTok users to join in a “NoVapesCheck” either by dueting with Michal Le’s dance or contributing their own creative spin using the #ThisIsQuitting challenge music.

"It's scary to see how many young people are vaping, especially on social media, which I believe has influenced this epidemic," said TikTok influencer Makell Taylor. "In my opinion, I don't think that my peers realized the dangers of vaping and some believe they're invincible, and I want to change that. I'm extremely excited to partner with **truth** and use my platform to inspire young people to ditch their vapes and help them quit for good."

Although more young people are looking to quit e-cigarettes entirely, newer disposable devices, like Puff Bar, Stig, and Viigo, remain on the market unchecked and have grown in popularity.

While on February 5, under oath, e-cigarette chief executives admitted that their products can lead to nicotine addiction, e-cigarette products are not yet fully regulated. The new FDA policy on flavored e-cigarettes is woefully inadequate, leaving menthol and other youth-appealing sweet and candy flavors, like cotton candy and gummy bears, on the market and readily available to teens. Still, little is known about all the short or long-term health effects of e-cigarettes. Many young people didn't know the potential risks of e-cigarettes or what they were getting themselves into when they first started using e-cigarettes. In fact, a majority of youth and young adult JUUL users – 63% – did not know that the product always contains nicotine.

For more information on This is Quitting, please visit <https://truthinitiative.org/thisisquitting>.

#### **About Truth Initiative:**

Truth Initiative is a national public health organization that is inspiring tobacco-free lives and building a culture where all youth and young adults reject tobacco. In 2020, we are celebrating 20 years of saving lives and preventing millions of youth from smoking. Our impact has helped drive the teen smoking rate down from 23% in 2000 to an all-time low of 3.7% in 2019. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally-recognized **truth**<sup>®</sup> public education campaign. **truth** has also recently taken on the youth epidemics of vaping and opioids. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco and innovation in tobacco dependence treatment, are also helping to end one of the most critical public health battles of our time. Based in Washington D.C., our organization, formerly known as the American Legacy Foundation, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more, visit [truthinitiative.org](https://truthinitiative.org).

#### **About This is Quitting:**

This is Quitting is a quit vaping text message program for teens and young adults developed by Truth Initiative. It builds on the best scientific evidence from the combusted tobacco cessation literature, input from our partners at the Mayo Clinic Nicotine Dependence Center, and formative research with young adult current and former vapers. This first-of-its-kind program helped more than 30,000 young people within the first three months of its launch. This is Quitting is freely available on any mobile device to users aged 13 and older. Youth-serving organizations can deliver a customized and co-branded version of the program and track its impact by partnering with Truth Initiative. For more information, visit [truthinitiative.org/thisisquitting](https://truthinitiative.org/thisisquitting).

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<sup>1</sup> <https://www.cdc.gov/media/releases/2019/1205-nyts-2019.html>