

Referring Patients to
Tobacco Treatment Services:
**RESOURCES FOR
YOUTH PROVIDERS**

MY LIFE MY QUIT™



**QUITTING
IS POSSIBLE**

My Life, My Quit™

is for young people ages 13-17 who want help to quit all forms of commercial tobacco, including vaping. My Life, My Quit coaches answer questions and offer friendly support to those who are thinking about quitting or who are ready to quit.

- ★ Get text messages that give you a boost while you quit.
- ★ Free & confidential support is available 24/7.
- ★ Connect with a coach about tips to deal with cravings, stress, and slips.

No one has to go it alone. No matter what your quit journey looks like,
WE HAVE THE TOOLS TO SUPPORT YOU.

Text

"Start My Quit" to 36072

Call

855-891-9989

Visit

ME.MyLifeMyQuit.com

SIGN UP TODAY



**Tobacco product use during adolescence
increases the risk for lifelong nicotine
addiction and adverse health consequences.**

GOOD NEWS

Tobacco product use by US high school students **significantly declined** from 16.5% in 2022 to 12.6% in 2023.



In 2023

10%

of middle and high school students reported **current use** of any tobacco product.

E-cigarettes have been the most commonly used tobacco product among US youths since

2014

In 2021,

60.2%

of students who currently used tobacco products reported that they **stopped using** all tobacco products for one or more days during the past 12 months because they were trying to quit.

In 2025,
% of Maine students
who smoked cigarettes or cigars, used and electronic vapor product, or used chewing tobacco, snuff or dip one or more times in the past 30 days

13% e-cigarettes
5.1% cigarettes
3.7% combustible non-cigarette products (ex. cigars)
5.2% smokeless tobacco (ex. nicotine pouches)

Among middle and high school students reporting current e-cigarette use,

25.2%

used e-cigarettes daily and 89.4% reported using flavored e-cigarettes.



Treatment Support is Available: My Life, My Quit

My Life, My Quit (MLMQ) is a treatment service for young people ages 13-17 who want help to quit all forms of commercial tobacco, including vaping.

Developed with youth input, the program provides free and confidential quit coaching through phone, chat and text-based sessions with a tobacco treatment specialist. MLMQ supports youth who use combustible, smokeless, and electronic tobacco products.

Learn more at ME.MyLifeMyQuit.com

The MaineHealth Center for Tobacco Independence (CTI) administers the statewide tobacco treatment initiative on behalf of the Maine Center for Disease Control and Prevention, Maine Department of Health and Human Services.

TIPS FOR TALKING TO TEENS ABOUT VAPING



E-cigarette use, commonly referred to as vaping, by Maine youth has significantly increased over the past few years, with 13% of high school students reporting they currently use these products.

Talking to youth about vaping can help keep them from starting or assist in connecting them to treatment services.



Know the Facts

Research information about e-cigarettes and youth; this could include the US Surgeon General Website or community presentations



Be a Good Listener

Remember, your goal is to have a conversation, not to deliver a lecture. Gently correct misperceptions after they have finished speaking.



Have Open and Honest Conversations

Ask what they think. Maintain a balance of information, positive reinforcement, and negative reinforcement.



Set a Good Example

Be a positive example by remaining tobacco-free. If you need support contact 1-800-QUIT-NOW or MaineQuitLink.com.

MAINE QUIT VAPING & SUPPORT SERVICES



MY LIFE
MY QUIT™

Support for
13-17 Year Olds

Access at
ME.MyLifeMyQuit.com
1-855-891-9989, and by
texting "**START MY QUIT**" to **36072**

My Life, My Quit is a free and confidential service for teens who want help quitting all forms of tobacco including smoking, vaping, or chewing. Tailored quit coaching is available via text, web chat, and phone.

MAINE
QUITLINK.COM
1-800-QUIT-NOW

Support for
Adults (18+)

Access at
1-800-QUIT-NOW and
MaineQuitLink.com

Anyone who uses e-cigarettes exclusively or uses both electronic and combustible products can use the Maine QuitLink services and work with a Quit Coach who will assist them in creating a personalized quit plan.





KEY TAKEAWAYS FOR YOUTH PROVIDERS

While the decision to quit tobacco is always one teens must make themselves, there are several ways you can help them on their journey.

- Let teens know you are concerned about the impact of tobacco use, including vaping, on their current and long-term health.
- Tell them you want to help support them and ask if they'd like to be connected to support such as My Life, My Quit.
- Be sure to mention that My Life, My Quit is free, confidential and was designed by teens for teens. They do not need to have a caregiver's permission to sign up and no personal information will be shared with their caregivers.
- If they are not willing to enroll right away, provide them with information about how to connect and let them know they have support to help them quit when they are ready.
- If a teen is ready to quit, they can text, call or enroll online. As a trusted provider, you can also help them connect to My Life, My Quit services by referring them online.

RESOURCES

Accessing the My Life, My Quit Program

My Life, My Quit is a treatment service for young people ages 13-17 who want help to quit all forms of commercial tobacco, including vaping.

Teens can enroll:

Via Text
"Start My Quit"
to 36072

Over the Phone
855-891-9989

Online
me.mylifemyquit.org

Trusted adults, including providers, school personnel, youth-serving entities and other community organization, can refer a teen to My Life My Quit online: me.mylifemyquit.org/Provider_Web_Referral

Accessing Materials: CTIMaine.org/Resources

You can find all CTI-maintained materials and resources at CTIMaine.org/Resources. Materials include My Life, My Quit posters, rack cards, fact sheets, nicotine use assessments, and more. Print materials can be ordered for free at

CTIMaine.org/Resources

Training Opportunities: CTIMaine.org/Education

CTI is able to offer a variety of training opportunities to help you learn more about youth and tobacco use, how to integrate tobacco treatment into your own practice, and more. Find all upcoming training offerings, webinars and more at

CTIMaine.org/Education



The MaineHealth Center for Tobacco Independence (CTI) administers the statewide tobacco treatment initiative on behalf of the Maine Center for Disease Control and Prevention, Maine Department of Health and Human Services.

**READY
TO QUIT
VAPING?**



Free help for teens

MY LIFE [★] MY QUIT™



MY LIFE MY QUIT



At My Life, My Quit™ we share the truth about nicotine, vaping and other tobacco products.

The My Life, My Quit Program is for young people ages 13-17 who want help to quit all forms of tobacco, including vaping. My Life, My Quit Coaches help youth:

- Develop a quit plan
- Cope with stress
- Learn about nicotine
- Get ongoing support

Youth can **TEXT/CALL
855.891.9989**

or **CHAT ONLINE
with a Coach**

My Life, My Quit is always free and confidential.
www.mylifemyquit.com

My Life, My Quit
is operated by National Jewish Health. More
resources are available at www.mylifemyquit.com.



DOES VAPING HAVE YOU ON THE SIDELINE?

Text "Start My Quit" to 36072 or
call 855-891-9989.

Free, confidential help to quit vaping, smoking
or chewing. Just for teens.



**SPEND YOUR MONEY
WITH FRIENDS,
NOT RUNNING OUT
OF PODS.**

Text "Start My Quit" to 36072 or
call 855-891-9989.

Free, confidential help to quit vaping, smoking
or chewing. Just for teens.



LUNGS BURNING? IS IT YOUR VAPE?

Text "Start My Quit" to 36072 or
call 855-891-9989.

Free, confidential help to quit vaping, smoking
or chewing. Just for teens.



**WANT TO SAVE
\$600 A YEAR?
CUT OUT VAPING.**

Text "Start My Quit" to 36072 or
call 855-891-9989.

Free, confidential help to quit vaping, smoking
or chewing. Just for teens.



WHAT WOULD YOU GAIN IF YOU QUIT VAPING?

Text "Start My Quit" to 36072 or
call 855-891-9989.

Free, confidential help to quit vaping, smoking
or chewing. Just for teens.

YOU GOT THIS!



MY LIFE
MY QUIT

TM

STAY NICOTINE AND VAPE-FREE



**Free, Confidential Help to
Stop Vaping, Smoking, or
Chewing Tobacco.
Designed just for Teens.**



MY LIFE[★] MY QUIT



**Free, confidential help
to quit vaping, smoking,
or chewing for youth
under 18**

**Text “Start” to 36072
Call 855.891.9989
mylifemyquit.com**

MY LIFE MY QUIT

mylifemyquit.com

Learn More About What We Offer



Supporting and recognizing organizations for addressing tobacco use and exposure through policy and treatment strategies.

BreatheEasyMaine.org



Personalized support geared to your life whether you're ready to quit smoking, vaping or are trying to help someone else quit.

MaineQuitLink.com



Tailored support for teens to quit smoking or vaping online, over the phone, and text support.

MyLifeMyQuit.com

Center for Tobacco Independence

CONNECT WITH US

TOBACCO TREATMENT, TRAINING AND PREVENTION

The MaineHealth Center for Tobacco Independence (CTI) is committed to supporting a tobacco-free Maine through education, prevention, policy, treatment and training initiatives.

CTIMAINE.ORG OFFERS:

- Information about CTI programs
- Data on initiatives and outcomes
- Free downloadable resources
- Calendar of educational offerings and webinars

STAY CONNECTED

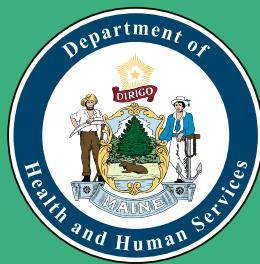
Sign up for our e-newsletters and receive up-to-date information directly to your inbox.

CTIMaine.org/newsletter-sign-up

LEARN MORE AT [CTIMaine.ORG](http://CTIMaine.org)

CTI administers the statewide tobacco treatment initiative on behalf of the Maine Center for Disease Control and Prevention, Maine Department of Health and Human Services.

MY LIFE
MY QUITTM



CTIMaine.org/MyLifeMyQuit