

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



# MY LIFE MY QUIT™



## 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](http://ME.MyLifeMyQuit.com)

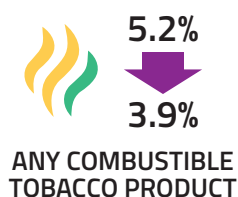
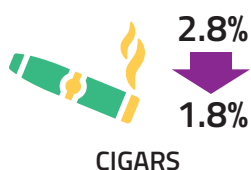
**SIGN UP TODAY**



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 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)

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**

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

**25.2%**

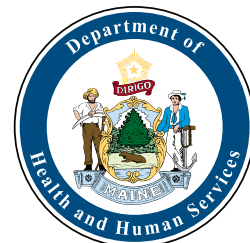
**used e-cigarettes daily**  
and 89.4% reported  
using flavored  
e-cigarettes.

## 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 texted-based sessions with a tobacco treatment specialist.  
MLMQ supports youth who use combustible, smokeless, and electronic tobacco products.

Learn more at [ME.MyLifeMyQuit.com](https://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](http://MaineQuitLink.com).



# MAINE QUIT VAPING & SUPPORT SERVICES



Support for  
13-17 Year Olds

Access at

[ME.MyLifeMyQuit.com](https://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.



Support for  
Adults (18+)

Access at

[1-800-QUIT-NOW](https://1-800-QUIT-NOW) and  
[MaineQuitLink.com](https://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.

A photograph of a healthcare provider with curly hair, wearing blue scrubs and a stethoscope, smiling and talking to a patient whose back is to the camera. The patient has long brown hair tied in a ponytail and is wearing a dark blue shirt. The background is a blurred clinical setting.

## 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](https://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](https://me.mylifemyquit.org/Provider_Web_Referral)

## Accessing Materials: [CTIMaine.org/Resources](https://CTIMaine.org/Resources)

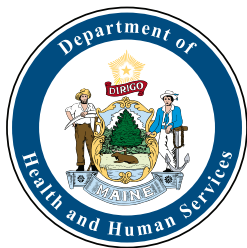
You can find all CTI-maintained materials and resources at [CTIMaine.org/Resources](https://CTIMaine.org/Resources). Materials include My Life, My Quit posters, rack cards, fact sheets, nicotine use assessments, and more. Print materials can be ordered for free at

[CTIMaine.org/Resources](https://CTIMaine.org/Resources)

## Training Opportunities: [CTIMaine.org/Education](https://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](https://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](http://www.mylifemyquit.com)**

My Life, My Quit  
is operated by National Jewish Health. More  
resources are available at [www.mylifemyquit.com](http://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



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# MY LIFE MY QUIT™

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

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# 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](https://mylifemyquit.com)**

MY LIFE  MY QUIT

**[mylifemyquit.com](http://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](https://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](https://MaineQuitLink.com)



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

[MyLifeMyQuit.com](https://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

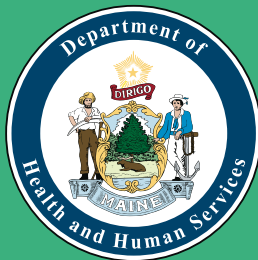
Sign up for our e-newsletters and receive up-to-date information directly to your inbox.

[CTIMaine.org/newsletter-sign-up](https://ctimaine.org/newsletter-sign-up)

**LEARN MORE AT 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 QUIT<sup>TM</sup>



[CTIMaine.org/MyLifeMyQuit](http://CTIMaine.org/MyLifeMyQuit)