



The Good Kind of Quitting

A new tobacco law in Massachusetts is now in place and it substantially restricts the sale of flavored tobacco and nicotine products to protect youth since flavors, including mint and menthol, are a leading reason they start using them.

In light of the new law, it is crucial that youth are informed about the tools available to them to help them quit using nicotine and prevent them from using cigarettes.

What we're asking

We're asking Chapters to spread the word about the resources that are available to youth who are looking to quit using tobacco products:

- [This is Quitting](#) powered by truth and in partnership with the Massachusetts Department of Public Health is a free and confidential texting program for young people who vape. **Young people can text "VapeFreeMass" to 88709** to get started.
- [My Life, My Quit](#) provides youth coach specialists trained to help young people by phone or text. **Young people can call or text "Start My Quit" to 855-891-9989** for free and confidential help or visit mylifemyquit.com to sign up online.
- Visit teen.smokefree.gov for tools and tips.
- Encourage young people to ask their school nurse or counselor, athletic coach, doctor, parent or other trusted adult for help.
- For more information, young people can visit mass.gov/vaping.

How to spread the word

How you spread the word is up to you! We want you to be creative and have fun with this, and we've come up with a list of ideas to help you. Choose 3-5 things on the list below, or come up with your own- you decide!

- **Create Posters** – Design and create a poster or flyer to hang around school and distribute to your peers. Make sure these are in a high-visibility area and to get permission from your administration first.
- **Make Announcements**- Include the phone numbers in morning/afternoon announcements over loud speaker for the entire school or during individual homeroom/advisory rooms.
- **Create a PSA**- Create a public service announcement or short video and blast it to your school. Personal stories are a great way to connect with youth thinking about quitting.

- **Table at lunch-** Set up a table at lunch with a laptop where students can stop by and enroll online or on their phone. Visit the websites above for additional resources you can print out about vaping to have to give out or help answer questions.
- **Include in school newsletters-** If your school uses newsletters/flyers to distribute to all students or families, include the resources as an ad.
- **Student-led conversations-** During classroom meetings/club meetings/lunch/study halls/after school, invite students to a shared space where they can have conversations with other youth who might be looking to quit. Get your guidance department or other faculty on board to help you organize this and support these conversations and create a quit group.
- **Pep Rallies/Spirit Assemblies-** During school-wide events that bring all the students in the school together, these resources can be announced and addressed.
- **Social Media-** Post stories about youth choosing to quit and what the journey can be like and/or flyers that you've created, pictures, or links to informational websites to social media.

How to get started

1. Email kmcmamus@hria.org to let us know you want to participate by March 10 , and a rough idea of what you plan to do. Also send us your organization's FEIN (Tax ID) number.
2. Determine which 3-5 activities you will do to promote these resources and get to work!
3. By May 21, email us pictures of your activities to show us how you got these resources out to your school and community, and tell us what worked and what didn't so we can send your check.

What will we get?

- We'll send your Chapter a \$500 check for promoting these resources!
- We encourage the funding to be given to the youth who have worked on the project and helped organized it