



CONNECTICUT DEPARTMENT OF PUBLIC HEALTH

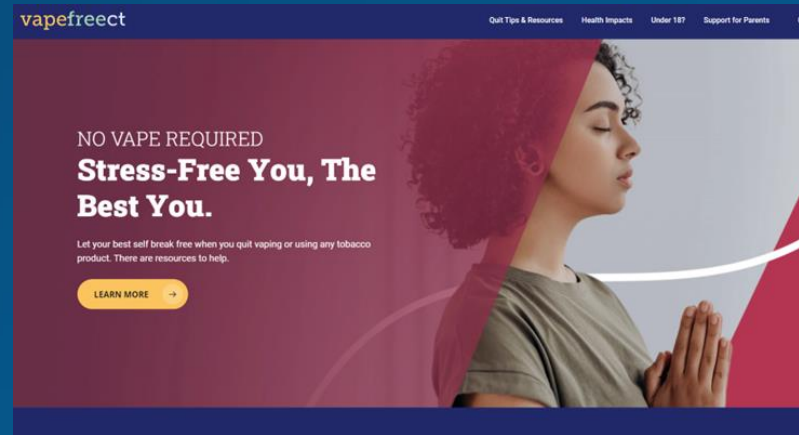


Tobacco Control Program Updates

June 2023

Website Updates

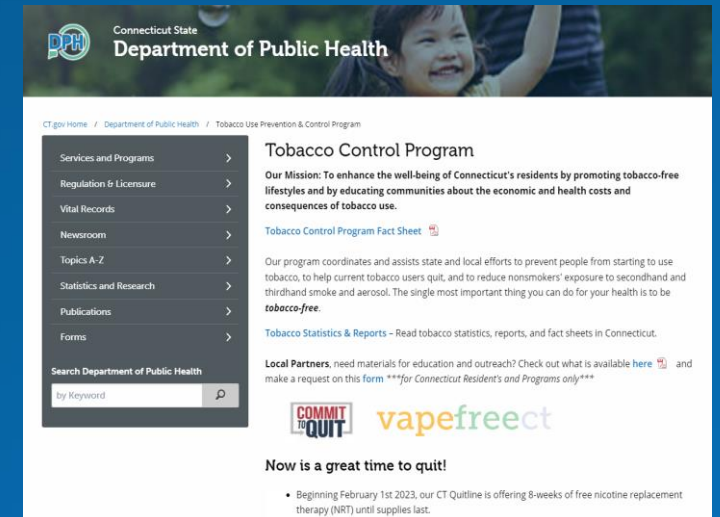
A redesigned adult-focused Commit To Quit website is in the works



Ongoing revisions being made to DPH website

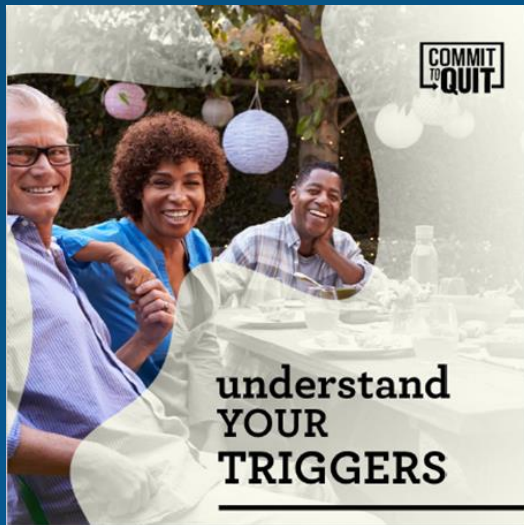


A brand-new youth and young adult-focused sister site is close to completion.



Tobacco Prevention Adult Campaign Updates

- Continued promotion of Commit To Quit through social media, Google banners, digital billboards, bus tails, newsprint, and bar signage
- Focus on using positive messaging to help encourage people to live tobacco-free and educate on the benefits of quitting



Tobacco Prevention Youth/Young Adult Campaign Updates



- Campaign to launch end of June
- Social media ads and videos (15 sec) - Tik Tok, Instagram, Twitch, Spotify, and other streaming services
- Digital banner ads - in-game, dating apps, Google ads
- Out of Home – family fun center posters



New CT This is Quitting Program

vapefreeect

The Tobacco Control Program is happy to announce we have partnered with the Truth Initiative to provide a youth & young adult text to quit program.

The text to quit program is live! Teens and young adults (13-24 yrs old) can text **VapeFreeCT** to **88709**.

**TRY THIS IS QUITTING,
A FREE TEXT-TO-QUIT PROGRAM.**

truth  **THIS IS
QUITTING**

Print Materials: Palm Cards

NEED HELP
QUITTING VAPING?


I WILL
BE KIND
TO MYSELF

I DESERVE
TO BE
HAPPY &
HEALTHY

SLIP UPS
≠
FAILURES

I CAN
HANDLE
IT.

THIS IS QUITTING CAN HELP.



This is Quitting is a completely free, text-based program designed to help you quit.



CONFIDENTIAL HELP
Your quitting journey stays between you and TIQ.

WORKS FROM REAL PEOPLE
You'll receive tips and motivation from TIQ's built-in support system of successful quitters.

24/7 SUPPORT
TIQ is there whenever you need help with stress, urges, or cravings — no matter the time of day.

Whisper says "Think of all the money being saved that you can definitely go and do something you've always wanted to do!"

TEXT VAPEFREETO TO 88709 TO GET STARTED.



WANT HELP QUITTING VAPING?

TRY THIS IS QUITTING,
A FREE TEXT-TO-QUIT PROGRAM



“Quitting seems impossible, but it isn’t. You’ll feel like you have your life, body, and wallet back once you quit.”

-Meg, TIQ User


TEXT VAPEFREETO TO 88709 TO JOIN THE HUNDREDS OF THOUSANDS OF YOUNG PEOPLE GETTING HELP FROM THIS IS QUITTING.



YOU GOT THIS

If you've realized needing your vape isn't a great feeling and all your money is going toward vaping...
...you've got this, and we've got your back.

text VAPEFREETO to 88709
and get free advice, tips and inspiration for quitting.



NEED HELP
QUITTING VAPING?

TRY THIS IS QUITTING A FREE TEXT-TO-QUIT PROGRAM
TEXT VAPEFREETO TO 88709

SLIP UPS
≠
FAILURES



WANT HELP QUITTING VAPING?

TRY THIS IS QUITTING,
A FREE TEXT-TO-QUIT PROGRAM

“Quitting is a journey, not a race.”
- Jacob, TIQ User

TEXT VAPEFREETO TO 88709 TO JOIN THE HUNDREDS OF THOUSANDS OF YOUNG PEOPLE GETTING HELP FROM THIS IS QUITTING.



Print Materials: Posters

WANT HELP QUITTING VAPING? TRY THIS IS QUITTING, A FREE TEXT-TO-QUIT PROGRAM

*"Keep going.
Keep pushing.
You got this."*

-Jermyia, TIQ User

SCIENCE-BACKED & EFFECTIVE
Created by a team of quitting experts, TIQ has helped hundreds of thousands of young people quit vaping.

24/7 SUPPORT
TIQ is there whenever you need help with stress, slips, or cravings — no matter the time of day.

CONFIDENTIAL HELP
Your quitting journey stays between you and TIQ.

ADVICE FROM REAL PEOPLE
You'll receive tips and motivation from TIQ's built-in support system of successful quitters.



TEXT VAPEFREETO TO 88709
TO JOIN THE HUNDREDS OF THOUSANDS OF YOUNG PEOPLE GETTING HELP FROM **THIS IS QUITTING**.

 **THIS IS QUITTING** 

READY TO QUIT VAPING?

YOU GOT THIS

text VAPEFREETO to 88709
for an easy-to-use, anonymous (and free) support system at your fingertips.

 **THIS IS QUITTING** 

Print Materials: Fliers



READY TO QUIT VAPING?

*You've got this,
and we've got your back.*

text **VAPEFREECT** to **88709**
for an easy-to-use, anonymous (and free) support system at your fingertips.

WANT HELP QUITTING VAPING? TRY THIS IS QUITTING,
A FREE TEXT-TO-QUIT PROGRAM

**“Quitting seems impossible, but it isn’t.
You’ll feel like you have your life,
body, and wallet back once you quit.”**

–Meg, TIQ User

CONFIDENTIAL HELP	ADVICE FROM REAL PEOPLE
Your quitting journey stays between you and TIQ.	You’ll receive tips and motivation from TIQ’s built-in support system of successful quitters.
SCIENCE-BACKED & EFFECTIVE	24/7 SUPPORT
Created by a team of quitting experts, TIQ has helped hundreds of thousands of young people quit vaping.	TIQ is there whenever you need help with stress, slips, or cravings — no matter the time of day.

TEXT VAPEFREECT TO 88709

TO JOIN THE HUNDREDS OF THOUSANDS OF YOUNG PEOPLE GETTING HELP FROM **THIS IS QUITTING**.


Social Media Materials

WANT HELP QUITTING VAPING?
TRY THIS IS QUITTING, A FREE TEXT-TO-QUIT PROGRAM

📞 THIS IS QUITTING

*"Your E-cig
doesn't control you."*

- Danielle, TIQ User



TEXT VAPEFREEECT TO 88709 TO JOIN THE HUNDREDS OF THOUSANDS OF YOUNG PEOPLE GETTING HELP FROM THIS IS QUITTING.

NEED HELP QUITTING VAPING?

I DESERVE TO BE HAPPY & HEALTHY

📞 THIS IS QUITTING

TRY THIS IS QUITTING, A FREE TEXT-TO-QUIT PROGRAM.

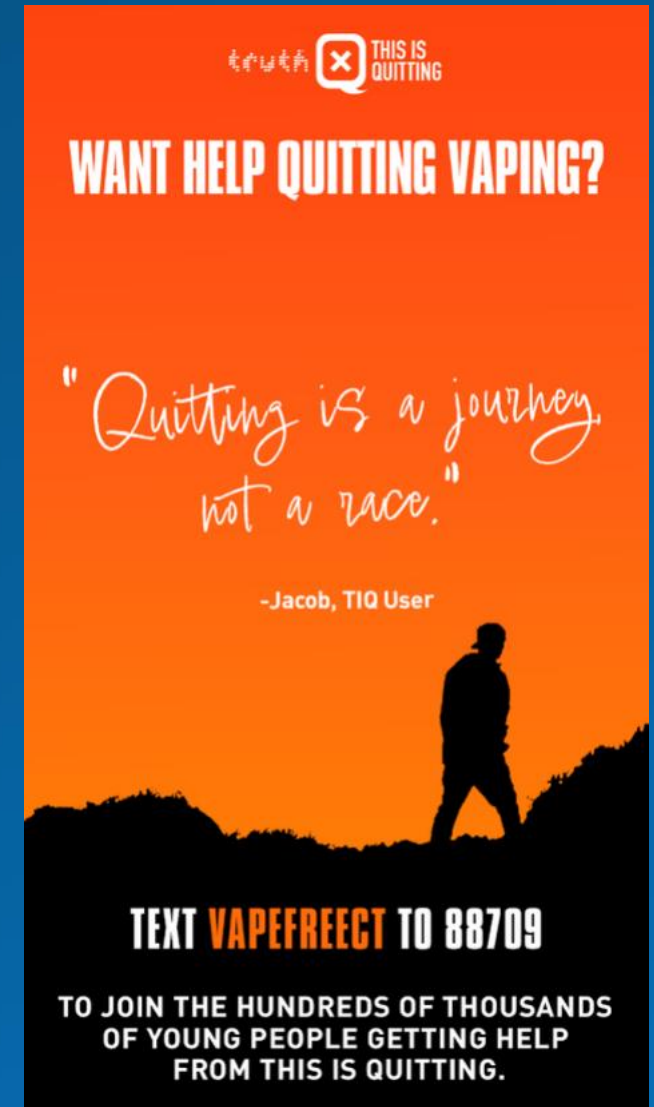


📞 THIS IS QUITTING

WANT HELP QUITTING VAPING?

*"Quitting is a journey,
not a race."*

- Jacob, TIQ User



TEXT VAPEFREEECT TO 88709

TO JOIN THE HUNDREDS OF THOUSANDS OF YOUNG PEOPLE GETTING HELP FROM THIS IS QUITTING.

NEED HELP QUITTING VAPING?

I WILL BE KIND TO MYSELF

📞 THIS IS QUITTING

TRY THIS IS QUITTING, A FREE TEXT-TO-QUIT PROGRAM.



WANT HELP QUITTING VAPING?
TRY THIS IS QUITTING, A FREE TEXT-TO-QUIT PROGRAM

*"It's a really, really hard thing to do,
but it's so rewarding physically, mentally,
and emotionally
when you do finally quit."*

- Bailey, TIQ User

24/7 SUPPORT / CONFIDENTIAL HELP / ADVICE FROM REAL PEOPLE

TEXT VAPEFREEECT TO 88709
TO JOIN THE HUNDREDS OF THOUSANDS OF YOUNG PEOPLE GETTING HELP FROM THIS IS QUITTING.



Sharing Truth Materials & Co-Branding

- All materials created by Truth in partnership with DPH cannot be changed to include additional logos
- Partners can develop their own materials to promote using “Text VAPEFREECT to 88709 to enroll in CT’s This is Quitting Program”

Thanks for your help to promote this exciting opportunity for our CT teens and young adults.

Contact Info

Tobacco Control Program

Phone: 860-509-8251

Email: DPHTobacco@ct.gov

Website: www.ct.gov/DPH/Tobacco

Program staff include:

Allison P. Sullivan, Health Program Supervisor

Dawn Sorosiak, Epidemiologist

Seth Baker, Health Program Associate-Cessation Coordinator

Amor Gamarra-Gross, Health Services Worker

TBD, Health Program Associate-Youth Prevention