



The truth Campaign

Truth Initiative

Who we are

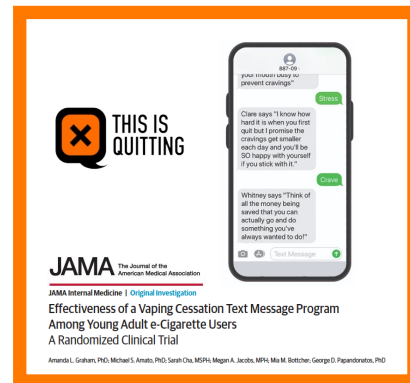
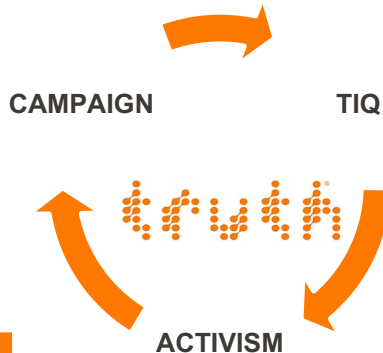
Truth Initiative is America's largest nonprofit public health organization dedicated to a future where tobacco and nicotine addiction are things of the past.

What we do

We **seek, speak and spread** the truth about smoking, vaping and nicotine through education for youth and young adults, tobacco control research and policy study, community activism and engagement, and digital cessation programs



Connecting with Gen Z



Top Issue Today

Mental Health

is the **#1 issue** for young people



Young people **turn to vaping nicotine** to help cope



The very thing they are using to cope with stress, anxiety and depression – is **making those feelings worse.**





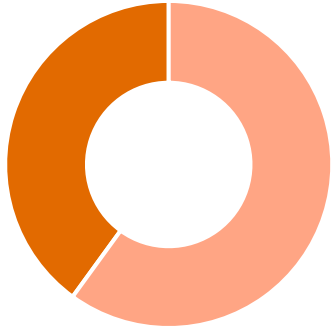
The Quitters – Season 2



Mady, Juliuss, and Parker

How vaping negatively impacted their mental health by increasing feelings of anxiety and depression, and how quitting made a positive impact.

truth x This is Quitting



According to 2021 Truth Initiative data, **60% of 15- to 24-year-old current e-cigarette users** surveyed want to quit vaping within the year.

87% of young people enrolled in This is Quitting have reported a previous quit attempt that was unsuccessful

About This is Quitting



Theory-Based & Grounded in Best Practices

- Build self-efficacy
- Establish/reinforce social norms & social support
- Support observational learning, grow behavioral capability



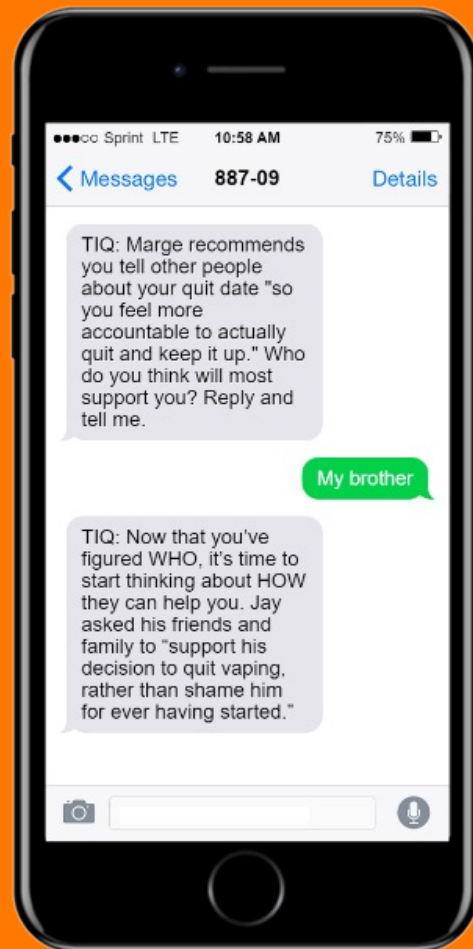
Individually Tailored

- Age (13-17 vs. 18-24)
- Product use (e.g., JUUL, Suorin)
- Quit date



Empathic and Supportive

- Fully automated, available 24/7
- Interactive (structured & open-ended)
- Messages from other users



Text VAPEFREEXTX to 88709

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.

887-09
I've been thinking about how to prevent cravings.

Stress

Clare says: "I know how hard it is when you first quit but I promise the cravings get smaller each day and you'll be SO happy with yourself if you stick with it."

Crave

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

Text Message

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.

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

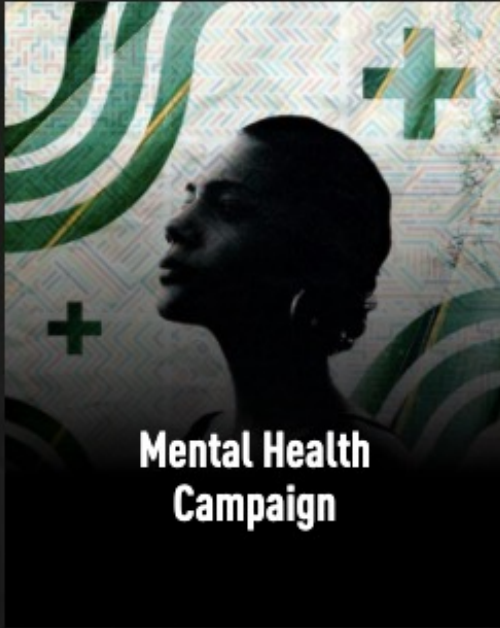
TEXT VAPEFREEXTX TO 88709 TO GET STARTED.

THE UNIVERSITY OF TEXAS
MD Anderson
Cancer Center
Making Cancer History?

Accessing This is Quitting

- MD Anderson has partnered with This is Quitting to provide a customized version of This is Quitting for Texas teens and young adults.
- To access, young people should text VAPEFREEXTX to 88709.
- For free promotional materials, contact Jennifer Cofer (jcofer@mdanderson.org)

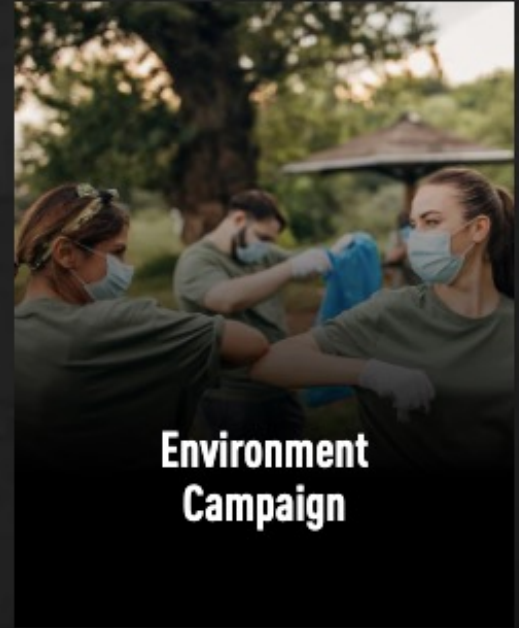
truth Activism



**Mental Health
Campaign**



**Social Justice
Campaign**



**Environment
Campaign**

Thank you!

Tia Taffer



thetruth.com

