

## **My Life My Quit and Colorado: Current Landscape & Next Steps**

STEPP expanded youth cessation programming by reducing QuitLine age of eligibility to 12 years old in August 2018, and then launched [coyouthquitline.org](http://coyouthquitline.org) in April 2019.

My Life My Quit is a national youth quitline platform developed by National Jewish Health (NJH), which they introduced in July 2019. It is available for use in all NJH service states (currently 16 states), and offers access to the same comprehensive services (phone, web, and text-based coaching services) as [coyouthquitline.org](http://coyouthquitline.org).

As a nationally promoted landing page and text to enroll feature, My Life My Quit has not been tailored or optimized for Colorado youth. Because STEPP has achieved success to date promoting our Colorado QuitLine brand, we have chosen to wait to make changes to our youth promotion approach until My Life My Quit has first-year tracking results from their landing page. Depending on those results compared to the Colorado youth landing page, [coyouthquitline.org](http://coyouthquitline.org), efforts may shift in the future to promote My Life My Quit.

The comprehensive services offered to youth regardless of the entry point to services via [coyouthquitline.org](http://coyouthquitline.org) or My Life My Quit include:

- All QuitLine Services except NRT, including phone coaching and web services and e-coaching support that allows users to chat with coaches live.
- Coaches trained in engaging youth and addressing all forms of youth tobacco use (including e-cigarettes, hookah, cigars, and chew).

### **What does this mean for grantees?**

Grantees can feel confident that regardless of the landing page that youth age 12-18 in Colorado use for quitline youth cessation services, they are eligible to receive the same comprehensive services when they enter the NJH quitline site from either [coyouthquitline.org](http://coyouthquitline.org) or My Life My Quit.

Some grantees have expressed interest in promoting a youth cessation intervention, and have asked for STEPP's recommendation on which property to promote. At this time, STEPP is not prepared to direct grantees toward either option. As we collect more information, this may change. For now, grantees may promote either My Life My Quit or [coyouthquitline.org](http://coyouthquitline.org) in their communities according to their needs and preferences.

Because the youth media buy driving to [coyouthquitline.org](http://coyouthquitline.org) was almost entirely digital, it does not include a suite of print materials.

We have made [a flyer](#) available for use by adults working in a youth-serving capacity. The flyer includes several support options for young people in Colorado concerned about tobacco or vape use programs.

My Life My Quit also offers posters and other marketing materials available for grantees to print and use at any time. Those materials may be accessed below. Right click the links below to open each resource in a new browser tab.

MLMQ Posters (also available at [mylifemyquit.com](http://mylifemyquit.com)):

- [Poster 1 Wallet](#)
- [Poster 2 Cigarette](#)
- [Poster 3 Teens](#)
- [Poster 4 Jogger](#)
- [Poster 5 Money Saving](#)
- [Poster 6 General](#)

MLMQ Business Cards:

- [Teen Business Card](#)
- [Adult/Parent Business Card](#)

MLMQ Brand Guide & Logo:

- [Brand Guidelines](#)
- [MLMQ Logo PNG 1](#)
- [MLMQ Logo PNG 2](#)