

February 2021

My Life, My Quit Launch: Communications Toolkit

This toolkit provides resources to support the launch of the new My Life, My Quit website in your communities.

This is an internal document for STEPP grantees only.

If you have questions or need assistance, contact STEPP's Tobacco Communications Specialist Tara Dunn at Tara.Dunn@state.co.us

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Paid media

Colorado is running a statewide digital ad campaign to reach youth directly. Below are ways you might consider raising awareness of My Life, My Quit among parents/trusted adults in your community using paid media. In addition to trusted adult messages, we have also included sample activities for a youth audience that local partners can consider to amplify state-led youth efforts.

- Place an ad in your local newspaper to reach parents/trusted adults. We may need to customize an ad to fit your local newspaper specs.
- Run a digital campaign aimed at reaching parents/trusted adults. We will need to customize ads with a message for parents.
- Run digital radio ads for youth (this would require you to place a buy and then produce an ad. See draft script below.)
- Run traditional radio ads for parents (this would require you to place a buy and then produce an ad. See draft script below.)
- For paid social media recommendations, see [here](#).





If you are planning to run paid media, please submit a [media request form](#) with specifics to Tara Dunn at Tara.Dunn@state.co.us.

Social media

Below are social media posts partners can share to support the launch of the new My Life, My Quit website. We are running a statewide social media campaign to raise awareness of My Life, My Quit with youth directly, but you may consider putting some paid media dollars behind social posts that can reach parents/other trusted adults.



These posts can be used on Facebook or Instagram (links will not work in Instagram posts and must be used in your Instagram bio). Image files can be found [here](#).

Audience	Post Copy	Post Creative
Youth Facebook/ Instagram post (use organically, not paid)	If you want to vape less, you're not alone. More than half of Colorado high schoolers have tried to quit. Text "start my quit" to 36072 for free, confidential support.	

<p>Youth Facebook/Instagram post (use organically, not paid)</p>	<p>Worried about how much you're vaping or smoking? My Life, My Quit can help you take back control. Learn more at MyLifeMyQuit.org.</p>	
<p>Parents/trusted adults (can be supported with paid media dollars)</p>	<p>Teens may be having a hard time coping with COVID-19. Help them get the support they need to quit vaping or smoking. https://co.mylifemyquit.org/Resource_pages/resources-parents</p>	
<p>Parents/trusted adults (can be supported with paid media dollars)</p>	<p>You play an important role in your teen's decisions. Let them know about a resource to help them cut back or quit vaping. https://co.mylifemyquit.org/Resource_pages/resources-parents</p>	
<p>Parents/trusted adults (can be supported with paid media dollars)</p>	<p>Worried about your teen's vaping? My Life, My Quit has resources that can help you help them. Learn more. https://co.mylifemyquit.org/Resource_pages/resources-parents</p>	

Here's another way to promote MLMQ on social media:

- For youth-serving organizations: Update your organization's cover photo with a MLMQ cover photo.

Asset	Location (be sure to choose the file that says FBcover in the filename)
	Link
	Link

Sample newsletter

Customize/use the below content in your organization's newsletter or on the news or blog section of your website. There are two versions of the newsletter - one that is best for youth-serving organizations, schools, parents/trusted adults and one that is geared for reaching healthcare providers.

Audience: youth-serving organizations, schools, parents/trusted adults

National Jewish Health and the Colorado Department of Public Health and Environment are pleased to announce the launch of [MyLifeMyQuit](#), a new program to help Colorado youth get support for tobacco and vape use. In 2018, Colorado made it possible for youth as young as 12 to get access to free and confidential tobacco treatment services. Nearly half of Colorado youth who smoke or vape report that they've tried quitting, which is why it's important to let them know there are resources that can help them meet their goal.

My Life, My Quit was created specifically with young people in mind, offering 24/7 hour coaching support to reach teens where they are and provide an easy-to-use, non-judgmental experience. Youth ages 12-17 can simply text "Start my quit" to 36072 to get connected with a coach or to receive quit tips. Online and phone support is also available.

Now more than ever, it's important that young people have access to the support and services that can help them stop or cut back on their vaping, smoking, or chewing.

Please help spread the word about My Life, My Quit. Visit [National Jewish's website](#) for free digital and print materials to promote the program or reach out to Tara Dunn at Tara.Dunn@state.co.us for more information.

Audience: Healthcare providers

National Jewish Health and the Colorado Department of Public Health and Environment are pleased to announce the launch of [MyLifeMyQuit](#), a new program to help Colorado youth get support for tobacco and vape use. In 2018, Colorado made it possible for youth as young as 12 to get access to free and confidential tobacco treatment services. Nearly half of Colorado youth who smoke or vape report that they've tried quitting, which is why we need your help to connect young people to the resources that can help them meet their goal.

Pediatricians and other health providers are trusted sources of credible health information for youth and families. The American Academy of Pediatrics (AAP) recommends promoting and proactively enrolling teens who use tobacco in cessation programs such as My Life, My Quit. Healthcare professionals have a critical role in preventing and treating nicotine use and dependence in youth by addressing tobacco and vape use at every visit using best practices outlined in the [2008 Public Health Service clinical practice guidelines](#) and the American Academy of Pediatrics [practice tools](#). My Life, My Quit does not provide cessation medications to anyone under age 18. Teens who request medications are referred to their doctor to discuss whether medications are right for them.

Healthcare providers can refer youth ages 12-17 to the My Life, My Quit program [here](#). For free digital and print materials to promote My Life, My Quit in your office, visit [National Jewish's website](#) or reach out to Tara Dunn at Tara.Dunn@state.co.us for more information.

Radio Script

Reach out to your local radio station to see if they would consider recording and airing a PSA about youth vape use in your community with a call to action to learn about My Life, My Quit as a resource for Colorado youth. Or, reach out to a radio media buyer who can help buy radio air time. Here's a :30 script you might consider using/customizing:

It's been a hard time to be a parent but maybe an even more challenging time to be a young person. If your teen is vaping to deal with stress and anxiety, have an honest conversation. Most Colorado youth

do want to quit or cut back, so let them know you will be there to support them when they're ready. Also let them know about My Life, My Quit, a free online and text coaching program that can help them meet their goal. Learn more at MyLifeMyQuit.org.

Or, produce a radio ad that you can place on streaming radio to reach youth directly, like Spotify or Pandora. Here's a :30 script you might consider using/customizing (would recommend using a youth voice, if possible):

If you're feeling stressed, anxious or worried, you're not alone. And if you're finding yourself vaping or smoking more than usual, you're not alone either. When you're ready to take back control by cutting back or quitting, My Life, My Quit can help. My Life, My Quit is a free and confidential program that connects people ages 12-17 with a coach who can help you take steps at your own pace. Text "Start my quit" to 36072 or visit MyLifeMyQuit.org to learn more.

Op-Ed Article

Below is a template op-ed (also known as a guest column) that you can adapt to inform parents and other adults in your community about My Life My Quit as a resource for Colorado young people. Feel free to customize this op-ed with information or data related to your community.

This op-ed can be signed by various community members who have an interest in protecting youth from tobacco. You may want to tailor the op-ed depending on who is signing it and their role in the community.

When you are finished adapting the op-ed, it should total about 600-700 words. Check local newspapers' guidelines for submissions, including length, whether the signer needs to be local, and whether they need a photo of the signer. Have the person who signs the op-ed submit it to your local newspaper(s).

In 2017, Colorado reported higher youth vape use than any other state in the country. In 2019, 1 in 4 Colorado youth reported vaping. Now, Colorado youth are facing an unprecedented pandemic that is leaving many feeling anxious, depressed, and lonely. Still, the impact of the pandemic on youth tobacco use remains unclear.

While there's information to support that vaping among youth is down because of less social interaction with their peers, we also know there's a strong relationship between youth tobacco use and mental health, including depression, anxiety, and stress. On and off school closures, having to stay physically distant from friends, and worries about family job loss are all impacting youth mental health. And even though the end of some of these worries may feel within reach, the long-term effects on youth are still unknown.

Prior to the pandemic, research showed that about half of Colorado youth had tried to quit smoking or vaping, so teens who are turning to tobacco as a way to cope may be struggling even more. Anxiety or stress may also arise as a result of nicotine withdrawal and vaping or smoking may temporarily relieve these feelings, leading to a vicious cycle.

Now more than ever, parents, teachers, healthcare professionals and other trusted adults play an important role in preventing youth tobacco use and in getting young people connected with the resources that can help them cut back or quit.

If you suspect your child may be using tobacco, your first instinct may be to confront and discipline them. But, this may make them even more secretive and unwilling to discuss the issue. Be aware of your teen's overall mood and know their friends. Unusual irritability, a sudden decline in school attendance or grades, or keeping new friends a secret might be signs your teen is exploring unhealthy behaviors such as tobacco. Nicotine withdrawal can increase irritability.

The decision to quit tobacco is one your teen must make themselves but there are resources available, like [My Life, My Quit](#) that are specifically designed to help young people cut back or quit tobacco. My Life, My Quit offers 24/7 hour coaching support to reach teens where they are and provide an easy-to-use, non-judgmental experience. Youth ages 12-17 can simply text "Start my quit" to 36072 to get connected with a coach or to receive quit tips. Online and phone support is also available.

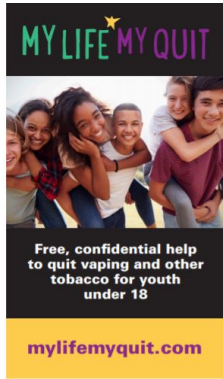
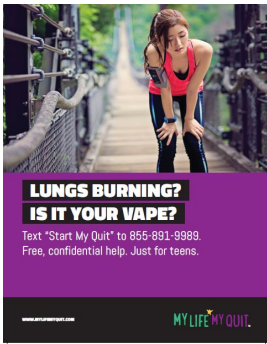
Here are tips for how you can support your teen and connect them with the resources that can help them quit:

- Let your teen know you are concerned about the impact of tobacco use, including vaping, on their current and long-term health.
- Many teens believe vaping is not tobacco. Let your teen know most vaping products contain nicotine and have the same addictive properties whether they are smoking cigarettes, vaping nicotine or using other types of e-cigarettes.
- Ask if they want help and let them know you have a resource that is free and confidential.
- Tell them you want to support them and ask if they will sign up for the [My Life, My Quit](#) program. If they are not willing to enroll right then, provide them with information about how to enroll and let them know they have support to help them quit.
- If your teen is ready to get started, they can text, call or enroll online. It's fast and simple.
- Your teen may want help taking the first step of calling or sending the text. But remember, your teen needs to do the work in order to be successful.

For more information on how to talk to youth about tobacco and support them in quitting or cutting back on tobacco, visit [My Life, My Quit](#) or [Tobacco Free Colorado's website](#).

Print collateral

Share print materials with schools and other youth-serving organizations as well as healthcare providers. Posters and wallet cards are perfect materials for school-based health centers, clinics and doctor's offices. There are adult and youth-facing print materials available. *If you want to create your own promotional materials, like water bottles, stress balls, stickers, please reach out to Tara Dunn at Tara.Dunn@state.co.us.*

Asset	Location
 <p>Free, confidential help to quit vaping and other tobacco for youth under 18</p> <p>mylifemyquit.com</p> <p>Wallet card</p>	<p>Link</p>
 <p>LUNGS BURNING? IS IT YOUR VAPE?</p> <p>Text "Start My Quit" to 855-891-9989. Free, confidential help. Just for teens.</p> <p>www.mylifemyquit.com</p> <p>Posters (There are a number of posters available in 8.5x11 and 11x17). The 8.5x11 version can be printed on any standard printer.</p>	<p>Link to 8.5x11 Link to 11x17</p>



[Link](#)

Rack cards (These can be printed on cardstock on a standard printer and then cut into thirds)

Earned media

The Colorado Department of Public Health and Environment and National Jewish will be conducting statewide media outreach to reporters in all corners of the state to let them know about this cessation resource for youth and provide interviews as needed. When reaching out to local news outlets, we will offer the opportunity to speak with the local health department for more information about youth tobacco use at the local level. For questions, reach out to Tara.Dunn@state.co.us.