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NEW TIKTOK CHALLENGE KICKS OFF NATIONAL TRUTH® CAMPAIGN UNDERSCORING YOUNG PEOPLE'S DESIRE TO DITCH JUUL AND QUIT VAPING

*On the heels of a viral social media trend, **truth**® is inspiring young vapers to get creative with “Ready to Ditch JUUL” challenges and an innovative resource to quit*

WASHINGTON, D.C. (January 9, 2020) – The percentage of U.S. high school students who use tobacco products of any kind is at its highest in 19 years. This is driven by the youth e-cigarette epidemic, with more than a quarter of high schoolers — 27.5% — now vaping, with 21% doing so on a daily basis.¹ However, more young people are taking to social media to express their desire to stop JUULing and quit vaping entirely. In fact, according to new data from [Truth Initiative](#)®, nearly 50% of 15-24-year-old current e-cigarette users say quitting e-cigarettes is a New Year's resolution.

Building on this momentum, [truth](#), the highly effective youth tobacco prevention campaign from Truth Initiative®, is launching its latest youth e-cigarette education campaign, “Ready to Ditch JUUL.” The national campaign features a series of videos highlighting young people ditching their JUULs in creative ways and drives those looking to quit e-cigarettes to the highly successful quit vaping program [This is Quitting](#). With more than 80,000 young people enrolled to-date, This is Quitting is a first-of-its-kind, free and anonymous, text-based, quit vaping program from **truth**. The program was first introduced in January 2019. [Preliminary data about the program](#) published in Nicotine & Tobacco Research following the launch show after just two weeks of using This is Quitting, more than half — 60.8% — reported that they had reduced or stopped using e-cigarettes. Teens and young adults can text “DITCHJUUL” to 88709 and get immediate help now. The creative will air across broadcast, digital and social networks.

The “Ready to Ditch JUUL” national campaign kicked off with a [TikTok challenge](#), which underscores the cultural movement across social media platforms where young people are ditching their JUULs in unique and imaginative ways. **truth** is partnering with TikTok influencers, including [Nick Uhas](#), [Tisha Alyn](#) and [Sam Grubbs](#), inviting TikTok users to creatively ditch their JUULs and quit. The first challenge, “Ice Water Trick Shot,” launched on TikTok on January 6, invites users to do their best, elaborate trick shot to “Ditch Their JUUL” by throwing it into a cup of ice water.

“The latest data show more young people than ever are vaping, a harsh reality that becomes even more apparent through social media. This hits me close to home because this is the environment that my two younger brothers face, and I want to help change that,” said TikTok influencer Tisha Alyn. “That’s why I’m very excited to partner with **truth** and use my platform to inspire kids to kick their JUULs to the curb and quit for good.”

This latest effort from **truth** builds upon its previous campaign “Tested on Humans,” which highlighted how little is known about the long-term health effects of e-cigarettes that are still unregulated. Prior, many teens didn’t know the potential risks of e-cigarettes and what they were getting themselves into when they first started using JUUL. In fact, a majority of current

youth and young adult JUUL users — 63% — did not know that the product always contains nicotine.

For more information on This is Quitting, please visit truthinitiative.org/thisisquitting.

About Truth Initiative:

Truth Initiative is a national public health organization that is inspiring tobacco-free lives and building a culture where all youth and young adults reject tobacco. In 2019, we celebrated 20 years of saving lives and preventing millions of youth from smoking. Our impact has helped drive the teen smoking rate down from 23% in 2000 to an all-time low of 3.7% in 2019. The truth about tobacco and the tobacco industry are at the heart of our proven-effective and nationally-recognized **truth**[®] public education campaign. **truth** has also recently taken on the youth epidemics of vaping and opioids. Our rigorous scientific research and policy studies, community and youth engagement programs supporting populations at high risk of using tobacco and innovation in tobacco dependence treatment, are also helping to end one of the most critical public health battles of our time. Based in Washington D.C., our organization, formerly known as the American Legacy Foundation, was established and funded through the 1998 Master Settlement Agreement between attorneys general from 46 states, five U.S. territories and the tobacco industry. To learn more, visit truthinitiative.org.

About This is Quitting:

This is Quitting is a quit vaping text message program for teens and young adults developed by Truth Initiative. It builds on the best scientific evidence from the combusted tobacco cessation literature, input from our partners at the Mayo Clinic Nicotine Dependence Center, and formative research with young adult current and former vapers. This first-of-its-kind program helped more than 30,000 young people within the first three months of its launch. This is Quitting is freely available on any mobile device to users aged 13 and older. Youth-serving organizations can deliver a customized and co-branded version of the program and track its impact by partnering with Truth Initiative. For more information visit truthinitiative.org/thisisquitting.

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¹ <https://www.cdc.gov/media/releases/2019/1205-nyts-2019.html>