Live Vape Free – LTE Template

Drafted February 2, 2022

**New Text Line Can Help Teens Quit Vaping**

Dear Editor,

LET READERS KNOW THAT FREE HELP IS AVAILABLE FOR TEENS WHO WANT TO QUIT VAPING THROUGH THE LIVE VAPE FREE TEXT LINE. SHARE THAT TEENS CAN ACCESS THE SERVICE BY TEXTING “VAPEFREE” TO THE NUMBER 873373. THEN INFORM READERS THAT ADS PROMOTING THE TEXT LINE ARE RUNNING ON POPULAR SOCIAL MEDIA NETWORKS LIKE SNAPCHAT AND TIKTOK FROM NOW UNTIL THE END OF MARCH.

MENTION THAT LIVE VAPE FREE IS OFFERED THROUGH THE WISCONSIN TOBACCO QUIT LINE, AND TALK ABOUT THE RESOURCES THAT IT PROVIDES TEENS (**INCLUDE EXAMPLES FROM THE** [**LIVE VAPE FREE FACT SHEET**](https://tobwis.org/resources/view/526/Teen_Only_Flyer_10112021_high_1011211303.pdf)).

DEMONSTRATE THAT THE SERVICE IS NEEDED BY TALKING ABOUT HOW WIDESPREAD TEEN USE OF E-CIGARETTES IS, AND SOME OF THE REASONS WHY THAT’S THE CASE ([**YOU CAN FIND EXAMPLES ON THE TOBACCO IS CHANGING SITE**](https://www.dhs.wisconsin.gov/tobaccoischanging/e-cigarettes.htm)). [**YOU CAN ALSO FOCUS ON DATA THAT SHOWS NEARLY HALF OF TOBACCO USERS IN HIGH SCHOOL HAVE TRIED TO QUIT**](https://www.dhs.wisconsin.gov/publications/p02862.pdf). ALSO DISCUSS SOME OF THE HEALTH EFFECTS THAT MAKE YOUTH VAPING SUCH A CONCERN (**AGAIN,** [**VISIT TOBACCO IS CHANGING FOR EXAMPLES**](https://www.dhs.wisconsin.gov/tobaccoischanging/e-cigarettes.htm)).

SHARE THAT PARENTS, GUARDIANS, AND OTHER ADULTS WHO WANT TO HELP A YOUNG PERSON IN THEIR LIFE QUIT E-CIGARETTES CAN ENROLL IN A FREE ONLINE COURSE AT [www.dhs.wisconsin.gov/vapefree](http://www.dhs.wisconsin.gov/vapefree). THROUGH THE COURSE, THEY’LL LEARN ABOUT WARNING SIGNS AND GET TIPS AND TOOLS FOR TALKING TO THE TEEN IN THEIR LIFE.

CLOSE BY SHARING AGAIN THAT FREE HELP IS AVAILABLE FOR TEENS BY TEXTING “VAPEFREE” TO THE NUMBER 873373.