Live Vape Free Template Press Release

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**FOR IMMEDIATE RELEASE**

**DATE**

**CONTACT NAME AND INFO**

**New videos launch for text line that helps teens quit vaping**

*An online course is also available for parents*

(**CITY, WI**) – The **(ALLIANCE NAME)** reports that new videos urging Wisconsin teens to quit vaping are running across the state on popular social media sites like TikTok and SnapChat through March. The videos feature teens talking about why they’re ready to quit using e-cigarettes. Each video encourages teens to get free help from the Live Vape Free program by texting ”VAPEFREE” to 873373.

Teens who text Live Vape Free receive free support including one-on-one coaching with quit tips, resources to help them better understand and identify their motivations for quitting, and interactive content like quizes and games. Live Vape Free is provided through the Wisconsin Tobacco Quit Line.

Members of the (**ALLIANCE NAME**) say Live Vape Free couldn’t arrive at a better time. ”Right now in Wisconsin, about one in five teens vape, and half of teens have tried it,” said (**CONTACT NAME**). ”Live Vape Free has the potential to help us change those numbers.”

**PROVIDE SOME BACKGROUND ON WHY TEEN VAPING IS A CONCERN. YOU CAN FIND EXAMPLES OF HEALTH CONSEQUENCES AT** [**https://www.dhs.wisconsin.gov/tobaccoischanging/e-cigarettes.htm**](https://www.dhs.wisconsin.gov/tobaccoischanging/e-cigarettes.htm)**. ALSO, TALK ABOUT HOW FLAVORS MAKE E-CIGARETTES MORE TEMPTING TO YOUTH, AND HOW THE DIFFERENT FORMS THEY COME IN MAKE IT EASIER FOR TEENS TO HIDE VAPES.**

Parents, guardians, or other adults who want to help a teen in their life quit vaping can also find resources and even take a free online course at [www.dhs.wisconsin.gov/vapefree](http://www.dhs.wisconsin.gov/vapefree). Through the course, adults learn about warning signs and get practical advice for talking to the teens in their life. They can also connect with a coach and download a toolkit with resources to start the conversation, like quizzes.

”Parents may be scared to talk with their kids about this topic, but they don’t have to be,” continued (**CONTACT NAME**). ”The tools provided in the online course can help them take the first step, which is sometimes the hardest.”

Again, teens who are ready to quit using e-cigarettes should text ”VAPEFREE” to 873373 for free help. Teens can also learn more about Live Vape Free at <https://quitline.wisc.edu/livevapefree/>.

For more on commercial tobacco prevention efforts in (**COMMUNITY/COUNTY**), visit (**ALLIANCE NAME**) **WEBSITE/SOCIAL MEDIA PAGE**.

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