

FOR IMMEDIATE RELEASE

For more information, contact:

Thomas Larson, Director of Public Information and Outreach

[thomasl@tset.ok.gov](mailto:thomasl@tset.ok.gov)

Cell: (405) 642-6860

## New TSET Messaging Encourages Teens to Break Free from Nicotine Addiction

*Free quit service for teens teaches coping skills to keep tobacco use at bay*

OKLAHOMA CITY (January 11, 2023) –The TSET Healthy Youth Initiative, a program of the Tobacco Settlement Endowment Trust (TSET), is launching new messaging to connect teens to [My Life, My Quit](#), a free, text-based vape cessation program specifically designed for tobacco users ages 13-17.

The new campaign, “Detach,” is currently live on digital channels and will air on TV, cable and radio starting January 16. Viewers can also watch “Detach” and other TSET youth tobacco prevention messages at [TSETHealthyYouth.com](https://TSETHealthyYouth.com).

“Detach” is an animated ad featuring a teen trying to quit vaping. The narrator acknowledges quitting vaping is hard, and that it should be viewed as a process rather than a single action.

Vapes, or e-cigarettes, are designed to cause life-long addiction, and it’s not uncommon for individuals to try multiple quit attempts before succeeding. Research also shows it’s also easier to quit with support. “Detach” makes teens aware of the free quit services available to them through My Life, My Quit and explains the benefits of living vape-free.

Teens struggling with vaping or other tobacco use are encouraged to enroll in My Life, My Quit. My Life, My Quit is anonymous and offers free live text support, web chat and phone coaching to Oklahomans ages 13–17. To sign up for services, teens can simply text “Start My Quit” to 36072 or visit [MyLifeMyQuit.com](https://MyLifeMyQuit.com) to enroll online.

Educators and health care professionals can help spread the news about My Life, My Quit by ordering free healthy youth resources at [TSETHealthyYouth.com/order](https://TSETHealthyYouth.com/order). These items, including flyers, bookmarks and posters, focus on tobacco prevention and cessation, as well as healthier eating options.

###

The TSET Healthy Youth Initiative statewide media effort is focused on preventing and reducing tobacco use and obesity for Oklahomans ages 13–18. The initiative promotes healthy lifestyle choices for teens and gives parents resources to support their children in maintaining or developing healthy habits for a lifetime. Visit [TSETHealthyYouth.com](https://TSETHealthyYouth.com) to learn more.

My Life, My Quit is a free program to help Oklahoma teens, ages 13–17, quit tobacco, including e-cigarettes. Offering tools most utilized by teens — free live texting, web chat and phone calls — My Life, My Quit supports teens through the steps of quitting tobacco to be able to live tobacco free. Funded by the Tobacco Settlement Endowment Trust (TSET), these free services for Oklahoma teens are at [MyLifeMyQuit.com](https://MyLifeMyQuit.com) or text “Start My Quit” to 36072.

The Tobacco Settlement Endowment Trust (TSET) serves as a partner and bridge builder for organizations shaping a healthier future for all Oklahomans. TSET provides leadership at the intersections of health by working with local coalitions and initiatives across the state, cultivating innovative and life-changing research and working across public and private sectors to develop, support, implement and evaluate creative strategies to take advantage of emerging opportunities to improve the public’s health. To learn more, visit [Oklahoma.gov/TSET](https://Oklahoma.gov/TSET).

TSET – Better Lives Through Better Health