



Western Wisconsin Working for Tobacco-Free Living
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New videos launch for text line that helps teens quit vaping

An online course is also available for parents

(Polk, WI) – Western Wisconsin Working for Tobacco-Free Living Coalition 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 quizzes and games. Live Vape Free is provided through the Wisconsin Tobacco Quit Line.

Members of the Western Wisconsin Working for Tobacco-Free Living Coalition 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 Felicia Fisk, Coordinator for the Western Wisconsin Working for Tobacco-Free Living Coalition. “Live Vape Free has the potential to help us change those numbers.”

Teen vaping is a concern as shown in recent data from the Wisconsin Department of Health and Human Services that showed 11% of middle school students have admitted to trying electronic tobacco products, and 4% admitted to being active users. In addition, 32% of high schoolers admitted to trying these products, and 20% considered themselves active users. These products are new, and health risks are still being studied. However, parents and guardians of youth should be concerned as these products continue to be marketed to youth with varieties of flavors and look-alike products that make them easy to hide amongst everyday items.

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. 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 Ms. Fisk.” 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 Polk County, visit Western Wisconsin Working for Tobacco-Free Living Coalitions <http://www.w3tfl.org/> and social media pages.