
As Quitting Nicotine Trends on Social Media, **truth**[®] Supports Young People With Free Tools and Resources

***truth**[®] brings together stories from young people—including creators like **actor Dom Gabriel**, **singer Bryana Salaz**, and **skier Griffin Laszlo**—in their journey to quit nicotine as part of new “Quit Collective”*

WASHINGTON, D.C. (July 8, 2024) – Thousands of young people are taking to social media to [share their personal stories](#) of quitting e-cigarettes and nicotine. As a complement to this viral social trend, **truth**[®]—the national public education campaign from Truth Initiative—is providing free, proven-effective tools and resources to support those looking to quit and uplifting their stories. As tobacco use continues to be a significant public health concern among young people, social engagement and programs like those from **truth** ensure that no one has to face quitting alone.

As creators take to social media to document their quit journeys, **truth** is amplifying and elevating their stories to engage and inspire others. Dubbed the “Quit Collective,” this group of creators are all at various stages of quitting different forms of nicotine, including both traditional cigarettes and e-cigarettes. They are also getting help from a free and anonymous text message quit program from **truth** which has been a resource for more than 750,000 young people nationwide on their journey to quit.

The diverse group of individuals between the ages of 21 and 30 include actor [Dom Gabriel](#), singer [Bryana Salaz](#), skier [Griffin Laszlo](#), dancer [Nicky Delaney](#), and gymnast [Evan Manivong](#), along with [Ysabelle Wallace](#) and [Rheagan Coursey](#). On platforms like TikTok, the posts from these creators have already garnered hundreds of thousands of organic views, high engagement rates and positive sentiment, all signaling the power in sharing personal stories as a means to create community, accountability and inspiration for others to quit. The posts are also drawing messages of support, such as these responses to [a post from Ysabelle Wallace](#):

- “I was addicted for four years and I quit around three months ago- The journey is hard, but trust me it’s so worth it. YOU GOT THIS!!”
- “needed to see this I want to quit so bad but it’s hardddd.”
- “Thank you bae we’re so proud of you!! Thank you for this resource for your girls.”
- “honestly once u quit for like a couple months you start to realize that there’s really no point and don’t event crave it anymore”
- “today is 60 days for me. we can do this!!! our lungs will love us.”



Using the hashtag #QuitCheck, participating influencers and individuals can stay connected and provide an easy way for their followers to join them on their quitting journeys. It builds on cultural trends like #FitCheck. The aggregated posts share free quitting resources from **truth**, so that no one has to quit without support. Anyone quitting online can use #QuitCheck to share their own quitting stories.

The Quit Collective was created as tobacco use remains a serious public health threat among young people, with 11% of 18- to 24-year-olds vaping nicotine and 5.3% of 18- to 24-year-olds smoking cigarettes, according to the CDC's [National Health Interview Survey](#). Additionally, according to the CDC, 4.3% of 18- to 24-year-olds use two or more tobacco products.

“Quitting vaping has been one of the hardest things I’ve ever done,” said **Bryana Salaz**. “I wanted to use my platform and work with **truth** to start a conversation about my own experience using e-cigarettes and now quitting. I know that support is crucial when breaking an addiction and the quitting program from **truth** made me feel like I always had someone on my side. The program is easy and convenient, and the text messages kept me motivated and inspired throughout my quitting journey.”

Truth Initiative is committed to lifting up young voices and creating community for anyone looking to quit. The organization’s leading science-backed resources are designed specifically for young people. Results from a randomized clinical trial published in [JAMA Internal Medicine](#) found that young adults aged 18-24 who used the quit vaping resources for young people from **truth** had [nearly 40% higher odds of quitting compared to a control group](#). For free and anonymous help with quitting, teens and young adults can text “**DITCHVAPE**” to **88709**. Additional quit resources and a full quit community are also available to online at [BecomeAnEX.org](#).

Those interested in participating in the Quit Collective should use the hashtag **#QuitCheck** to join or email press@truthinitiative.org.



About **truth**[®]

truth is the longest-running proven effective national tobacco prevention campaign for youth and young adults. The campaign delivers the facts about tobacco use and the marketing tactics of the tobacco industry so that young people can make informed choices and influence others to do the same. We are credited with preventing millions of young people from becoming smokers and are committed to achieving the same results with the youth e-cigarette crisis. As part of this effort, our first-of-its-kind, text message quit vaping program for teens and young adults, This is Quitting[®], has enrolled over 750,000 young people nationwide since its launch in 2019. **truth** is part of Truth Initiative[®], a national public health organization dedicated to achieving a culture where young people reject smoking and vaping, and anyone can quit. Learn more about **truth** and the organization behind it at thetruth.com and truthinitiative.org.

About Truth Initiative[®]

Truth Initiative is a national nonprofit public health organization committed to a future free from lifelong addiction, fostering healthier lives and a more resilient nation. Our mission is to prevent youth and young adult nicotine addiction and empower quitting for all. Through our evidence-based, market-leading cessation EX Program and the nationally recognized **truth**[®] public education campaign, we are leading the fight against youth and young adult tobacco use, which threatens to put a new generation at risk of nicotine addiction. Our first-of-its-kind text message quit vaping program, This Is Quitting, has enrolled over 750,000 young people across the country, and our youth e-cigarette prevention curriculum, *Vaping: Know the truth*[®], is currently implemented in over 9,000 schools nationwide, reaching a total of over one million students thus far. 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 continue to contribute to ending one of the most critical public health battles of our time. Based in Washington, D.C., our organization 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.

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