ex program
by truth initiative

Share a smarter way to quit nicotine with EX Program.

Meet EX Program, the go-to guide to help middle and high school students quit any type of tobacco or nicotine product.

Developed by **Truth Initiative** with **Mayo Clinic**, EX Program offers proven tools to help people outsmart nicotine.

The free digital program provides a personalized quit plan, resources from experts, tailored text message support, and the nation's most established online community of quitters.

REAL OUTCOMES, BACKED BY SCIENCE

EX Program has been proven to help people quit nicotine. A study published in *JAMA Internal Medicine* found that young adults who received the text message program had nearly 40% higher odds of quitting, and a separate study published in *JAMA* found that teens who used the program were 35% more likely to quit.

In addition to helping people quit vaping nicotine, EX Program can help young people simultaneously reduce their cannabis use, according to a study published in *Substance Abuse Treatment, Prevention, and Policy*.

Up to 40%
Increased odds of quitting

96%
Find EX Program helpful

60+
Median number of days enrolled

2M+
Millions supported on their quitting journeys

Visit exprogram.com to learn more

OUR PROGRAM FOR AGES 13+ INCLUDES:

- Dynamic text messaging proven to help teens, young adults, and adults of all ages quit smoking, vaping, or using any tobacco product — all tailored to support the individual
- Personalized quit plan with guided content recommendations, interactive tools, educational videos, and optional emails
- Longest-running, largest online quit community for peer support from other quitters and expert guidance from Mayo Clinic and EX Coaches
- Age-appropriate guidance about nicotine replacement therapy (NRT)
- Referrals to our partners at Crisis Text Line for 24/7 crisis and mental health support with trained crisis counselors
- Access to guided breathing exercises from our partners at Breathwrk
- HOLA! **Español** - Available in Spanish

USER TESTIMONIALS:

"Seeing all these people who've gone through what I'm going through and they succeeded — it reminds me that quitting is possible, even for me."

- Ashley, 13-17

"The messages inspire me to not want to go back to nic."

- Jack, 13-17

"I like how consistent they are. you get text throughout the day and it's a fun surprise and nice up lifting message that truly helps you and gives you a reason not to vape."

- Trinity, 13-17

"I like that EX Program has a wide variety of facts, tips, and human kindness."

- Grace, 18-24

Scan for more resources for educators

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