

DropTheVape: A Free Texting Program to Overcome Nicotine Addiction

Free help is at your fingertips to overcome the use of tobacco products like e-cigarettes and vape devices. **DropTheVape** offers confidential and convenient support in the palm of your hand, with two to four motivational texts each day over a period of six weeks. The program includes interactive skill-building tools for quitting vaping and other forms of tobacco products. Each week, you'll explore topics such as managing stress, handling cravings, maintaining confidence in social situations, and more. Full program details and registration are available at www.DropTheVape.org.

The [New York State Quitline](#), together with clinicians and researchers at Roswell Park Comprehensive Cancer Center in Buffalo, N.Y., tailored DropTheVape text messages for young people and young adults. However, the program can benefit people of all ages to overcome a variety of tobacco* products. The messages are easy to follow, encouraging, and supportive. Participants can learn to take control, cope, and grow at their own pace without fear of pressure or judgment.

The DropTheVape website also includes a link to a variety of promotional print and digital materials, including posters, social media graphics, and an educational toolkit. The New York State Quitline, which operates DropTheVape on behalf of the New York State Department of Health, encourages locations such as high schools, colleges, sports leagues, and youth centers to spread the word.

While some vape devices may not contain as many cancer-causing toxins as traditional cigarettes, they are still not safe to use and can impair both mental and physical health. For those age 25 and younger, the use of nicotine can stunt brain development and lead to increased anxiety and depression. Today's vape devices may contain more nicotine than an entire carton of cigarettes. Nicotine is highly addictive and difficult to quit.

The New York State Quitline offers additional resources besides the DropTheVape texting program. Trained Quit Coaches are available seven days a week by calling **1-866-NY-QUITS** (1-866-697-8487) or by visiting nysmokefree.com. Those who are 18 years or older may also be eligible to receive free medications by mail.

** The term tobacco throughout this article refers to the use of manufactured, combustible commercial products and electronic/vape products – not the sacred, medicinal and traditional use of tobacco by Native American nations and other Indigenous groups.*