

# SOCIAL MARKETING AWARDS ENTRY

## QUIT THE HIT

### **Description of Intervention:**

A recent study utilizing PATH data showed that approximately 45% of teens who vape want to quit.<sup>1</sup> Many young people end up trying and failing to quit on their own, unaware of coping tools that could make quitting easier, but they oftentimes do not feel ready to enroll in a traditional cessation program.

Based on our focus group research, we heard that young people were confused about the quitting process and lacked tailored resources to help address their unique challenges to quit. Most cessation interventions provide individualized support, but young people start vaping in social environments, often using a peer's device when they vape for the first time.

To address this, we infused that social environment into the quitting process to mirror how young people initiate vape use – with peers. Quit the Hit is an Instagram-based virtual intervention designed to address the specific fears and hesitations participants have with traditional cessation services by providing relevant reasons to quit, peer support, and educational fundamentals in a way that young people enjoy and want to engage with.

The program consists of support groups of up to 15 people that take place in group messages on Instagram. The groups provide a social setting for teens or young adults to quit together and are facilitated with active moderation by a cessation coach. Participants receive 5 weeks of quit support through daily cessation education content and group challenges.

### **Social Marketing Principles Utilized:**

[Quit the Hit](#) includes the content for full behavioral intervention and all the creative elements necessary to recruit and enroll participants in the program. Our expert teams run paid media recruitment, program enrollment, data collection and analysis, and active facilitation of each group throughout the 5 weeks.

The Instagram group messages include daily educational content, behavioral and cognitive coping strategies, quit tools, group challenges, video content from the coach and guests, and access to peers for support. Pre- and post-surveys measure success on a variety of outcomes including past 30-day vaping, intent to vape, intent to quit, and confidence in quitting. At the end of the group, participants who may still be struggling with quitting can be referred to the state's Quitline for ongoing support.

To date, over 2,000 teens have enrolled and participated in the program showing demonstrable reductions in vaping, dual use of marijuana in vapes, and other tobacco products. Quit efficacy among teenagers and young adults increased between baseline and follow-up survey data (60-days post enrollment) demonstrating a 129% increase and 142% increase respectively.

Normalizing quitting on social media in quit groups is showing an impactful opportunity to support teens in the realm of quit resources we can provide youth and young adults alongside traditional quitline modalities.

<sup>1</sup>From PATH 2019: Smith, et al. "Intention to Quit Vaping Among United States Adolescents." JAMA Pediatrics, 2020

# SOCIAL MARKETING AWARDS ENTRY

## QUIT THE HIT

Creative assets to promote the program:

