

*Bay Mills Indian Community*  
Brimley, Michigan 49715

*Grand Traverse Band  
of Ottawa & Chippewa Indians*  
Suttons Bay, Michigan 49682

*Hannahville Indian Community*  
Wilson, Michigan 49896

*Saginaw Chippewa Indian Tribe*  
Mt. Pleasant, Michigan 48858

*Little Traverse Bay  
Bands of Odawa Indians*  
Harbor Springs, Michigan 49740

*Nottawasippi Band of  
Huron Potawatomi*  
Fulton, Michigan 49502



*Keweenaw Bay Indian Community*  
Baraga, Michigan 49908

*Lac Vieux Desert Band  
of Lake Superior Chippewa*  
Watersmeet, Michigan 49969

*Sault Ste. Marie  
Tribe of Chippewa Indians*  
Sault Ste. Marie, Michigan 49783

*Pokagon Band of  
Potawatomi Indians*  
Dowagiac, Michigan 49047

*Match-E-Be-Nash-She-Wish  
(Gun Lake Tribe)*  
Dorr, Michigan 49323

---

2956 Ashmun Street, Suite A, Sault Ste. Marie, Michigan 49783  
Phone: (906) 632-6896 Main Fax: 906-632-1810

---

**FOR IMMEDIATE RELEASE**

## **NEW FREE E-CIGARETTE QUIT PROGRAM AVAILABLE FOR MICHIGAN TRIBAL TEENS & YOUNG ADULTS**

SAULT STE. MARIE, MICHIGAN- With youth e-cigarette use remaining a serious public health threat and threatening to addict a new generation to nicotine, The Inter-Tribal Council of Michigan has partnered with Truth Initiative to offer This is Quitting—the first-of-its-kind, free and anonymous text message quit vaping program with over 750,000 enrolled to date.

Launched in January 2019, This is Quitting is designed for teens and young adults looking to quit e-cigarettes. The program provides them with tailored advice, cognitive and behavioral coping strategies, and social support to help them quit. Results from a clinical trial published by JAMA Internal Medicine demonstrate the effectiveness of the program and found that young adults aged 18-24 who used This is Quitting from Truth had nearly 40% higher odds of quitting compared to a control group.

Youth e-cigarette use remains a serious public health concern. More than two million teens reported vaping nicotine according to the 2023 National Youth Tobacco Survey, demonstrating that much more needs to be done to address this ongoing public health threat.

Young people in Michigan who are looking to quit vaping can enroll in This is Quitting by texting **SACREDBREATH** to **88709**.

“This is Quitting is meeting a need for hundreds of thousands of young people through a channel they’re comfortable with and use every day,” said Dr. Amanda Graham, Chief of Innovations at Truth Initiative. “Many young people now want to quit more than ever, and This is Quitting can help them get support quickly, discreetly and anonymously, wherever they are.”

Through its digital quit-smoking programs This is Quitting, EX, and the EX® Program, Truth Initiative has a long history of innovation around developing engaging and effective quit programs and has helped more than a million tobacco users on their journey to quit. Parents of young people who vape can get support at www.BecomeAnEX.org. Employers, health systems and health plans can learn more about the EX Program, a quit-smoking and vaping service for employers at www.theexprogram.com.

For more information about the program or to request materials contact Heather Medicine Bear at [heather.medicinebear@itcmi.org](mailto:heather.medicinebear@itcmi.org)

###

## About Inter-Tribal Council of Michigan

The Inter-Tribal Council of Michigan, Inc. is a 501(C)3 non-profit corporation duly organized under a state charter filed April 16, 1968. The agency represents all twelve federally recognized tribes in Michigan. The agency is divided into several different divisions, including headstart; early headstart; health services; behavioral health; environmental services; child, family, and education services; and administration. The agency employs approximately 160 employees. 35 of these employees are based in the agency's central office in Sault Ste. Marie, while member tribes have offices and staff on site. Visit <http://www.itcmi.org/> to learn more about the agency.

## 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](http://truthinitiative.org).

## Media Contact:

Mike Willette  
Communication Specialist  
Inter-Tribal Council of Michigan  
906-632-6896 x.154  
[mwillette@itcmi.org](mailto:mwillette@itcmi.org)

## Supporting Graphic:

**WANT HELP QUITTING VAPING?**  
TRY THIS IS QUITTING, A FREE TEXT-TO-QUIT PROGRAM

*"Quitting is a journey,  
not a race."*  
-Jacob, TIO User

**SCIENCE-BACKED & EFFECTIVE**  
Created by a team of quitting experts, TIO has helped hundreds of thousands of young people quit vaping.

**24/7 SUPPORT**  
TIO is there whenever you need help with stress, slips, or cravings — no matter the time of day.

**CONFIDENTIAL HELP**  
Your quitting journey stays between you and TIO.

**ADVICE FROM REAL PEOPLE**  
You'll receive tips and motivation from TIO's built-in support system of successful quitters.

**TEXT SACREDBREATH TO 88709**  
TO JOIN THE HUNDREDS OF THOUSANDS OF  
YOUNG PEOPLE GETTING HELP FROM **THIS IS QUITTING.**

