

Live Vape FreeSM



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Live Vape FreeSM is a teen and adult solution to help solve the vaping epidemic. The program is grounded in more than 35 years of physical, psychological and behavioral health science from Optum, a leading health services and innovation company dedicated to helping make the health system work better for everyone.

Helping to address the vaping epidemic

Tobacco use is still a problem and remains the leading cause of preventable disease in the United States.¹ And the landscape is changing. In addition to cigarettes, e-cigarette use among youth has now reached epidemic proportions, according to the Surgeon General.²

Our cessation framework combines evidence-based strategies with personalized support, robust tools and resources to help improve quit outcomes for tobacco and vaping.

As part of this approach, Live Vape Free helps teens and adults learn about the harms of vaping, hear from their peers and, most importantly, have a place to take action once they are ready to quit.

More than **3.6M**
U.S. youth use e-cigarettes.²



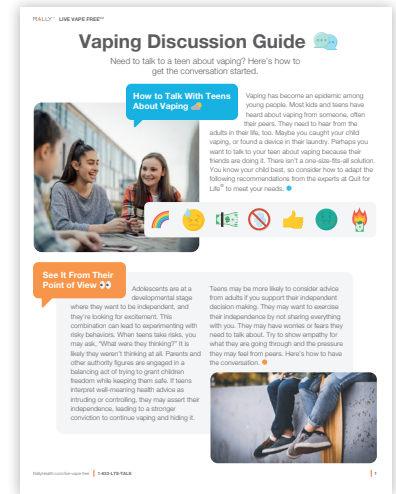
Nearly **1 in 5** high school students and **1 in 20** middle school students report using e-cigarettes or vaping.³

Adult program

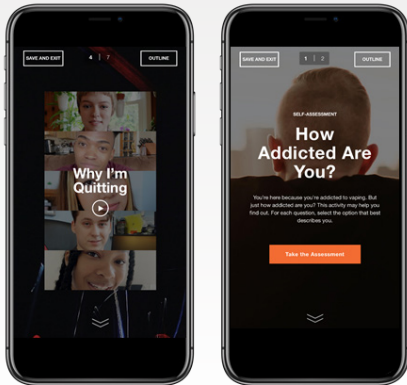
The program offers self-paced online learning experiences with chat support and is designed to provide concerned adults with structured actions.

This program includes:

- ✓ Expert guidance and education to help turn adults in teens' live into quit champions
- ✓ Tools to help empower constructive conversations about the risks associated with vaping
- ✓ Instructive videos as well as how-to articles and background information
- ✓ A guide to help teens build a quit plan, including how to get started, strategies for managing urges and staying quit
- ✓ Insights from individuals who are facing similar challenges
- ✓ The latest news and information about the health risks of vaping



Upon joining the program, users have access to online content that prepares them to kick-start the conversation with teens about vaping, including video, interactive activities and a toolkit that supports initiating and ongoing discussion with teens.



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Teen program

Live Vape Free teen is an interactive texting program that helps teens ages 13–17 build motivation, a quit plan and a strategy to stay quit. The texts include links to videos, quizzes, podcasts and activities. In addition to offering a fun factor, the links help teens build insight into how to quit successfully.

- Authentic voice
- Little-to-no barriers
- Multimedia experience including texting with a coach
- Cadence that adapts to a teen's engagement
- Easy-to-access content that:
 - Educates on keys to quitting
 - Motivates, inspires, enlightens
 - Helps teens find their “why”

We have an evolving library of content with activities specifically designed for teens that are quick, easy and powerful.

Sources:

1. Centers for Disease Control and Prevention. Tobacco use. [cdc.gov/chronicdisease/resources/publications/factsheets/tobacco.htm](https://www.cdc.gov/chronicdisease/resources/publications/factsheets/tobacco.htm). Last reviewed September 21, 2020. Accessed April 27, 2021.
2. Centers for Disease Control and Prevention. Electronic cigarettes: What's the bottom line? [cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-508.pdf](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/pdfs/Electronic-Cigarettes-Infographic-508.pdf). Accessed April 27, 2021.
3. Centers for Disease Control and Prevention. E-cigarette use among middle and high school students — United States, 2020. [cdc.gov/mmwr/volumes/69/wr/mm6937e1.htm](https://www.cdc.gov/mmwr/volumes/69/wr/mm6937e1.htm). September 18, 2020. Accessed April 27, 2021.



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