



Department of Health

KATHY HOCHUL
Governor

JAMES V. McDONALD, M.D., M.P.H.
Commissioner

JOHANNE E. MORNE, M.S.
Acting Executive Deputy Commissioner

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Dear Education and Health Leaders:

According to the [U.S. Surgeon General](#), vaping among youth of all ages is at epidemic proportions. Across New York State, the [prevalence of vaping among high school youth](#) is 18.7 percent. The New York State Department of Health and the New York State Education Department have teamed up to provide free “**DropTheVape**” materials aimed at helping middle schoolers and high schoolers quit vaping through a free text support service.

The New York State Department of Health has developed posters, palm cards, and rack cards for middle schools and high schools/young adults. The free materials are available [here](#) to view and download and print. The color posters are 11 x 17 and can be easily printed on a local printer or at a local vendor. The free posters and cards can also be ordered from the New York State Department of Health distribution center [here](#). Materials are available in Spanish and should be shared with all organizations that work with young people. The posters promote the **DropTheVape** service, and the cards promote the **DropTheVape** service, as well as the services of the New York State Smokers’ Quitline (www.nysmokefree.com).

About DropTheVape:

Drop the Vape is a free text-based youth vaping cessation service for youth ages 13-17 and young adults ages 18-24 provided by the New York State Department of Health. The service is evidence-based and was developed by the Truth Initiative® with input from young people who wanted to quit vaping. The messages show the benefits and challenges of quitting, to help young people feel motivated, inspired, and supported throughout their quitting process. To date the initiative has helped more than 600,000 young people nationally on their journey to quit vaping. Young people can access the service by texting **DropTheVape** to 88709.

Given the persistent threat posed by tobacco use to the health and well-being of our youth, we hope that you will join us in sharing these materials. It will strengthen our efforts to reduce youth tobacco use, prevent addiction, and safeguard the future health of our state. Thank you for your attention. We are grateful for your commitment to the well-being of our youth. Please email tcp@health.ny.gov if you have any questions.

Sincerely,

Sara E. Phelps
Assistant Director, NYS Bureau of Tobacco Control



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High School / Young Adult Poster



Middle School Poster



Palm Card



Rack Card

Whether you're a teacher, a coach, or another trusted adult — there are many resources available that provide information on how to talk to students about vaping. For additional local support visit www.tobaccofreenys.org to find a New York State Department of Health funded partner near you.

Resources:

NYS Department of Health -- [Electronic Cigarettes \(E-Cigarettes\) and Vapor Products](#)

U.S. Health and Human Services -- [Vaping Prevention Resources | HHS.gov](#)

FDA -- [The Real Cost E-Cigarette Prevention Campaign | FDA](#)

CDC -- [Electronic Cigarettes \(cdc.gov\)](#)

Truth Initiative -- [Vaping prevention and quit resources: top tips for parents and educators \(truthinitiative.org\)](#)