FOR COUNSELORS AND STAFF

IAMAQUITTER.COM IN ONE PAGE

This free site is for students who want to quit nicotine and for students who want someone they love to quit. It sends students to quit programs run by other organizations and is not a program itself.

What's on it

- **Earn the word.** A quit-day counter that fills in one letter of QUITTER for each day of the first week, then the weeks, months and years. It keeps past tries instead of erasing them. Everything is stored only on the student's own device.
- **Cravings and slips.** A five-minute craving timer with a breathing pace, and a page for the day after a slip.
- **Get help.** The text and phone quit lines listed below.
- **The letter.** A few prompts that turn into a printable letter to a parent or relative who smokes or vapes. Nothing typed is saved or sent.
- **Helping someone quit.** Do's and don'ts for students and families, from Smokefree.gov and the American Cancer Society.

What it collects

Nothing. There are no accounts, ads, analytics or tracking cookies, the pages load nothing from other companies, and nothing a student types is sent anywhere. The privacy page is at iamaquitter.com/privacy.

Where to send students

- **Age 13 and up, any state:** text EXPROGRAM to 88709. This is EX Program from Truth Initiative, which now includes This is Quitting. It's free and confidential.
- **Idaho teens 13 to 17:** text Start My Quit to 36072 or call 1-855-891-9989. This is My Life, My Quit through Project Filter, with free and confidential coaching.
- **Under 13:** the text programs start at 13, so bring in a parent, the school nurse or the student's doctor.
- **Adults and staff:** call 1-800-QUIT-NOW. In Idaho, Project Filter offers free patches, gum and lozenges.
- **Anything bigger than nicotine:** call or text 988.

A 15-minute advisory activity

1. Ask the room, "Who is one person you want around for a long time?" Nobody has to answer out loud.
2. Hand out the take-home sheet and have every student fill in the three letter lines. It works whether or not anyone in their life uses nicotine, because the letter can be to anyone they want around.
3. Close with, "You don't have to give it to anybody. If you want to finish it, the full version is at iamaquitter.com."

The seven-day tracker

Print the tracker for any student who's quitting. It's the same seven letters to color in, then the weeks, months and years, and it doesn't ask for a name.

Instead of scare tactics

- Give them the real number. In the 2025 National Youth Tobacco Survey about 93 out of 100 middle and high school students hadn't used any tobacco product in the past month, so students who think everybody vapes are wrong.
- State the risks plainly and skip the scare tactics. A 2025 review of 28 studies of youth vaping campaigns, done by Alma Economics for Audience Social Marketing, concluded that campaigns should do both.
- When a student gets caught, pair the consequence with a way to quit, and offer the text line as help and not as a punishment.
- Keep it going after the assembly. Leave the poster up and bring the letter activity back after winter break.

You're welcome to link iamaquitter.com from your school's resources page.

Free to copy. Chad Kempel, chadkempel.com. The sources for these figures are linked at the bottom of iamaquitter.com.