

JULY-SEPTEMBER
2025

Tobacco-Free
FOR A HEALTHY NEW JERSEY

**DIGITAL
BACKPACK**

MENTAL HEALTH AND WELLNESS

3 MYTHS ABOUT MENTAL HEALTH AND QUITTING NICOTINE

Myth: e-cigarette users with mental health conditions don't want to quit.

Fact: people with mental health conditions who vape nicotine want to quit just as much as people without mental health conditions.

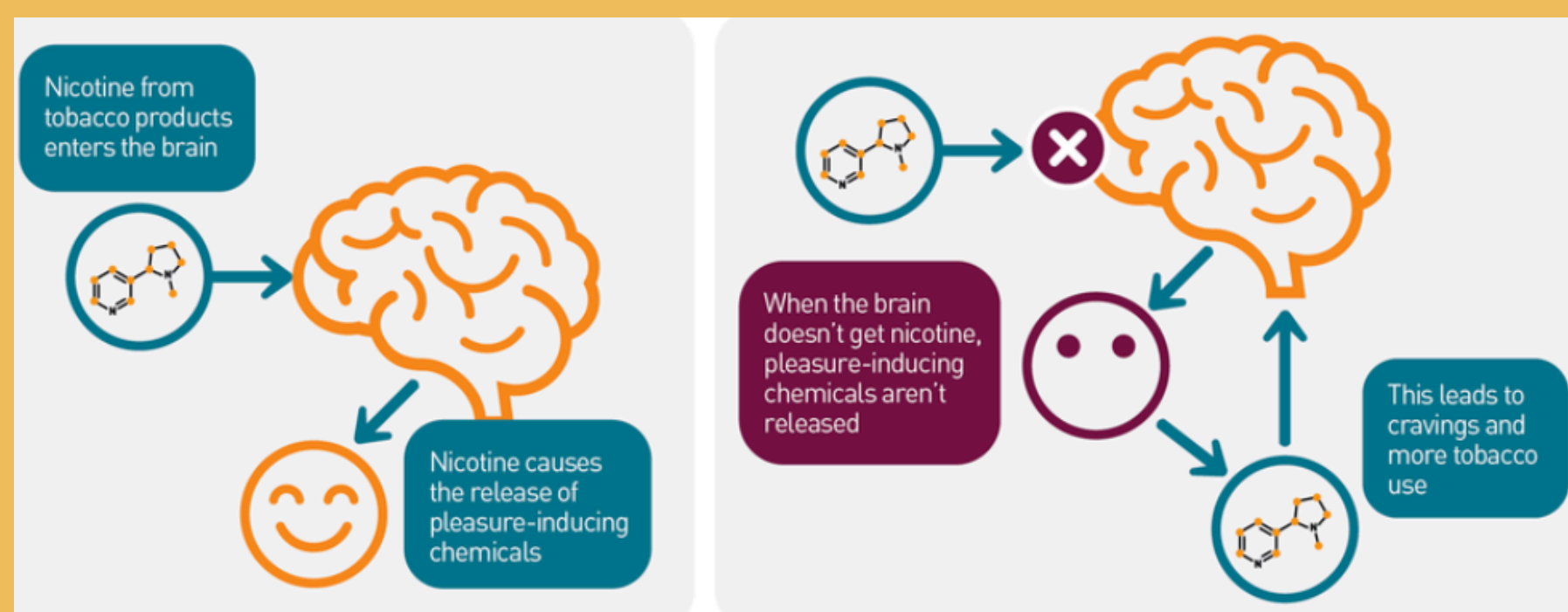
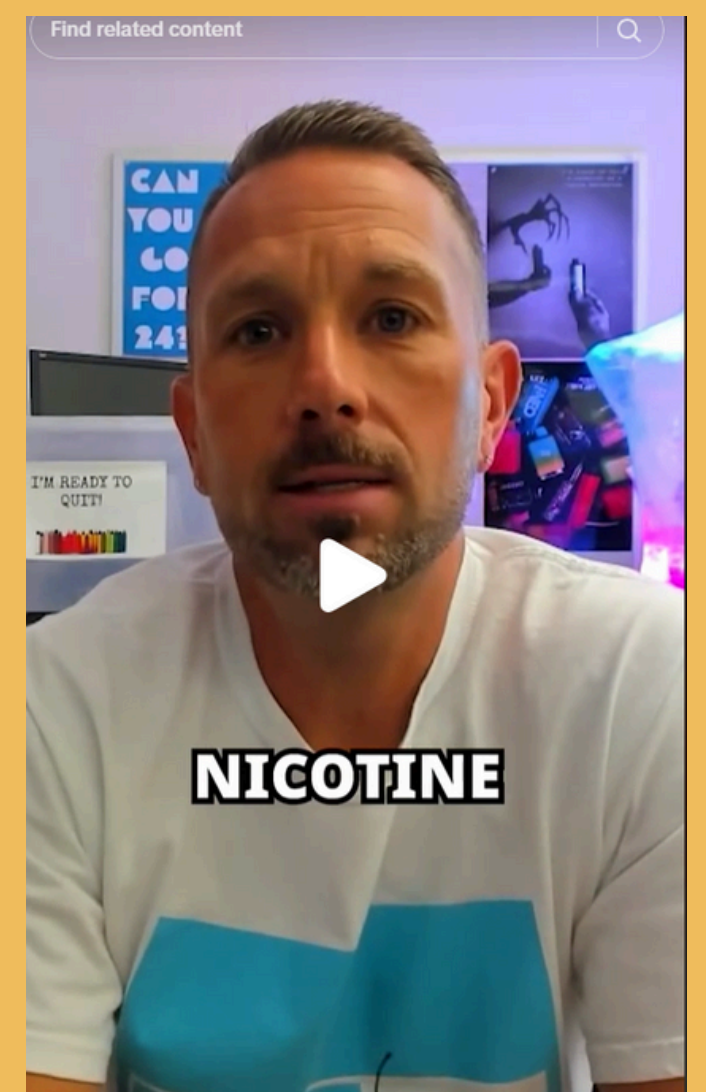
Myth: e-cigarette users with mental health conditions can't quit.

Fact: with the right resources and support, people with mental health conditions who vape nicotine can quit.

Myth: quitting nicotine can make mental health condition symptoms worse.

Fact: for people who experience depression, anxiety, or stress, quitting nicotine can make you feel better.

[Read more here](#)



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HOT TOPICS

LATEST PRODUCTS

GEEKBAR Launches 2GO E-Cigarette with 50,000 Puffs, 13 flavors, and an interactive display screen, which can automatically adjust nicotine concentration.

NEXA launched the ULTRA 50000. What sets the ULTRA 50000 apart from its competitors is its ability to fully vaporize all of its liquid. Normally, there's going to be several milliliters of liquid left in the wicking material that can't be vaped without a dry hit. The ULTRA 50000 solves that issue. Boasting a 50k puff rating, the NEXA ULTRA contains a transparent and attachable tank that holds 20 mL eliquid at 5% nicotine. There are a total of 15 flavors to choose from, with more slated for release.

VAPE STRENGTH

Vape strength, typically measured in milligrams per milliliter (mg/mL), indicates the concentration of nicotine in e-liquid. Higher numbers mean more nicotine per milliliter, leading to a stronger "throat hit" and potentially higher nicotine intake.

- Nicotine strength is listed in **mg/mL** (e.g., 50 mg/mL = 5%)
- Multiply **mg/mL × total mL of vape juice** to get **total nicotine in mg**

Example:

- A 5% (50 mg/mL) vape with 2 mL of liquid contains:
- $50 \times 2 = 100$ **mg nicotine total**



Lights, Camera, Addiction? Smoking Dominates Oscar "Best Picture" Nominees

Peer-reviewed research shows exposure to tobacco imagery can make young people up to three times more likely to start vaping nicotine.

3X

8 out of 10

"Best Picture" nominees in 2025 feature characters who smoke, and 3 are youth-rated (PG/PG-13). However, well-established research shows that smoking on screen influences young people to start smoking and vaping.

And it's not just background characters. **Oscar favorites and social media stars** popular with youth are normalizing smoking on screen:

Timothée Chalamet, a favorite to win "Best Actor," smokes in "A Complete Unknown"



Selena Gomez – the most followed woman on Instagram – sleeps next to an ashtray in "Emilia Pérez," the most nominated film



Mikey Madison, a favorite to win "Best Actress," smokes in "Anora"



Tobacco in movies is on the rise, according to the most recent annual analysis:

For the first time since 2002, the number of films featuring tobacco has increased, reversing a decades-long decline tracked by researchers.



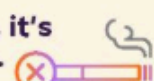
The number of tobacco incidents in movies surged by 70% from 2022 to 2023.



41% of top films released in 2023 contained tobacco, up from 35% in 2022.



With Hollywood's influence at an all-time high, it's time to stop giving tobacco a starring role.



Sources: 2023 U.S. Surgeon General Report; Truth Initiative analysis of 2025 "Best Picture" Oscar nominees; "Smoking in Films 2023" by NORC at the University of Chicago

"SMART VAPES"

Devices like PoshPro MAX and Craftbox V-Touch combine fruity flavors with retro games, music, fitness tracking, and notifications—making them feel more like a fun gadget than a nicotine product. Experts warn this is a "behavioral trap"—pairing nicotine with entertaining stimuli creates a powerful reward loop for teens.

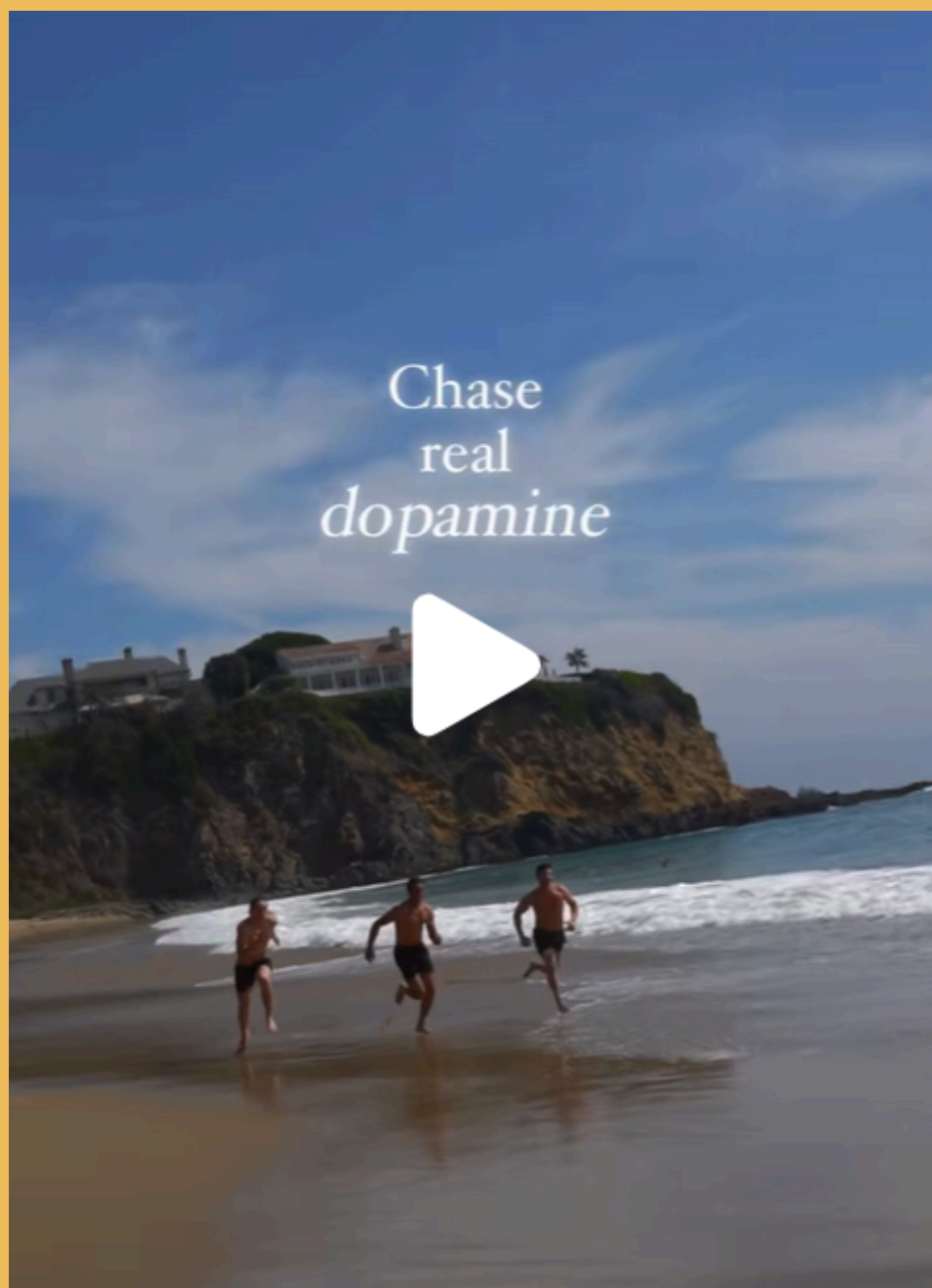
[Read more here](#)

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NATURAL HIGHS

Natural highs refer to the feeling of well-being and pleasure that one experiences without the use of substances. Here are several ways to increase dopamine levels naturally:

- Physical activities such as exercise, sports, and dancing
- Meditation and breathing exercises
- Creative activities such as painting and writing
- Spending time with family and friends
- Listening to music
- Nature and outdoors
- Eating your favorite foods

[Learn more about dopamine here](#)



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YOUTH AND SCHOOL RESOURCES

ASPIRE

A free online, bilingual multimedia, evidence-based and educational program developed by The University of Texas MD Anderson Cancer Center. It is a fun and interactive tobacco prevention and cessation curriculum for teens.



DON'T GET VAPED IN

A comprehensive, multi-strategy approach to the vaping epidemic among youth. The "Don't Get Vaped In" training manual includes three curriculums: Adult to Adult training, Adult to Youth training, and Youth to Youth training.

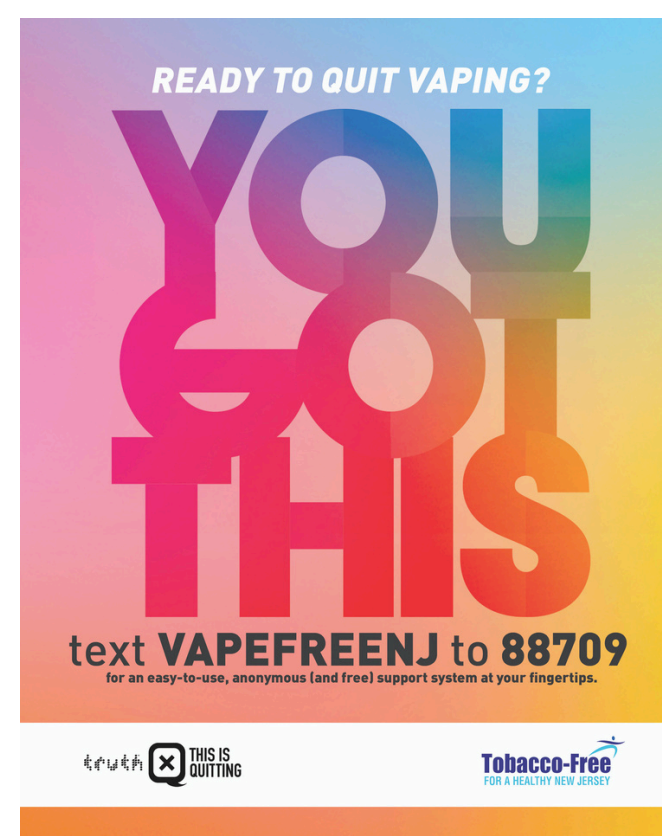
THIS IS QUITTING

A free anonymous app and text service created by the Truth Initiative that provides teens ages 13-18 with connections to other teens who are trying to quit, messages to keep you on track with quitting, and structured quitting exercises. Text **VAPEFREENJ** to **88709**

INCORRUPTIBLE.US

Incorruptible.U.S is New Jersey's youth-led Youth Tobacco Action Group (YTAG). Teens ages 13-18 can join their county chapter to focus on educating & mobilizing peers to take action to create tobacco-free communities.

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QUIT RESOURCES

NJ QUITLINE

Free, 24/7, chat, web, or phone service for smokers who are ready to stop. Call today and speak with your own quit coach. No matter which quit method you choose the Quitline can more than double your chances for success. Youth services available for ages 13-17.



MOM'S QUIT CONNECTION FOR FAMILIES

This program provides free, one-on-one counseling for pregnant and postpartum people; moms, dads, and family members who want to quit smoking to protect children, 8 and under, from exposure to harmful tobacco smoke.



TFHNJ QUIT CENTERS

Tobacco Free for a Healthy NJ has Quit Centers covering eleven counties across the state. The Quit Centers will provide support and guidance to create a quit plan, explore and provide Nicotine Replacement Therapy (NRT), and provide individual and group counseling sessions free of charge.



QUIT FOR KIDS

Quit for Kids is a statewide texting program as part of MQC for Families specifically for pregnant people and partners; parents, family members and caregivers of children under 8. Live chat feature with a Quit Coach is available. Enroll and receive personalized messages, text QUITFORKIDS to 53016

