

# A New Year, A New Law, and a New YOU!

With the start of the New Year, now is a great time to make a “quit attempt” from smoking or vaping.

In addition to setting a health-related New Year Resolution, one additional motivation to quit is a new state law that makes it currently impossible to buy flavored vape products in Massachusetts. On June 1, the law makes it impossible to buy flavored traditional tobacco products, such as menthol cigarettes. **The measure makes Massachusetts the first state to permanently ban retail sales of all flavored tobacco, including menthol cigarettes and vape products.**

MIIA/Health Benefits Trust subscribers are eligible for a free, confidential, online cessation program called Living Free and you can access it 24/7! LivingFree® is a 12-module online video program that helps you stop smoking or vaping by teaching you powerful techniques that change the way your brain responds to smoking and vaping – permanently. The program is designed to quickly and easily eliminate the barriers that have kept you from succeeding in the past and is supported by SelfHelpWorks’ proprietary support tool, PersonalCoach™. Living Free will teach you how to:

- change the way your brain responds to smoking or vaping
- reduce cravings
- cope with stress in healthy ways

**Click for more information and to sign up for the program!**

If you are not a MIIA Health Trust subscriber, telephone counseling and free Nicotine Replacement Therapy products (such as Nicorette gum or nicotine patches) are available at 1-800-QUIT-NOW. For youth aiming to quit smoking or vaping, text programs are available at [mylifemyquit.com](http://mylifemyquit.com) or by texting “VapeFreeMass” to 88709.

It is never too late to make a quit attempt. And don’t be discouraged – it is rare for people to have their first quit attempt be the successful one! Make a commitment to yourself! Good luck!