Kick It California Helps People Quit Tobacco & Nicotine with Gamified App

The New Smoking and Vaping Cessation App Offers Personalized Quit Tools for Californians

San Diego, CA – February 24, 2024 – Kick It California has launched a new, free mobile app to help people quit smoking or vaping. Formerly known as the California Smokers' Helpline, Kick It California is the longest-running state helpline for tobacco cessation in the U.S. The group has translated its 30+ years of experience helping people quit over the phone into an easy-to-use mobile app for iOS and Android.

The app is called **Kick It: Quit Smoking | Vaping.** It's funded by the California Department of Public Health, making it completely free to use and free of pesky, in-app ads. People who are thinking about quitting or who are ready to quit smoking or vaping can use the app to prepare for their quit date and quit on that date with proven behavior change strategies and supportive tools.

"We created the app to expand our reach, to provide more people with the quit tools that we've provided to a million Californians since 1992," said Emily Aughinbaugh, Kick It California Project Director. "Our goal with the app's design was to create a simple, engaging interface that helps people with quit planning and supports them through the first few weeks when they're most likely to relapse. They can continue to use the app as a maintenance tool to get back on track if they slip or relapse and to celebrate their abstinence milestones."

Kick It: Quit Smoking | Vaping app core features

- Personalized dashboard with daily check-in
- Customizable quit plan
- Days quit and money saved progress trackers
- Short, educational missions to put behavior change strategies into practice
- Breathing exercises and games to get through cravings

Visit https://kickitca.org/app for more information and to download Kick It: Quit Smoking | Vaping app.

About Kick It California

Kick It California (KIC), formerly known as the California Smokers' Helpline, is a free tobacco & nicotine cessation program operated by the University of California San Diego Moores Cancer Center and funded by the California Department of Public Health and First 5 California.

Since 1992, KIC has served over 1 million people using proven behavior change strategies. KIC offers a suite of services, from self-help tools to personalized, one-on-one Quit Coaching in English, Spanish, Chinese, Korean, and Vietnamese. Quit Coaches are available for California residents Monday-Friday 7 a.m.-9 p.m. and Saturday 9 a.m.-5 p.m. (PT). For more information about Kick It California, visit kickitca.org.

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