QuitBuddy

QuitBuddy, by the American Cancer Society, is a simple, free, texting tool to help smokers stay motivated and inspired as they quit smoking. Quitting is hard... sometimes you need a buddy to help you make it stick.

Here’s how QuitBuddy works:

Are you ready to quit smoking? Just get out your phone and text QUIT to 22723.

That’s it... you’re off and running!

The American Cancer Society will begin sending you regular messages with information about the benefits of smoking cessation, links to mobile Web pages with more tips and resources, and lots of encouragement.

The truth is quitting smoking is really hard. You never know when a bad craving is going to hit you. Sometimes you need a buddy to help you stay strong in the moment. And now your buddy is just a text message away.

Text BUDDY to 22723 any time you need the help. You’ll get an immediate response that will coach you through the craving with practical advice and humor.

It’s that simple.

Text QUIT to 22723 when you’re ready to quit smoking.

That starts an ongoing feed of helpful messages, links, and resources.

Text BUDDY to 22723 when you need instant support to overcome a craving. You’ll receive an immediate text message designed to inspire, amuse, and encourage users as they fight cravings.

Sample ‘QUIT’ messages:

- Benefits of quitting: Whatever your age or how long you’ve smoked, quitting can help U live longer and B healthier.
- As U quit, B prepared 2 feel strange-this is w/drawl. UR addicted to nicotine & your body is used 2 smoking. The bad feelings will go away.

Sample ‘BUDDY’ messages:

- Did you know that 100% of attractive people would rather date a non-smoker? I made that figure up, but it’s probably true.
- Did u give in? Ready to? Don’t feel badly. U’ve achieved a lot just by trying 2 stop. Slip ups come w/the process. Keep going. U can do it!
- Two words: CARROT STICKS! Get them. Crunch them. Eat them. It works. :)