

**YOU
CAN QUIT²**

CDC OSH MEDIA NETWORK WEBINAR

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“The views expressed in this presentation are those of the author and do not necessarily reflect the official policy or position of the Department of Defense, nor the U.S. Government.”

OBJECTIVES

- Provide an overview of the U.S. military, including tobacco use rates, trends, and available cessation services
- Describe the Defense Department's YouCanQuit2 tobacco education campaign including the target audience, features, campaign resources, and partner network efforts
- Identify effective messaging and framing for use with the military population
- State barriers, challenges, and sensitivities to be aware of when developing media and communications or conducting partner outreach for working with the military or targeting Service members

THE U.S. MILITARY

Defense Department (DOD)

THE DOD

- 2.15 million Service members
 - Active duty, Reserve, and National Guard which make up the Active and Reserve Components
- 732,079 civilians
- Largest employer in America; also largest employer in many local areas/states.
- Five military services: Air Force, Army, Coast Guard, Marine Corps, and Navy
- Enlisted and officer ranks
- Aligned to a specific career field



Source: Our Story, U.S. Department of Defense, <https://www.defense.gov/Our-Story/>

WHO IS AN ACTIVE DUTY SERVICE MEMBER?

- Full-time military (24/7 during service commitment)
- Can be deployed at any time
- Location determined by the military
- Frequent moves, deployments, assignments, and time away from family
- Air Force, Army, Coast Guard, Marine Corps, and Navy



WHO IS A RESERVIST?

- Not full-time
 - Training drills one weekend a month and two weeks a year
- Provide and maintain trained units and qualified people to be available for active duty when needed
 - Primary role: Fills gaps in staffing when active duty deploy
 - Secondary role: Deploy to military contingencies, worldwide
- Have a civilian job
- Can live where they want
- May be called up in times of war, national emergency, or as needs arise
- Air Force, Army, Coast Guard, Marine Corps, and Navy

WHO IS A GUARDSMEN?

- Not full-time
 - Training drills one weekend a month and two weeks a year
- Federally funded but controlled by the state
- Have a civilian job
- Can live where they want
- Can be federalized and deployed for war and disasters
- Army and Air Force
- Veteran status if serves over 30 days in a war zone



WHY DO PEOPLE JOIN THE MILITARY?

- Patriotism/duty to country
- Family tradition
- Duty stations/ability to see the world
- Benefits like education and medical coverage
- Stable job and pay
- Improve environment and home life

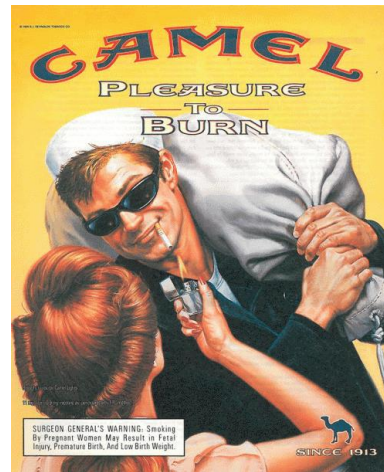
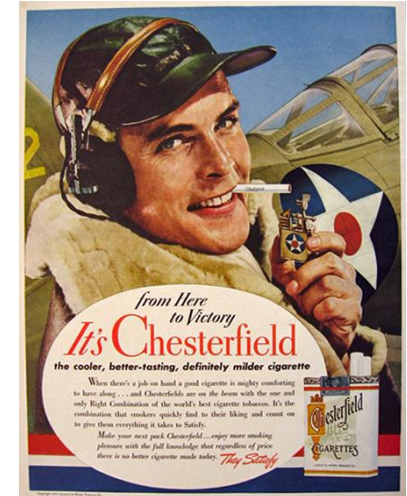
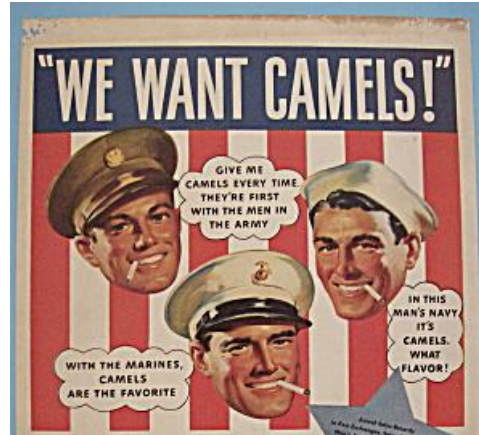


TOBACCO USE

In the DOD

HISTORY OF TOBACCO USE IN THE MILITARY

- The military has and continues to be, a target of the tobacco industry. Advertisements addressed Service members directly or featured them in print, especially during WWII
- Cigarettes were even part of rations until they were removed in 1975, after the Vietnam War
- In 1986, all Army, Navy, Marine Corps, and Air Force recruit training facilities began restricting all forms of tobacco use during initial entry training



Source: Trinkets and Trash, Rutgers University Center for Tobacco Studies, <http://www.trinketsandtrash.org/index.php>

TOBACCO USE IN THE DOD

- Tobacco use causes multiple health problems and has been implicated in:

Higher drop-out
rates during
basic training

Poorer visual
acuity

Higher rate of
leaving military
service during
the first year

Higher rate of
absenteeism
among active
duty personnel

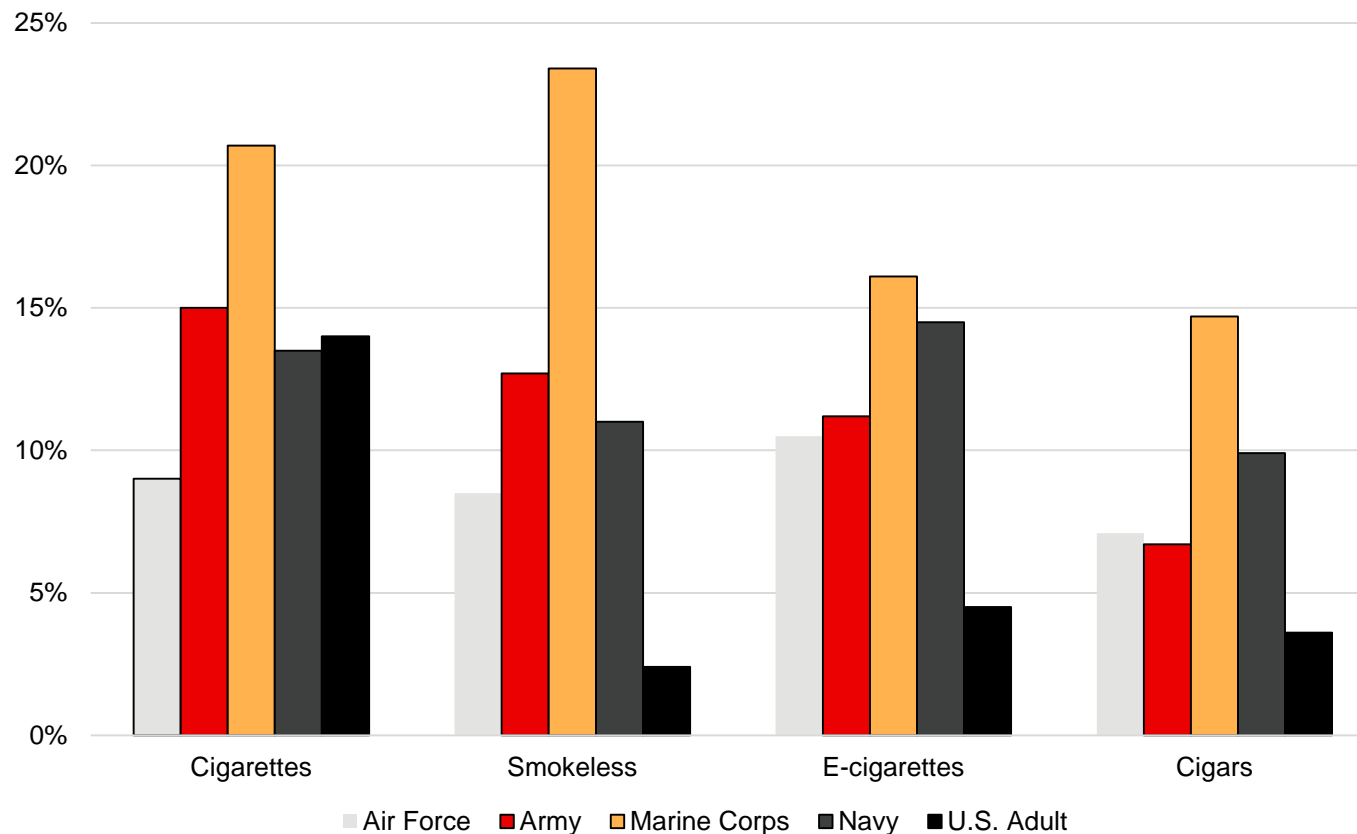
Source: Institute of Medicine (2009). Combating Tobacco Use in Military and Veteran Populations.
<https://www.ncbi.nlm.nih.gov/books/NBK215333/> doi: 10.17226/12632

TOBACCO USE IN THE DOD

Financial impact:

- Overall, in 2014, tobacco use resulted in an estimated \$1.7 billion in additional medical costs to DOD, including \$1 billion for Prime beneficiaries and up to \$726 million for Standard beneficiaries
- Among tobacco use categories, smoking was the largest contributor of direct medical costs
- Among Prime beneficiaries, smoking cost \$926 million, followed by \$80 million for secondhand smoke, and \$5 million for smokeless tobacco use
- Additional costs to DOD in the form of reduced Service member performance and readiness were estimated at \$63 million from loss of productivity and fire injuries

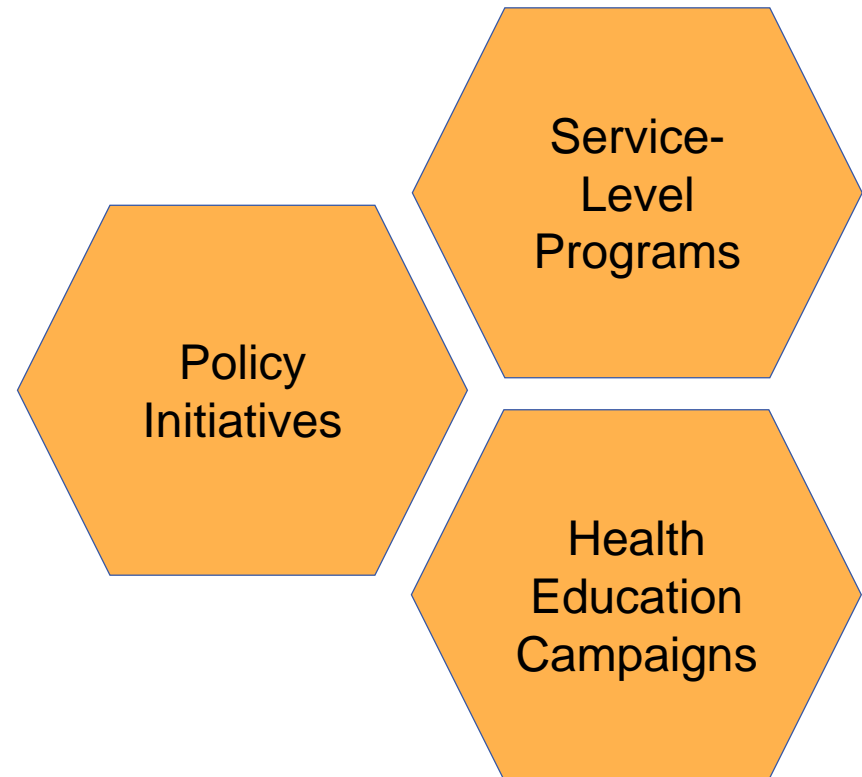
TOBACCO USE IN THE ACTIVE DUTY MILITARY



Source: 2015 Department of Defense Health Related Behaviors Survey, https://www.rand.org/pubs/research_reports/RR1695.html
CDC, https://www.cdc.gov/mmwr/volumes/69/wr/mm6946a4.htm?s_cid=mm6946a4_w

DOD'S APPROACH TO ADDRESS TOBACCO USE

- The DOD has a multi-pronged approach to address tobacco use among Service members including health education campaigns, policy initiatives, and Service-level programs



TOBACCO CONTROL INITIATIVES IN THE DEFENSE DEPARTMENT

- DOD Instruction 1010.10
- Tobacco free military treatment facility campuses
- Service-centric efforts
 - ENDS in the Navy
 - Tobacco use during recruit and basic training
 - Operation Tobacco Free Marine
- YouCanQuit2 tobacco education campaign



YOU CAN QUIT2

DOD POLICY

- **Installations are considered tobacco* free by default.** Areas where tobacco use is allowed must be designated as “tobacco use areas”
- These **designated outdoor areas must be at least 50 feet from the building entrances and air intake ducts.** If feedback indicates the current distance is insufficient for protecting individuals from exposure, officials can take additional action to eliminate possible harmful exposure
- Institute **tobacco-free military housing areas and tobacco-free zones,** where practicable, especially where children live, learn and play, to lessen the harmful effects of second-hand smoke and promote tobacco product cessation efforts
- **Prices of tobacco products must match the prevailing local price** in the community, including all applicable taxes that local consumers pay

Source: Department of Defense Instruction Number 1010.10. Update 2.
(2018). <http://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/101010p.pdf>

DOD POLICY

- **Integrate the DOD tobacco policy in all DOD facilities** to help tobacco cessation efforts, stop people from becoming tobacco users, and help eliminate harmful health effects associated with second-hand smoke
- To the extent allowed by law, **incorporate clinical preventive and cessation services** (including tobacco counseling and medications, where indicated) in the routine provision of health care
- **Promote the use of evidence-based findings and recommendations** to inform health promotion and disease prevention programs (including comprehensive tobacco product control programs)

* Tobacco products are defined as any product made or derived from tobacco that is intended for human consumption, including cigarettes, cigars, pipe tobacco, roll-your-own tobacco, smokeless and dissolvable tobacco, and products intended for use in hookahs/water pipes. Electronic nicotine delivery systems include but are not limited to e-cigarettes and vape pens.

Source: Department of Defense Instruction Number 1010.10. Update 2.(2018)
<http://www.esd.whs.mil/Portals/54/Documents/DD/issuances/dodi/101010p.pdf>

BENEFITS AND COVERAGE IN THE DOD

- **TRICARE®:** Benefits are available to all beneficiaries who are not eligible for Medicare
 - Tobacco cessation counseling from TRICARE-authorized providers in the United States
 - Prescription medicines and over-the-counter products at no cost
 - Must get an Rx
 - Home delivery or military pharmacy
 - All non-Medicare beneficiaries in the U.S. over age 18
 - Active duty Service members and family members living overseas and in U.S. territories (TRICARE Prime Overseas)
- **Federal Healthcare Benefit:** Available to DOD civilian employees

Source: Tobacco Cessation Services. TRICARE®. <https://www.tricare.mil/CoveredServices/IsItCovered/TobaccoCessationServices>

YOU CAN QUIT 2

The Campaign

YOU CAN QUIT 2
OVERVIEW VIDEO

ABOUT THE CAMPAIGN



Re-Launched April 2019

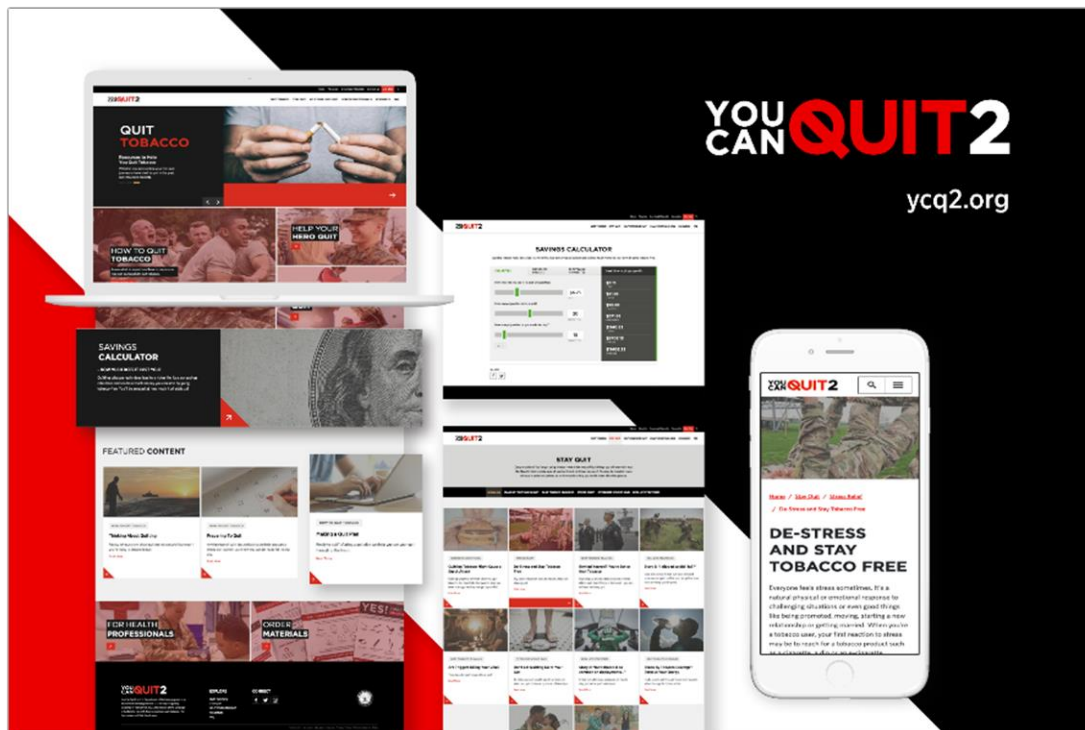
YouCanQuit2 aims to help Service members quit tobacco – for themselves and their loved ones.

Campaign Features Include:

- Ycq2.org website for resources and materials on topics such as how to quit tobacco and stay quit, all forms of tobacco including e-cigarettes and smokeless tobacco, and supporting someone during their quit journey
- 24/7 Quit Tobacco Live Chat for quit tips and support
- Social media engagement on Facebook, Instagram, and Twitter

MEET SERVICE MEMBERS WHERE THEY ARE

- DOD originally launched the YouCanQuit2 (formerly Quit Tobacco – UCanQuit2 or Quit Tobacco – Make Everyone Proud) campaign in 2007
 - Rebranded to YouCanQuit2 in April 2019 to include a refreshed name, branding, and a new website



YouCanQuit2
ycq2.org

MEET SERVICE MEMBERS WHERE THEY ARE

- Not Service specific – it is designed to resonate with all Service branches
- Primary target audience of the campaign is 18-24-year-old enlisted Service members, but many campaign materials can be applied across the Active and Reserve Components
- Focus group sessions with Service members from all Service branches informed the campaign name, messaging and visual concepts, as well as how they prefer to receive messages
- Web-based and built on responsive platforms, meaning Service members can access the site on any device 24/7
- Not a TRICARE program and is not tied to TRICARE benefits. Campaign resources are available to all U.S. Service members and those trying to help them quit tobacco including professionals, family, and friends

THE CAMPAIGN

The goal of the campaign is to:

- Encourage and support Service members to quit tobacco and stay quit – for themselves and the people they care about
- Support the DOD’s efforts to build and sustain a ready and resilient force by providing resources for Service members, their friends and family, and professionals
- Support professionals who provide programs and support (including health professionals, tobacco cessation facilitators, and health educators) to Service members that are critical in helping tobacco users quit successfully

Based on the evidence-based stages of change and utilizes behavior change tactics to address Service members wherever they are in the quit process from thinking about quitting to quitting and maintenance.

THE CAMPAIGN

The website includes the following sections for Service members:

- **Quit Tobacco:** Find articles about how to prepare to quit tobacco, including information about writing a quit plan and medications to use while quitting tobacco
- **Stay Quit:** Find articles about staying quit, including information about managing tobacco cravings, reducing stress, and preventing weight gain
- **Help Your Hero Quit:** Find information for friends, family, and anyone helping to support someone who is quitting tobacco – at any stage in their quit journey
- **Tobacco and E-Cigarettes:** Find the most recent facts, tips, and resources on nicotine and new tobacco products including e-cigarettes and vaping

CAMPAIGN TOOLS AND RESOURCES

The campaign features a range of tools and resources:

- **Digital tools:**
 - 24/7/365 Live Chat accessible from the website where coaches are available 24/7 to answer questions, direct users to support resources or offer encouragement
 - Savings calculator
- **Informational content for download (e.g., articles, infographics, fact sheets):**
 - Tobacco Cessation Resources Guide: Find texting programs, websites, mobile apps, and more for when you're thinking about quitting and when you're ready to quit
 - Revamp Your Routine by Putting Down Tobacco: Learn how to replace tobacco with other healthy and fun activities by using this activity sheet
 - Yes! That's a Tobacco Product: Find out what is considered a tobacco product and how it can affect you

CAMPAIGN TOOLS AND RESOURCES

- Informational content for download (e.g., articles, infographics, fact sheets), continued:

E-CIGS AND VAPES: KNOW THE FACTS

E-CIGARETTES CAN HURT YOU.

- 1 Not enough information exists on the safety or health effects of e-cigarettes, and there's no proof that they will help you quit tobacco long-term.
- 2 E-cigarette batteries have caused fires, burns and explosions, some resulting in serious injury.
- 3 E-liquids may contain harmful chemicals, dangerous heavy metals or illegal substances that could hurt your health or career.
- 4 Most e-cigarettes contain nicotine, which is highly addictive and can harm brain development through your mid-20s.

YES! THESE ARE TOBACCO PRODUCTS

E-cigarettes are battery-operated devices that heat liquid into a vapor that users inhale. You can only use these devices in outdoor DTUAs.

- Electronic cigarette or e-cig
- Vaporizer or vape
- E-pen or vape pen
- Tank system or tank device
- E-hookah or hookah pipe
- Mod/pod mod or JUUL
- E-pipe or vape pipe

THE PRODUCTS SHOWN ABOVE ARE ALSO CALLED ENDS (ELECTRONIC NICOTINE DELIVERY SYSTEMS) IN DoD POLICY.

QUITTING CAN BE HARD, BUT YOU'VE GOT THIS!

E-cigarettes might seem like a good way to quit other tobacco products, but they come with their own risks and are not a proven quit aid.

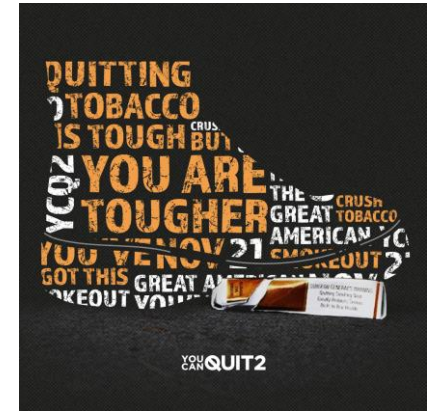
U.S. DEPARTMENT OF DEFENSE
YOU CAN QUIT2
ycq2.org
Contact Us: dha.nrcy.com.mbx.y-can-quit-2-quit-tobacco@mail.mil

- E-Cigs and Vapes: Know the Facts: Learn the truth about e-cigs and vapes, and ways these products could hurt you
- Fight Weight Gain During a Quit: Find tips to manage weight while quitting tobacco
- Smokeless Tobacco: Myth vs. Fact: Learn the effects smokeless tobacco can have on your physical fitness, sexual and reproductive health, and appearance
- Managing Your Mood After You Quit Tobacco: Learn about mood changes that are normal when you quit tobacco and ways you can manage them
- Preventive Health Checklist: Keep your health in check by staying tobacco free with four quick tips

CAMPAIGN TOOLS AND RESOURCES

Active social media presence: Facebook, Instagram, and Twitter

- Featuring engaging graphics and information for Service members to connect with the campaign and others who are quitting tobacco



FOR PROFESSIONALS

Find resources for professionals to support Service members

- **Monthly Newsletter:** Sign up for YouCanQuit2's *Quit Brief*, a monthly publication that includes campaign updates and additional tobacco resources and information
 - Visit ycq2.org and click “Contact Us” in the top right-hand corner to send us a message with “SUBSCRIBE” in the message section
- **E-Cigarettes and Vaping:** Check out the latest information on e-cigarettes and vaping to support Service members



APRIL 2020
QUIT BRIEF

The Campaign

HOOKAH: GET THE FACTS

Have you heard chatter that smoking traditional tobacco hookah is healthier or less harmful than cigarettes? It's time to set the story straight with Service members: smoking hookah (also called water pipes or shisha) has many of the same negative health effects as smoking cigarettes. Make sure Service members know the full story by sharing these points:

- **Hookah is harmful to your health.** Hookah, like cigarettes, contains the addictive chemical nicotine. Nicotine also has other toxins that can cause respiratory illness, decreased lung function and oral health issues. The charcoal used to heat the tobacco in hookah is harmful too - it produces high levels of carbon monoxide and cancer-causing chemicals.
- **Hookah smokers expose themselves to more toxins than they might realize.** Because of the way hookah is used, users are exposed to more toxins while smoking it. For example, in a typical one-hour hookah session, the user may inhale the equivalent amount of smoke as smoking **nine packs** of cigarettes. Contrary to popular belief, the water in a hookah does not filter out any harmful toxins inhaled into your lungs.
- **Hookah can hurt a Service member's career.** Service members can pop positive from smoking unknown illegal and prohibited drugs in hookah. That tobacco you think you're smoking in the hookah bar could have other substances in it that may make you pop positive.
- **Social smoking is still harmful.** In fact, infectious diseases (including COVID-19) could be spread by sharing the hookah mouthpiece, which can happen even with one use. Remember to physical distance yourself from others during this COVID-19 pandemic.

Hookah bars and cafes are popular and expanding around the world, including in many countries where Service members deploy (think the Middle East and Europe). Let Service members know that there are safe ways to relax and spend time with their buddies when they're off-duty without smoking hookah.

April is Alcohol Awareness Month. Research shows that the amount of alcohol people drink in social settings can increase cigarette cravings. To reduce this trigger, encourage Service members to **limit the amount of alcohol** they drink during their quit. Check out the latest **Own Your Limits Buzz on Responsible Drinking** e-Newsletter for more tips on responsible drinking.

The Latest In Tobacco

The CDC recently released a new resource to support health care providers working with patients who use tobacco. The guide provides step-by-step techniques and language to support brief clinical intervention. Find and share the **CDC Tobacco Clinical Intervention Guide**.

SMOKING & COVID-19

Smoking or vaping puts you at greater risk for **severe health effects** from **COVID-19**. One reason could be that people who smoke have compromised lung tissue resulting in reduced capacity to clear inhaled viruses. Share this information with Service members to encourage quitting tobacco.

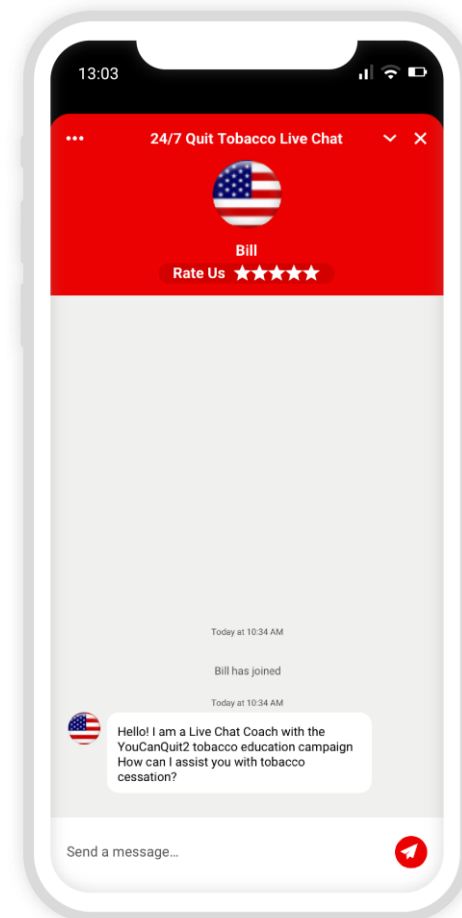
YOU CAN QUIT2 Share how you use our resources to promote tobacco cessation on your installation.
ycq2.org Contact Us | Email to Unsubscribe

FOR PROFESSIONALS

Resources for professionals to support Service members, continued

- **Observances and Events:** Find information and resources on health observances, as well as events the YouCanQuit2 team is attending
- **Order Campaign Materials:** YouCanQuit2 offers free bulk ordering of print and promotional materials to use with active duty Service members at military installations
- **Resources:** Find links to download and print YouCanQuit2 materials and information about text message programs and the 24/7 Quit Tobacco Live Chat



MESSAGING AND FRAMING

KEY INFORMATION ABOUT MILITARY POPULATIONS THAT INFORM YOU CAN QUIT²

- Service members face unique challenges and circumstances that contribute to tobacco use including cultural norms, stress, boredom, increasing alertness, and deployment
- According to the 2015 DOD Health Related Behaviors Survey (HRBS), use rates of tobacco products among active duty Service member respondents across all branches were:
 - 13.9% were current **cigarette** smokers and 7.4% smoked cigarettes daily
 - 12.7% were current **smokeless tobacco** users
 - 12.4% were current **e-cigarette** users
 - 8.7% were current **cigar** smokers

Sources: Institute of Medicine, Combating Tobacco Use in Military and Veteran Populations, <https://www.ncbi.nlm.nih.gov/books/NBK215333/> doi: 10.17226/12632

2015 Department of Defense Health Related Behaviors Survey, https://www.rand.org/pubs/research_reports/RR1695.html

KEY INFORMATION ABOUT MILITARY POPULATIONS THAT INFORM YOU CAN QUIT²

- Military leadership can influence tobacco use:
 - 25% of 2015 HRBS survey respondents indicated that their immediate supervisor strongly discourages cigarette use and smokeless tobacco use
 - Studies have indicated that junior Service members may use tobacco because their superiors are using it, and that there is inconsistent enforcement of the rules regarding tobacco use
 - In July 2019, the surgeons general of the Air Force, Army, Navy, and United States released a joint statement with recommendations for military leadership to influence tobacco cessation and decrease initiation

Sources: 2015 Department of Defense Health Related Behaviors Survey,
https://www.rand.org/pubs/research_reports/RR1695.html

Military tobacco policies: The good, the bad, and the ugly, *Military Medicine*, 176(12), 1382–138,
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3282985/>

KEY THEMES THAT INFORMED MESSAGE DEVELOPMENT

Focus group sessions with Service members from all Service branches resulted in the following insights:

- Service members preferred messages and concepts that portray the importance of relationships with others, and the effect of their tobacco use on others
- Service members indicated the importance of highlighting the adverse effects tobacco use has on finances
- Service members preferred messages that do not link tobacco use to poor physical performance
- Health, cost, physical fitness, and readiness were the most important reasons for quitting tobacco
- When asked about what tobacco resources would be most beneficial to their installation, posters, facts sheets, and online and digital media were the most popular

PARTNER EFFORTS

PARTNER EFFORTS

- CDC's Tobacco Free Days in November 2018 and 2019
- 10 States and DOD POCs participated in an ancillary meeting in August 2019 at the National Conference on Tobacco or Health
- *Tips From Former Smokers* Military and Veterans Toolkit (December 2020)



HOW TO FIND THE INSTALLATIONS IN YOUR STATES TO INITIATE OUTREACH?

- Military One Source
 - <https://installations.militaryonesource.mil/>

The screenshot shows the 'View All Installations' page on the Military One Source website. The page features a search bar and two main filter sections: 'FILTER BY REGION' and 'FILTER BY SERVICE'. The 'FILTER BY REGION' section includes 'CONUS / United States' (selected) and 'OCONUS / Overseas'. The 'FILTER BY SERVICE' section includes 'Air Force', 'Army', 'Defense Logistics Agency', 'Marine Corps', 'National Guard Bureau', and 'Navy'. Below the filters, a grid of state names is displayed: Alabama, Arizona, Arkansas, California, Maine, Maryland, Massachusetts, Michigan, Oregon, Pennsylvania, Puerto Rico, and Rhode Island. A search bar is also visible in the top right corner of the page.

ALLIATIONS

← Back to Home

View All Installations

SEARCH FOR AN INSTALLATION

FILTER BY REGION

CONUS / United States

OCONUS / Overseas

FILTER BY SERVICE

Air Force

Army

Defense Logistics Agency

Marine Corps

National Guard Bureau

Navy

MilitaryINSTALLATIONS does not list every installation. This site lists only those locations approved by the individual service branch. If you cannot find the installation you are looking for, select the closest installation in that state or country. If you need assistance with your move, contact your installation Military and Family Support Center.

MilitaryINSTALLATIONS does not list information regarding U.S. Department of State postings, such as embassies, consulates, etc. Please [click here](#) for information and resources, or contact your installation Military and Family Support Center.

Alabama **Maine** **Oregon**

Arizona **Maryland** **Pennsylvania**

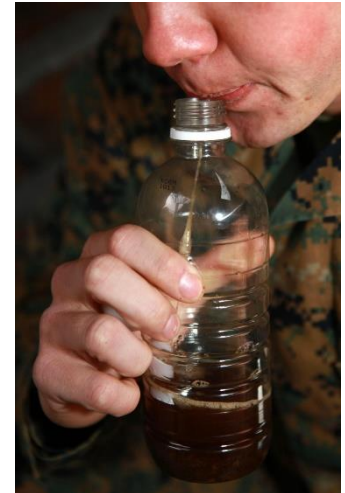
Arkansas **Massachusetts** **Puerto Rico**

California **Michigan** **Rhode Island**

CHALLENGES AND ACTIONS

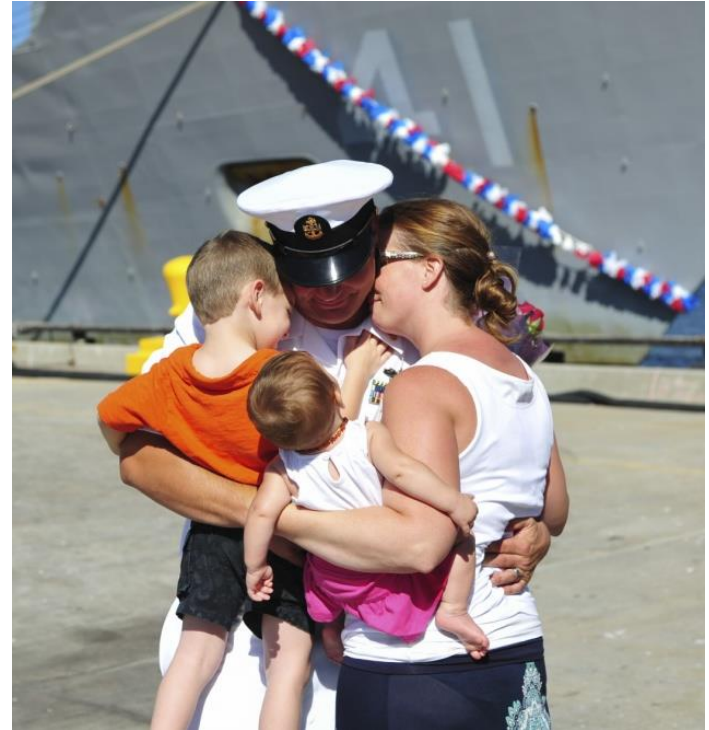
CHALLENGES

- Transient population
- Rates of tobacco use initiation; still need a military cultural shift away from tobacco use
- Availability of formal tobacco cessation services at some military bases
- May not be eligible for some state tobacco cessation services – home of record and residency
- May not be aware of state services/may not consider themselves to be part of the community
- Federal Tobacco 21 Law- Not applicable on ships out of U.S. ports and when overseas



HOW TO ADDRESS THE CHALLENGES?

- If promoting your state quitline or program to Service members, be mindful of requirements for use. They may not be eligible
- Work with installations in your state to increase awareness of state and local resources
- Remind your state programs/quitlines of TRICARE coverage for OTC and prescription medications. This limits burden on the state
- Remember they are not just a Service member. They have a life beyond the uniform



ACTIONS

Leverage YouCanQuit2 resources to support your work

- **Sign up for the *Quit Brief* distribution**
 - Visit ycq2.org and click “Contact Us” in the top right-hand corner to send us a message with “SUBSCRIBE” in the message section
- **Share YouCanQuit2 social media content!**
 - Facebook: @YouCanQuit2
 - Instagram: youcanquit2
 - Twitter: @ucanquit2

Contact a Service POC to determine tobacco cessation POCs for the bases/installations in your state/communities

- **Air Force:** usaf.jbsa.afmsa.mbx.afmra-hpo@mail.mil
- **Army:** Mr. Corey Fitzgerald- corey.fitzgerald.civ@mail.mil
- **Coast Guard:** Mr. Tim Merrell- timothy.m.merrell@uscg.mil
- **Marine Corps:** Ms. Andrea Aguirre- aguirream@usmc-mccs.org
- **Navy:** Dr. Mark Long- mark.a.long12.civ@mail.mil

CONTACT INFORMATION

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Please let us know how you're using YouCanQuit2 and how you're working with/addressing Service members in your state!

dha.ncr.comm.mbx.u-can-quit-2-tobacco@mail.mil

VISIT US

YOU CAN QUIT²

www.ycq2.org

CHECK OUT OUR OTHER CAMPAIGNS

**OWN YOUR
LIMITS**

www.ownyourlimits.org

**TOO MUCH
TO LOSE**

www.toomuchtolose.org

