



# **Military Communities and Tobacco Cessation**

**Best of the West  
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# Presentation Objectives:

- **Understand Project UNIFORM.**
- **Why military communities?**
  - **Learn why Service Members matter to tobacco control professionals and why tobacco use matters to Service Members.**
- **Learn how the tobacco industry targets the military community.**
- **Understand the California situation.**
- **Understand the complexities of working within military systems.**
- **Identify ways to access tobacco cessation within a military installation.**
- **Learn what has been done and what is being done.**

# What is Project UNIFORM?

- Undoing Nicotine Influence From Our Respected Military
- Mission: To create a collaborative bridge between military tobacco cessation programs and services offered by the state of California.
- Goals:
  - Provide culturally appropriate cessation information and training to existing military cessation programs on California military installations.
  - Collaborate with military support networks to promote cessation services.
  - Educate tobacco control professionals to the culture and existing services within the Armed Forces of the United States.

# Why does the military matter to prevention/cessation professionals?

- **Much higher tobacco use rate than civilian population.**
- **People you know.**
- **Family members.**
- **People who have volunteered to serve our country.**
- **It's the ethical thing to do.**
  - **Big push by DoD to decrease tobacco use.**
  - **In CA, 82% of young active duty personnel who use tobacco reported a desire to stop smoking.**
  - **Those seeking help need support.**
- **Your tax dollars. Your country.**

# Why does tobacco use matter to military personnel?

- **Affects readiness.**

(Translation: Puts other service members at risk. #1)

- **Affects PT scores.**

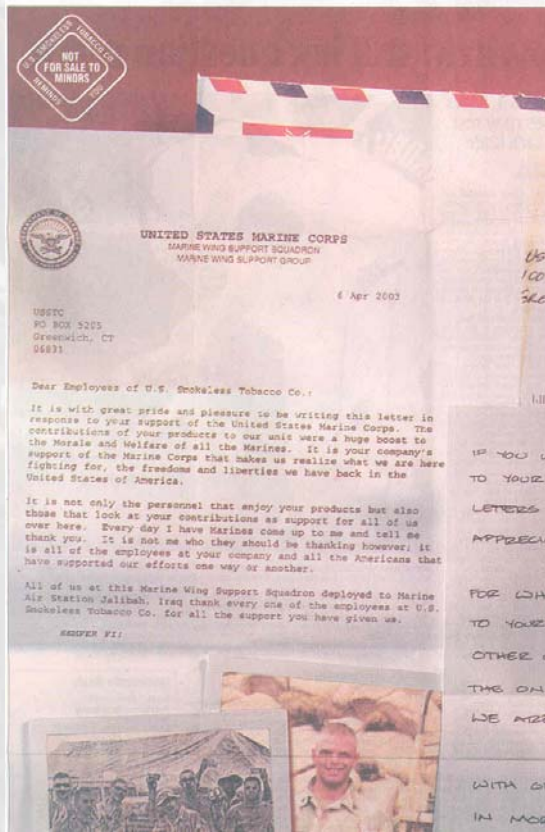
(Translation: Important for unit, CO, and readiness.)

- **Affects healthcare.**

- **Affects health.**

- **Affects family.**





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OTHER COMPANIES  
THE ONLY COMP  
WE ARE ALL VA

WITH GREAT TH  
IN MORGAN,  
LT. (2)  
LT. WILL MEET  
US.

Dear Sir,  
I am writing to you  
to thank you for the  
support you have given  
to my command. Since  
I have been here I have  
received close to 1000  
cans of tobacco. The  
night before we  
were shipped found us  
whole in Morgan.  
I, on behalf of Echo  
Company and the entire  
Battalion wish to submit  
our most sincere thanks  
to you and everyone  
at U.S. Smokeless  
Tobacco.

**No... We Thank YOU.**

U.S. Smokeless Tobacco Company, proud manufacturer of Copenhagen® and Skoal® moist smokeless tobacco products, salutes all the men and women of the U.S. Armed Forces.

Appeared in USA Today newspaper in May 2003.

Letters thanking USSTC for donating their product to troops.

# HONORING \*O\*U\*R\* VETERANS

To honor those of you in the Doral & Co. community who have served our country, we've created a place on SmokersWelcome.com where you'll find:

- **Veteran Tribute**, where names can be posted of veterans and active military personnel.
- **Veteran Spotlight**, a special Veterans Day feature with stories of veterans who have written us.
- Plus many **More Special Veterans Features**.

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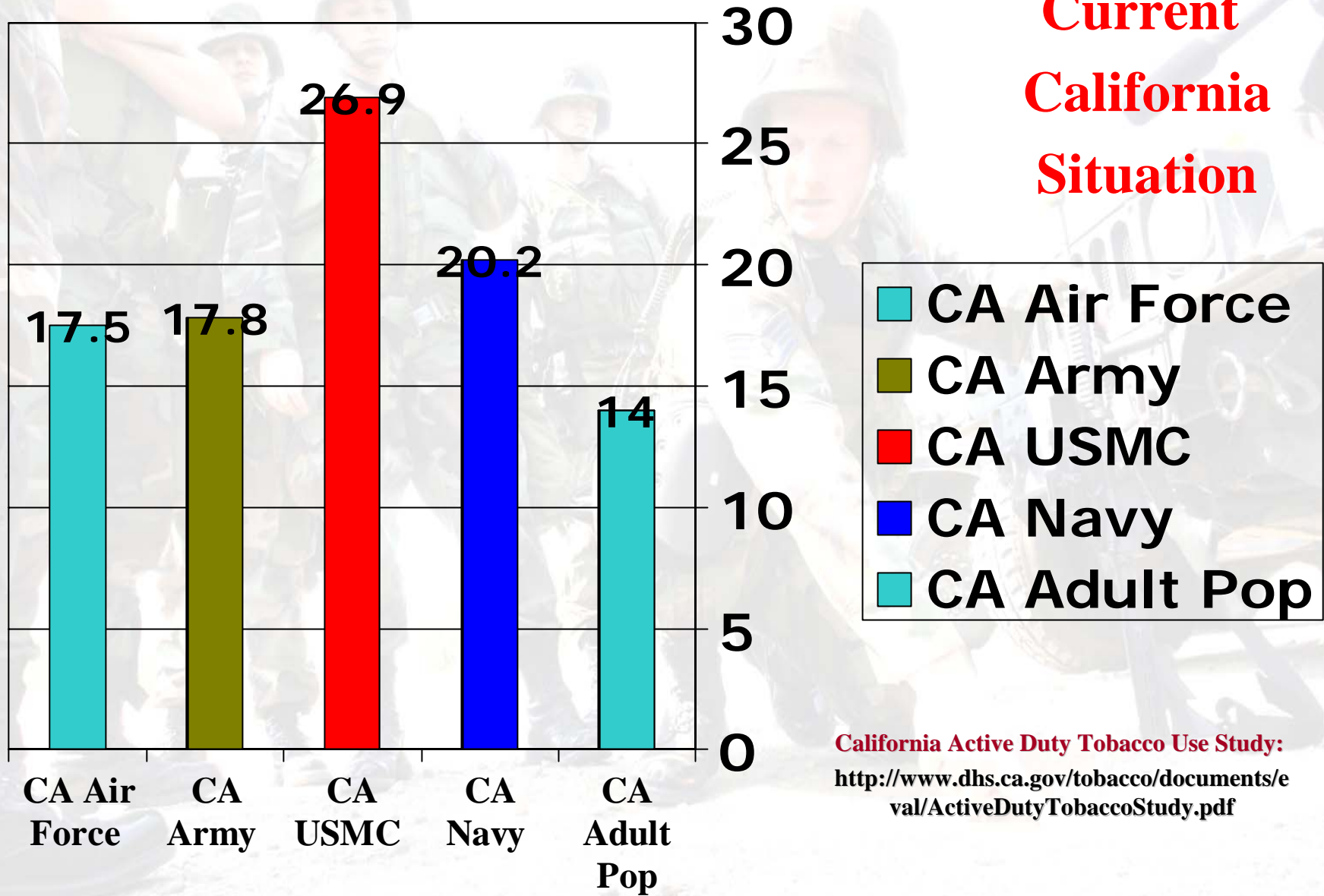
**We're honoring all our loyal smokers**



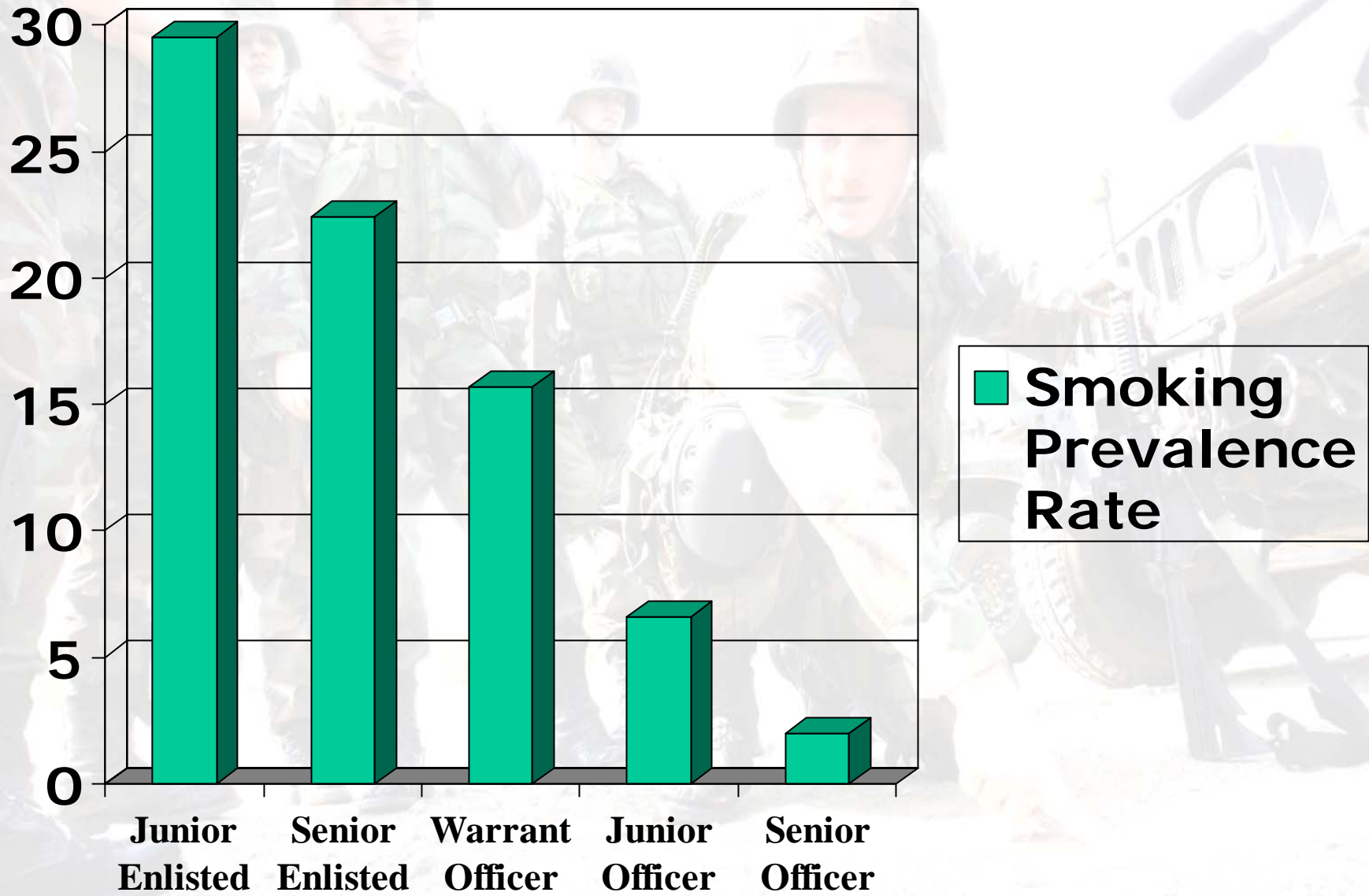
Los Angeles Times / Luis Sinco via AP

Lance Corp. James Blake Miller

# Current California Situation



California Active Duty Tobacco Use Study:  
<http://www.dhs.ca.gov/tobacco/documents/eval/ActiveDutyTobaccoStudy.pdf>



# Why is it important to “know” the systems?

- **If you’re a civilian working with military personnel, it’s your obligation to know (not the other way around).**
  - **Makes it easier to navigate.**
  - **You may not be dismissed as quickly.**
  - **Understanding the system can help in understanding the issue.**
  - **You might be less likely (but not completely) to embarrass yourself.**

# Why is it important to “know” the systems?

- Like all other cultures, it is important to try to understand the norms, mores, and expectations that exist.
- Does one ever really “know” the systems?  
(Retired Vice Admiral.)
- It's fun!





**It matters...**

**...what you say.**

**...what you wear.**

**...who you speak with.**

**...how you approach people.**

**...what you do.**

# Cultural Realities that Affect Utilization of Cessation Services

- Depends greatly on the branch, age, and rank.
- Perception that asking for help is a sign of “weakness”. (“Pain is weakness leaving the body.”)
- Belief that Soldier, Airman, Marine, or Sailor is “strong enough” to do it alone. (“Army of one.”)
- Understanding that it will go on permanent record.
- Embarrassed to enter a facility or office that all others know to be where one goes for help.
- Although tobacco use is not allowed during basic training, there is no law prohibiting its use afterwards.
- Frequent relocation (different states with different laws).
- Ordered around all day long/control.
- **STRESS!**
- And more...

# How to access military cessation programs and personnel:

- **Ask around**
  - Personal introduction is best
  - Knowing someone helps greatly
- **Look on website**
  - Branch specific
  - Installation specific
- **Internet research**
- **Cold calls**
- **Research public meetings/events and attend**
- **BE RESPECTFUL AND POLITE**
  - A please, thank you, sir, ma'am goes a long way!

# What can a civilian offer military cessation programs?

- **Resources.**
  - **Materials.**
  - **Information.**
  - **Budget.**
- **Bridge of services.**
  - **Multi-branch perspective.**
  - **State and community services.**
- **Training.**
  - **Cessation, nicotine, addiction, etc.**
  - **Budget.**
- **Non-military opportunities for service members.**
  - **Addresses concerns of “permanent record”.**
  - **May have services not offered at installation.**
- **Momentum of a state program.**
  - **Why re-invent the wheel?**
- **Allied forces against tobacco industry.**
  - **The more the merrier...and the more powerful.**

# What has Project UNIFORM done?

- Created a military-specific website for Service Members, families, and tobacco control professionals.
- Trained California Smokers' Helpline counselors to the realities of military community life.
- Trained health promoters.
- Trained military health officers.
- Participated in community health fairs.
- Created a Board of Advisors.
- Alerted tobacco control professionals to the important cultural norms that exist within the military community.

# What will Project UNIFORM do?

- Continue to collaborate with health providers and promoters.
- Continue to train personnel within existing military programs.
- Continue to work with tobacco control professionals.
- Continue to work with Service Members and their families in creating accessible cessation services on military installations.
- Continue to provide technical assistance.
- And more!

# Helpful Websites



- **Project UNIFORM:** [www.projectuniform.org](http://www.projectuniform.org)
- **US Air Force:** [www.af.mil](http://www.af.mil)
- **DoD:** [www.ha.osd.mil/smoking-cessation/default.cfm](http://www.ha.osd.mil/smoking-cessation/default.cfm)
- **US Army:** [www.army.mil](http://www.army.mil)
- **US Marine Corps:** [www.usmc.mil](http://www.usmc.mil)
- **US Navy:** [www.navy.mil](http://www.navy.mil)



# *Questions?*

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