



Tobacco Free Living – Gearing up for the Great American Smoke Out (GASO)

25 October 2012, 1200-1300



NAVY AND MARINE CORPS PUBLIC HEALTH CENTER
PREVENTION AND PROTECTION START HERE

WWW.NMCPHC.MED.NAVY.MIL/HEALTHY_LIVING

Learning Objectives

- Participants will:
 - Understand reasons for the GASO
 - Gain awareness of new resources, tools and educational opportunities available from the DoD campaign Quit Tobacco-Make Everyone Proud
 - Learn about ways that Camp LeJeune is promoting, marketing and implementing the GASO



Presenters

- Dr. Mark Long, Health Promotion Wellness Program, NMCPHC
- Mr. Paul Fitzpatrick, Program Manager, Quit Tobacco-Make Everyone Proud, TRICARE Management Activity
- Mr. John E. Swett, Jr., BS, Health Educator/Tobacco Program Manager, Health Promotions Department, Naval Hospital Camp LeJeune, NC



Quit Tobacco—Make Everyone Proud “GASO and Beyond”

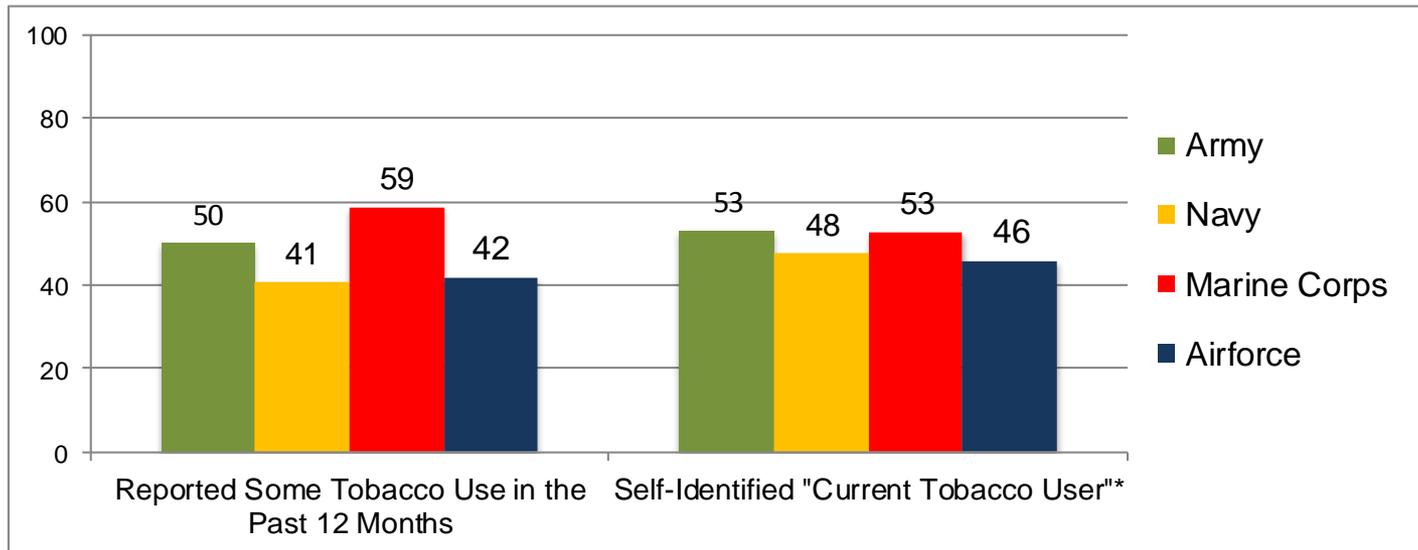
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Tobacco Use in the Military

2011 Status of Forces Survey of Active Duty Members

* % of "Current Tobacco User" are AD between the ages of 18 and 24 years old who used tobacco products in the last 12 months.



According to 2008 Health Related Behaviors Survey:

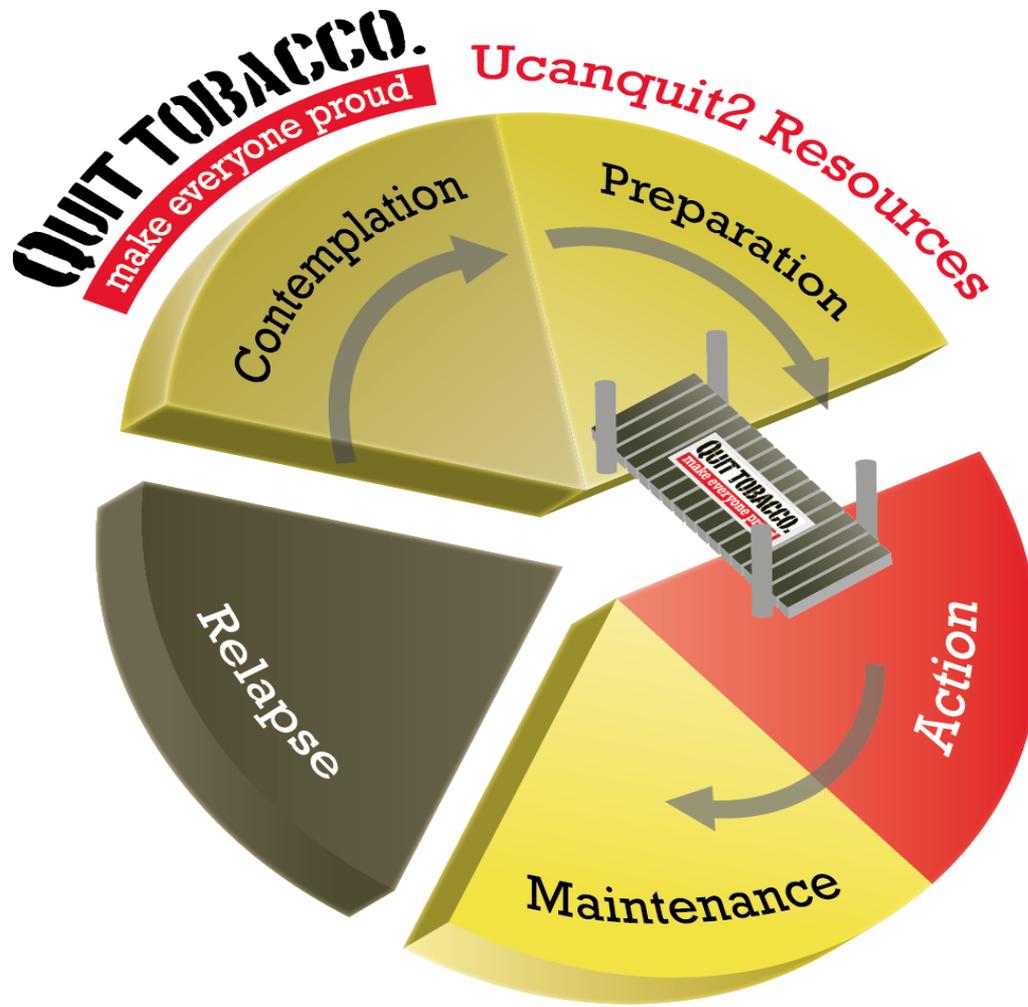
- Smokeless tobacco use for all DoD services increased from 12% in 2002 to 15% in 2005; Use stayed at this higher level (14%) in 2008.

What is Quit Tobacco – Make Everyone Proud?

- National Defense Authorization Act 2005 tasked TRICARE to create tobacco cessation initiative
- Junior enlisted across the services exhibit the highest rate of tobacco use
- Quit Tobacco – Make Everyone Proud launched in Jan 2006, focusing on this 18 – 24-year-old target audience.
 - Messaging expanded to include 25 – 45 age demographic as they have a higher response to wanting to quit.



Transtheoretical Model of Behavior Change



What is Quit Tobacco – Make Everyone Proud?

www.ucanquit2.org

Web-based support and education tool that features individualized quit plans, facts, games, multimedia, and a 24/7 private chat line with trained cessation counselors.



How can QTMEP help you and your installation?

QTMEP provides:

- A highly engaged DoD resource
- Support for local installation cessation efforts
- Free resources
 - Educational materials
 - Train2Quit program
 - An innovative online tobacco cessation training
 - Customizable online quit plan
- A central hub for activity, news, and information related to military tobacco cessation efforts.

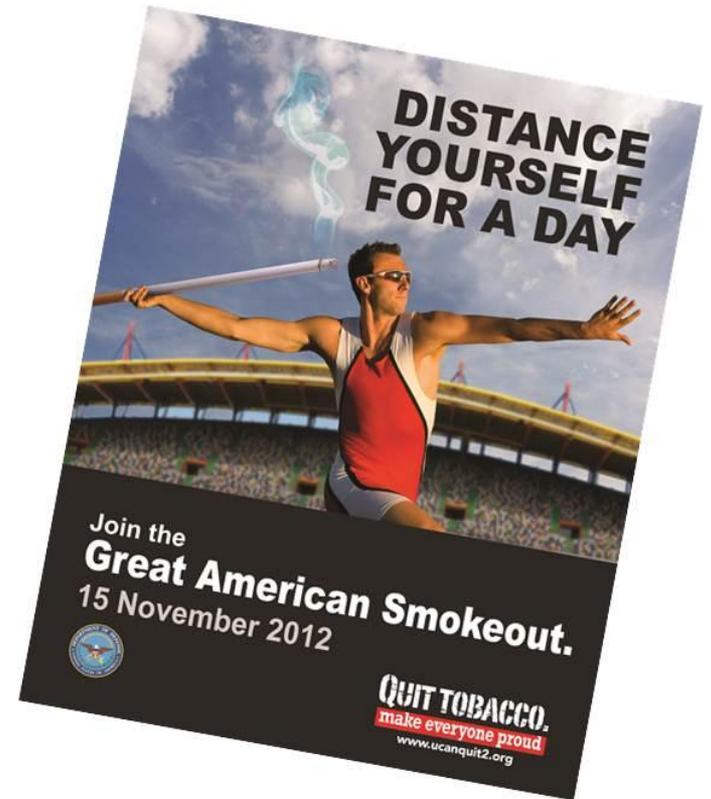


Great American Smokeout (GASO)

November 15, 2012
“Distance Yourself For A Day”

The American Cancer Society is marking the 37th Great American Smokeout on November 15 by encouraging smokers to use the date to make a plan to quit, or to plan in advance and quit smoking that day.

To help smokers distance themselves from tobacco for a day, QTMEP’s site offers a range of tools and ideas for planning events to help increase awareness of GASO and chances of quitting successfully.



Great American Smokeout Event and Activity Ideas

Smokeout Route” GASO Walk/Run

- ❑ Organize a walk/run event to bring smokers and nonsmokers together and call attention to GASO. Consider placing facts about tobacco use and quitting tobacco in visible locations along the route.

GASO Pledge

- ❑ Invite individuals to sign a pledge to quit smoking for GASO, to stay smokefree if they already quit, or to support smokers trying to quit. Post these pledges in a visible location within your installation.

GASO Memorial Wall

- ❑ Invite individuals to add the names of loved ones who have been affected by tobacco use or who have died from tobacco-related diseases to a memorial wall within the installation.

Distribute Smokeout Survival Kits

- ❑ Offer Great American Smokeout participants Quit Kits to help them stay smokefree on November 15. Kits might include items like stress balls, information about how to quit, activities to help survive a craving, and more.



Great American Smokeout Event and Activity Ideas

Tobacco Trade-In

- ❑ For people committed to quitting for a day, set up a table where they can trade in their cigarettes. Place trade stations in various locations throughout the installation during the GASO week or select various people to serve as “mobile tobacco takers” and provide giveaway items.

GASO Tables or Fair

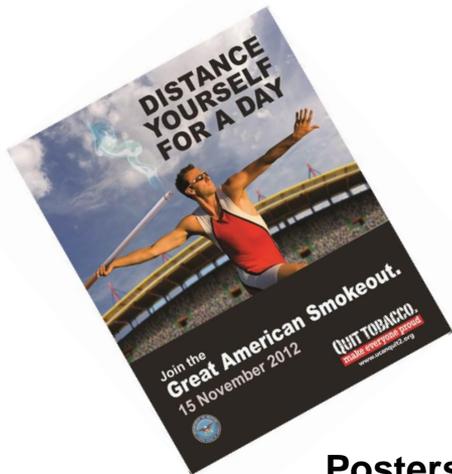
- ❑ Place tables related to the Smokeout throughout the installation, with resources related to tobacco cessation. Topics might include fitness, nutrition, stress management, financial management, and more.

Fitness Fair

- ❑ Host a fitness fair with a focus on the benefits of quitting smoking.



Great American Smokeout QTMEP Materials



Posters



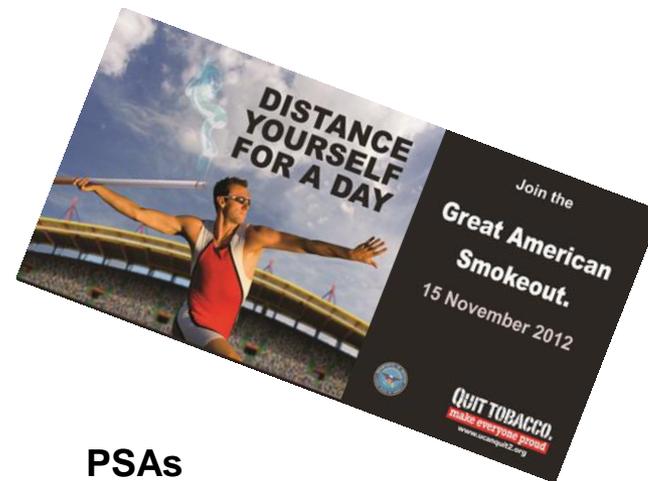
Stress Balls



Gum/Mints



Other Campaign
Materials



PSAs

How can you maintain momentum after GASO?

Host events and activities regularly to maintain visibility.

- Develop and stick to an activity and event calendar.
- Utilize QTMEP's observance materials. Upcoming observances:
 - New Years
 - Great American Spit Out
- See the health observance calendar at healthfinder.gov for additional observance ideas:
<http://healthfinder.gov/nho/nho.asp>

Post and publish QTMEP materials throughout your installation.

- Customize materials with installation-specific information.
- Remind your audience that you and QTMEP are here to help when they are ready to quit.

Stay in touch with QTMEP staff.

- Remember that the QTMEP staff is here to provide support. We welcome your inquiries and feedback.



On the Horizon



- Complete Website Redesign
- Enhanced communication and stronger ties between QTMEP and POCs
- QTMEP Installation Implementation Guide
- Cell phone text messaging program to help people quit



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Promoting, Marketing and Implementing the GASO

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Social Media

- Facebook



- Twitter



- Command internet and intranet sites

Public Displays

- Exchanges



- Electronic media boards around base
- Base theater advertisements prior to movies
- Base news papers



DoD Schools

- Lejeune High School
 - Coordinated with school nurse
 - Awareness classes held throughout school day
 - Students attend during their PT/Health Class period



Retiree Appreciation Day Health Fair

- Annual event held in late September
- Advertise GASO to retirees and dependents
 - There are more retirees in late 20's and 30's than ever before



Partner Up



- MCCS/MWR partners
- Semper Fit partners
 - Coordinate fun/runs
 - Exercise road-show at exchanges
 - Get Marines and Sailors to participate in activities



Marine Corps Base Camp LeJeune
John Swett Jr, and Loida Householder



Sign Them Up

- Have sign-up sheets available
- Have business cards handy
- Get them headed in your direction



Q&A

Q&A

Questions?

Q&A

Q&A



Additional Resources



American Cancer Society Great American Smoke Out Day:

<http://www.cancer.org/healthy/stayawayfromtobacco/greatamericansmokeout/index>

NMCPHC Tobacco Free Living Website:



http://www.nmcphc.med.navy.mil/Healthy_Living/Tobacco_Cessation/tobacco_HealthEducators.aspx

Webinar Feedback

Please follow the link below to complete a survey on this webinar

<http://www.surveymonkey.com/s/7C978WF>

Your input is greatly appreciated!

