



VETERANS' **TOBACCO-FREE** **DIGITAL TOOLKIT**

 American
Lung
Association.



Big Tobacco: Targeting our Troops

For a long time, tobacco was a part of military culture. Before 1957, tobacco products were included in basic field rations and the tobacco industry deployed marketing tactics to entice military members, including capitalizing on young adults and finding opportunities to reach males in service.¹

The military recognizes the negative impact of tobacco products on troop readiness. The Department of Defense and the Army, Navy, Marines, and Air Force have each set goals to become tobacco-free and are actively pursuing policies and regulations for reaching those goals (Institute of Medicine, 2009).

Tobacco Usage in the Military

38%

of current smokers in the military began smoking **after** joining.

Nonsmokers had 60% higher

odds of starting to smoke after deployment.

Past smokers had 30% higher odds

of resuming smoking after deployment.¹

Why do Active-Duty Service Members Smoke?



47.7%
Relieve Stress



25.1%
Boredom



22.7%
Nicotine Addiction³

Want to Quit?

Each year, more than 400,000 Americans die from tobacco-related causes, including military personnel and veterans. If you want to quit tobacco or need help, look for the 'Help With Quitting' page in this packet.

¹ United States Marine Corps Community Services. (2016). Big Tobacco Targets Military Because "Military is Less Educated, Part of 'Wrong Crowd' and Have Limited Job Prospects." Retrieved from <https://usmc-mccs.org/articles/big-tobacco-targets-military-because-military-is-less-educated-part-of-wrong-crowd-and-have-limited-job-prospects/>

² Truth Initiative®. (June 12, 2018). Tobacco Use In The Military. Retrieved from <https://truthinitiative.org/research-resources/targeted-communities/tobacco-use-military>

³ DiNicola, C.A. & Seltzer, D.M. (2010). Tobacco product usage in deployed male and female military personnel. Retrieved from <https://www.ncbi.nlm.nih.gov/pubmed/20882917>



What are the Common Causes of Smoking Among Vets?

Cigarette smoking is significantly higher among military service vets than among civilians. Reasons for this could be:

- A way to stave off boredom or pass time.
- Old habit. Most veterans who smoke started smoking after joining the military. The addictive habits they picked up have persisted after their service has ended.
- Post-traumatic stress disorder (PTSD). Veterans struggle with higher rates of PTSD, and PTSD doubles the prevalence of smoking by 45% in comparison to the U.S. adult population in general.¹

Quick Stats

3 in 10 U.S. military vets used some form of tobacco product during 2010-2015

Cigarettes

21.6%

Cigars

6.2%

Smokeless tobacco

5.2%

Roll-your-own tobacco

3%

Pipes

1.5%

- **7%** of veterans currently **use two or more tobacco products**
- Tobacco use was **higher among active-duty military personnel** compared to veterans
- Veterans Health Administration spent an estimated **\$2.7 billion on smoking-related care** in 2010²
- In 2015, **nearly 36%** of military personnel reported having used **e-cigarettes** and about **11%** identified as **daily e-cigarette users**, an eight-fold and three-fold increase, respectively, since 2011³

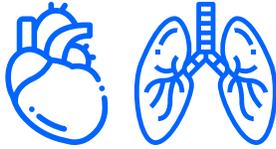
¹ Feldner, M. T., Babson, K. A., & Zvolensky, M. J. (2007). Smoking, traumatic event exposure, and post-traumatic stress: a critical review of the empirical literature. Retrieved from www.ncbi.nlm.nih.gov/pmc/articles/PMC2575106/

² Center for Disease Control and Prevention. (January 12, 2018). Tobacco Product Use Among Military Veterans—United States, 2010-2015. Retrieved from www.cdc.gov/mmwr/volumes/67/wr/mm6701a2.htm?s_cid=mm6701a2_w#References

³ U.S. Food & Drug Administration. (September 9, 2019). Tobacco Use in the Military: A Danger for Those Who Keep Us Safe. Retrieved from www.fda.gov/tobacco-products/health-information/tobacco-use-military-danger-those-who-keep-us-safe



How Smoking Affects the Military and Veterans



Cardiovascular & Respiratory Disease



Cancer



Higher Dropout Rates During Basic



Higher Rate of Leaving The Service During First Year



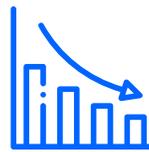
Poorer Visual Acuity



Higher Absenteeism in Active Duty Personnel¹



Impairs Readiness



Decreases Productivity & Performance



Worsens Pre-existing Health Problems



Increase in Healthcare Costs²



The prevalence of smoking is over 50% higher in military personnel who have been deployed than in those who have not.

¹ Institute of Medicine (US) Committee on Smoking Cessation in Military and Veteran Populations; Bondurant S, Wedge R, editors. (2009) Combating Tobacco Use in Military and Veteran Populations. Retrieved from <https://www.ncbi.nlm.nih.gov/books/NBK215343/>

² Institute of Medicine (US) Committee on Smoking Cessation in Military and Veteran Populations; Bondurant S, Wedge R, editors. Combating Tobacco Use in Military and Veteran Populations. SCOPE OF THE PROBLEM. Retrieved from <https://www.ncbi.nlm.nih.gov/books/NBK215338/>



Beyond the Base—Combating and Managing Stress

The stress and psychological trauma involved in military training and combat can often be overwhelming. Many military veterans returning from combat face a daily battle against stress and maintaining control while they re-renter civilian life.

Stress can show up in many ways, learn to recognize the signs and symptoms of stress.

What Are The Symptoms?



Mental

- Depression
- Frustration
- Apathy



Social

- Anxiety
- Feeling Alarmed
- Increased Heart Rate



Physical

- Exhaustion
- Loss of Appetite
- Headaches
- Sleeplessness
- Oversleeping
- Increased Use of Alcohol/Drugs

How To Take Control And Cope With Stress

See if you can identify things that you can change or control in the situation.

Take Control:

Learn how to relax. Meditation and breathing exercises have been proven to be very effective in controlling stress. Practice clearing your mind of disturbing thoughts.

Remove yourself from stressful situations and give yourself a break, if only for a few moments a day.

Set realistic goals for yourself. Reduce the number of events going on in your life to reduce the circuit overload.

Work off stress. Whether it's through workouts, jogging, tennis, or gardening, physical activity can relieve stress. As you have experienced, the military places great emphasis on physical fitness and exercise training because studies show that physical activity enhances psychological well-being.

Do something for others. Helping others can help get your mind off yourself.



Quitting is Tough. But So Are You.

VA Quit VET

mentalhealth.va.gov/quit-tobacco/quit-vet.asp

1-855-QUIT-VET (1-855-784-8838) is the VA's free telephone quitline. It offers tobacco cessation counseling to any veteran who receives health care through the VA. Quit VET is staffed by trained counselors who will help you during any phase of quitting—whether you are thinking about it, you started your quit attempt, or you are trying to get back on track after a slip or relapse to tobacco.

Remember, when you combine counseling with cessation medication, you give yourself the best chance at quitting for good. Quit VET counseling is offered in both English and Spanish.

Smokefree VET

veterans.smokefree.gov

Military veterans who receive their healthcare through the VA and are ready to quit smoking or using tobacco can sign up online or text VET to 47848 to sign up for a six to eight week program that will help support you through your quit. For Spanish, text VETesp to 47848.

1-800-QUIT-NOW

pa.quitlogix.org

The PA Free Quitline (1-800-QUIT-NOW) is a telephone-based tobacco cessation counseling service offering free coaching, with no judgment. This program has a proven record of increasing your chances of staying smoke free for good.

Stay Quit Coach

mobile.va.gov/app/stay-quit-coach

Stay Quit Coach is the VA's interactive quit tobacco app that's designed to help with quitting smoking. It is intended to serve as a source of readily available support and information for adults who are already in treatment to quit smoking, to help them stay quit even after treatment ends. Create a tailored plan, get information about smoking and quitting, enjoy interactive tools to help you cope with urges to smoke, and find motivational messages and support contacts to help you stay smoke-free.

CDC's Tips From Former Smokers Campaign

cdc.gov/tobacco/campaign/tips/index.html

The Tips Campaign profiles real people who are living with serious long-term health effects from smoking and secondhand smoke exposure. The campaign also engages doctors, nurses, dentists, pharmacists, and many other health care providers so they can encourage smokers to quit for good. Resources for health care providers, public health professionals, and mental health providers can be found on our partners page.

Lung HelpLine

freedomfromsmoking.org/lung-helpline

Part of the Freedom From Smoking® program, the Lung HelpLine provides certified counselors from the American Lung Association who can help you decide if you are ready to quit—and what the best option is for you.



Help with Quitting Smoking ... *your Way*

Freedom From Smoking® Clinic

Lung.org or 1-800-LUNG-USA

- The Freedom From Smoking® group clinic includes eight sessions and features a step-by-step plan for quitting smoking. Each session is designed to help smokers gain control over their behavior. The clinic format encourages participants to work on the process and problems of quitting both individually and as part of a group. Visit lung.org or call 1-800-LUNG-USA to learn more or contact your local charter for a list of available classes.

Freedom From Smoking® Plus

FreedomFromSmoking.org

- The Freedom From Smoking® Plus is a highly-interactive online behavioral change program that addresses today's mobile lifestyles. It works on desktops, laptops, tablets and smartphones and includes telephone, chat and email support from trained tobacco cessation counselors. To learn more about the Freedom From Smoking® Plus program visit FreedomFromSmoking.org

Freedom From Smoking® Self-Help Manual

(717) 971-1122

- The Freedom From Smoking® self-help manual can be used by individuals interested in a self-guided method of quitting. This 56-page interactive self-help workbook is based on the American Lung Association's proven-effective Freedom From Smoking® Clinic Program, and covers identifying triggers, removing roadblocks, addressing physical, mental and social aspects of addiction, preparing for quit day, handling social situations, preventing relapse and how to stay on track with lifestyle changes. The cost is \$5.99 each and can be ordered through your local American Lung Association office. To place an order, call (717) 971-1122.

Pennsylvania Quitline

1 (800) QUIT-NOW (784-8669)

Spanish-speaking: 1 (855) DEJELO-YA (335-3569)

- The Pennsylvania Quitline is a free local resource for quitting smoking. It provides over-the-phone counseling services with a certified quit coach, nicotine patches and lozenges (for qualified callers) and support for all Pennsylvania residents. Information and self-help materials are available.

Local Cessation Programs in Pennsylvania

<p>Northwestern PA Erie County Department of Health Phone (814) 451-7857</p>	<p>Southwestern PA Adagio Health Phone (412) 253-8166</p>	<p>Southcentral PA American Lung Association in Pennsylvania Phone (717) 971-1121</p>	<p>Philadelphia Philadelphia Department of Health Phone (215) 685-5693</p>
<p>Allegheny County, PA Tobacco-Free Allegheny Phone (412) 322-8321</p>	<p>Northcentral PA American Lung Association in Pennsylvania Phone (717) 971-1121</p>	<p>Northeastern PA American Lung Association in Pennsylvania Phone (717) 971-1121</p>	<p>Southeastern PA Health Promotion Council Phone (215) 731-6154</p>



CLAIM YOUR FREEDOM FROM TOBACCO

**HELP VETS LIVE
TOBACCO-FREE.**

Enroll today!

All services are private and free.

Call toll free

1-800-QUIT-NOW

Online services also available at:

pa.quitlogix.org

 American Lung Association.



You can Quit with Tips From Former Smokers®

Approximately one million people have quit for good because of the Tips From Former Smokers® campaign. Find support materials and resources as well as hear real stories from people living with smoking-related diseases and illnesses.



Brian smoked and got heart disease. He went from serving his country overseas to spending his life in emergency rooms and operating rooms. Finally, he quit smoking and, years later, got a heart transplant that saved his life.

You can quit smoking.

**For free help, call
1-800-QUIT-NOW.**



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
CDC.gov/tips

#CDCTips



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