US Army Toolkit for the Great American Smokeout 2003

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http://chppm-www.apgea.army.mil/dhpw/Population/TobaccoCessation.aspx
The section containing all the program materials can be found by scrolling down to the label 'Tobacco Cessation Program' on the website.

In conjunction with the Great American Smokeout 2003, the US Army Center for Health Promotion and Preventive Medicine (USACHPPM) developed, distributed, and evaluated a toolkit of resources for field personnel to use at their installations. This collaborative work demonstrated the ability of preventive medicine assets to engage the population of concern by providing effective tools and pathways to consider, initiate, and sustain the positive healthy behavior change of quitting tobacco use.

1 News Article

PUBLIC AFFAIRS OFFICE
U.S. ARMY CENTER FOR HEALTH PROMOTION AND PREVENTIVE MEDICINE
ABERDEEN PROVING GROUND, MARYLAND 21010-5403

For more information about this article, call 410 436-4656/7972 DSN 584

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September 24, 2003

Five Facts You Should Know About Smoking

By Brad Taft
Health Promotion Outcomes Researcher
USACHPPM, DHPW

You are a soldier. You wear the uniform proudly as one of America's best: smart, tough, and good at what you do. You are an Army of One.

But not everyone thinks that. Some companies see you as weak little nobody and just want to take your money and your health. And that's what is happening to you and a lot of your buddies. If you smoke, you are being taken for all you've got—your money and your health. So listen up, I'm going to tell you five facts about smoking that ought to make you want to kick tobacco.

Fact 1: Smokers are not addicted to tobacco; they are addicted to nicotine. Nicotine is a drug that occurs naturally in tobacco. Puffing a cigarette is the way to give you the biggest dose of nicotine you can get in just a few seconds so that anyone who smokes cigarettes will get addicted to nicotine.

Fact 2: Nicotine is very addictive. The American Lung Association puts it right up there with cocaine and heroine. Most people who begin smoking start to feel addicted after just a few packs, after a carton, well, you're hooked.

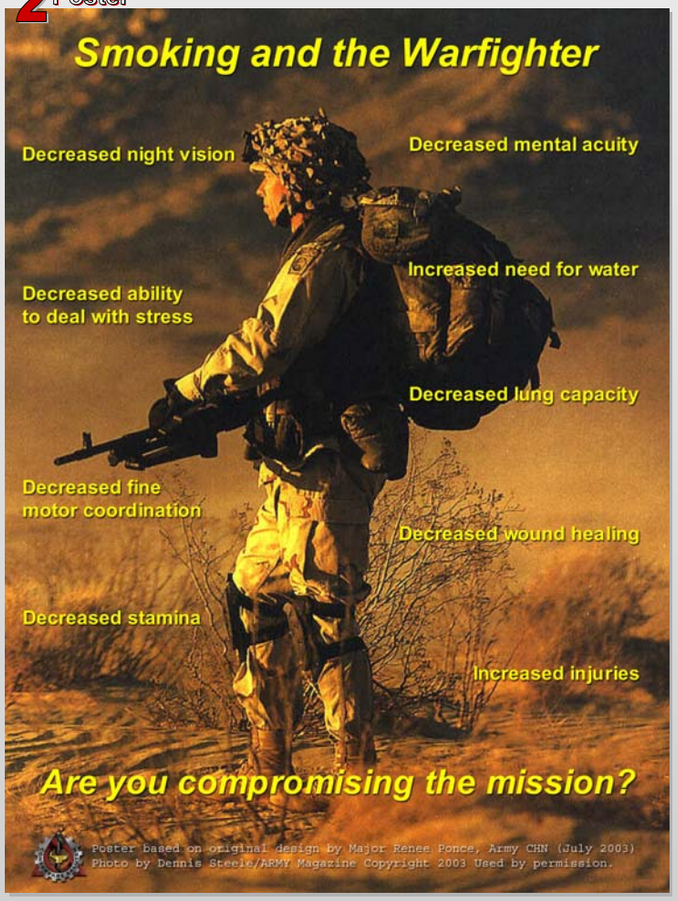
Fact 3: If you are addicted to nicotine, and since smoking cigarettes is the best way to get nicotine, then those who want your money will provide you with cigarettes, for a price of course. Because you're addicted, your money and your health go up in smoke (literally) one pack at a time.

Fact 4: A soldier can quit smoking if he or she wants to. You have the right to quit! Your Commander wants you to quit! Your family wants you to quit! But it doesn't matter who else in your life wants you to quit, it's up to you. You have to want to quit. You CAN quit smoking and use your money and your time for a lot better things. You decide. Quitting is hard. But, if you decide to quit, there are some proven ways to succeed and there are some folks at the health clinic who will help you succeed.

Fact 5: You may not believe that you should quit smoking. You may not be convinced that nicotine addiction is sucking out your money and your health. Well try this. Thursday, 20 NOVEMBER 2003 is the Great American Smokeout. Quit for a day, just that one day. See how you feel on the day goes on. If you are irritable, fidgety, can't concentrate and feel like you need a smoke to just settle down, then you'll know that you are not in control anymore, that you are addicted to nicotine. And you'll know that you need to make a plan to quit smoking.

Think about it. You decide. Make the right choice. Quit smoking for a day on 20 NOVEMBER. And then, make a plan to quit for good.

2 Poster



3 Sample Provider Memo

[*INSERT OFFICE SYMBOL HERE*][*INSERT DATE HERE*]

MEMORANDUM FOR [*INSERT MEDICAL FACILITY NAME HERE*] Healthcare Providers

SUBJECT: The 2003 Great American Smokeout

1. Your assistance is requested in the implementation of the installation's Great American Smokeout activities (20 NOV 03).

2. In the weeks leading up to 20 NOV 03, please make a special effort to ask all patients about their tobacco use habits. Remind them that the 20th is the Great American Smokeout and encourage them to try quitting for the day.

3. Consider the 5A model of tobacco use intervention.

a. **ASK** – Ask if the patient uses tobacco.

b. **ADVISE** – Advise patient to quit.

c. **ASSESS** – Assess patient's willingness to quit.

d. **ASSIST** – Assist patient with next steps towards quitting. Make a referral.

e. **ARRANGE** – Arrange follow-up to monitor progress in tobacco cessation efforts.

4. Patients requiring or requesting assistance in tobacco cessation efforts can be referred to [*PROVIDE REFERRAL AND CONTACT INFORMATION HERE*].

5. If your clinic would like to host training or educational events either in conjunction with the Great American Smokeout or on any other date, please contact clinic staff at [*PROVIDE CONTACT INFO*].

6. Your assistance in implementing Great American Smokeout activities are a crucial element in this program's success and are greatly appreciated.

7. POC for Great American Smokeout issues is the undersigned at [*PROVIDE CONTACT INFO*].

[*INSERT SIGNATURE BLOCK*]

4 Web Resources

Short List of Great American Smokeout Scientific Resources
US Army Great American Smokeout 2003 Toolkit

Resources included below have been validated and are for Great American Smokeout Installation Coordinators to use in developing informational materials and press releases. Resources may be reproduced and freely cited. Please include the appropriate source in the citation.

Tobacco Information and Prevention Source (TIPS)—Centers for Disease Control and Prevention (CDC) http://www.cdc.gov/tobacco
Very rich website filled with many useful scientific facts and statistics about smoking tobacco, nicotine addiction, and tobacco use cessation. Contains many links to federally sponsored tobacco control resources

Facts About Nicotine and Tobacco Products—National Institute on Drug Abuse (NIDA)
http://www.drugabuse.gov/NIDA_Notes/NNVol13N3/tearoff.html
Short discussion of the addictive properties of nicotine and the harmful effects of tobacco

Nicotine and Other Tobacco Products—National Institute on Drug Abuse (NIDA) InfoFacts
http://www.drugabuse.gov/Infofax/tobacco.html
In depth discussion of the health effects of nicotine and nicotine addiction

Five Common Myths About Quitting Tobacco Smoking—Surgeon General of the United States
http://www.surgeongeneral.gov/tobacco/5myths.htm
Addresses five commonly held misconceptions about tobacco use cessation

Questions and Answers About Smoking Cessation—National Cancer Institute (NCI)
http://cis.nci.nih.gov/fact/8_13.htm
Discussion focused on assisting the addicted tobacco user to move toward quitting tobacco use

How-To for Tobacco Cessation Counseling—North Carolina Northwest Area Health Education Center (NorthwestAHEC)
http://northwestaher.wfubmc.edu/learn/smokingcessation/
Recommended provider interventions to encourage tobacco use cessation

5 Hot Link to the United States Army Tobacco Cessation Program.

http://chppm-www.apgea.army.mil/dhpw/Population/TobaccoCessation.aspx

Collaboration in Action

More than just dirty teeth and bad breath (with sidebar)

by Maj. Georgia dela Cruz, Dental Staff Officer
U.S. Army Center for Health Promotion and Preventive Medicine

"My grill is jacked up, Ma'am," the soldier said as he sat back in my chair. Sadly, he was right. This young man had about a dozen cavities, the beginnings of gum disease around most of his teeth, and what looked like a pelt of dark brown for growing on the back of his tongue. Let's not even talk about the way his mouth smelled.

Great American Smokeout

by Marcie Birk
U.S. Army Center for Health Promotion and Preventive Medicine

Quit for a day...or a lifetime

by Lisa Young, Health Educator
U.S. Army Center for Health Promotion and Preventive Medicine

The Great American Smokeout provides a perfect opportunity for tobacco users to make a fresh start. The U. S. Department of Health and Human Services reports that tobacco is the leading cause of preventable death in the U.S. today. The health risks are obvious, but unfortunately, nicotine is addictive, so breaking the habit – a process known as smoking cessation – is very difficult. Quitting isn't easy, but millions have been successful. Here are some tips to help you or someone you know.

Prepare yourself mentally: Think of the positive aspects, such as improved health, better-smelling breath, and more money in your pocket.

Set a target date for quitting: Make a commitment to that date and do not let anything change it. Join many who will be quitting the day of the Great American Smokeout.

Involve someone else: Bet a friend that you can quit on your target date. Better yet, ask a friend or spouse to quit with you or to support you in your effort. Consider joining a support group or attending a smoking-cessation program.

Know what to expect: Prepare yourself for the tobacco urge to hit and have a plan to handle it. Stock up on hard candies, gum, mouthwash, and mints. Be sure to drink plenty of fluids, especially water, to wash the nicotine out of your body. Understand that withdrawal symptoms are temporary and a sign that the body is in a healing process.

Recognize and try to avoid tempting situations: Don't be caught unaware! Find new habits that make smoking difficult. Brush your teeth after meals instead of having a cigarette. Take a walk instead of a coffee break and avoid areas where people smoke. *Use the four D's in fighting a craving: Delay/Deep breathing/Drink water/Do something.*

Try nicotine-replacement therapy: In a review of over 3,000 smoking-cessation programs, the U. S. Public Health Service found that the use of nicotine gums or patches more than doubles the success rate of quitting. These products decrease the craving for nicotine, helping with physical withdrawal. Nicotine gum and patches are now available over-the-counter.

Avoid the weight-gain trap: Weight gain is a major concern for many individuals who quit smoking. Studies show the average weight gain for those who quit is only five to 10 pounds – some people do not gain any weight. *The important message is: do not substitute eating for smoking!* Keep low-calorie snacks such as carrots available. This would be a great time to start an exercise program. Remember to check with your physician before beginning any strenuous program.

No one but you can make the decision to quit smoking. When you consider the benefits you can enjoy by being tobacco-free, what have you got to lose? Even if you have tried before and relapsed, try again. Your chances for success increase with every attempt. ***Join the Great American Smokeout and quit for the day...or quit for a lifetime!***

(A U.S. Army Center for Health Promotion and Preventive Medicine release

UNITED STATES DEPARTMENT OF DEFENSE
United States Department of Defense
News Release
On the web: http://www.defenselink.mil/releases/2003/nr20031112-0630.html
Media contact: +1 (703) 697-5131
Public contact: http://www.dod.mil/faq/comment.html or +1 (703) 428-0711

IMMEDIATE RELEASE — No. 844-03, November 12, 2003

DOD SUPPORTS GREAT AMERICAN SMOKEOUT

There's an old adage that says, "A quitter never wins!" Dr. David Tomberg, deputy assistant secretary of defense for clinical and program policy, says, "For smokers and smokeless tobacco users, the real winners are those who make the often difficult and life-altering commitment to quit." As a critical quality of life issue, the Department of Defense encourages all who smoke or use

THE SECRETARY OF DEFENSE
1000 DEFENSE PENTAGON
WASHINGTON, DC 20301-1000

November 20, 2003

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS
CHAIRMAN OF THE JOINT CHIEFS OF STAFF
UNDER SECRETARIES OF DEFENSE
ASSISTANT SECRETARIES OF DEFENSE
GENERAL COUNSEL OF THE DEPARTMENT OF DEFENSE
DIRECTOR, OPERATIONAL TEST AND EVALUATION
INSPECTOR GENERAL OF THE DEPARTMENT OF DEFENSE
ASSISTANTS TO THE SECRETARY OF DEFENSE
DIRECTOR, ADMINISTRATION AND MANAGEMENT
DIRECTOR, PROGRAM ANALYSIS AND EVALUATION
DIRECTOR, NET ASSESSMENT
DIRECTOR, FORCE TRANSFORMATION
DIRECTORS OF THE DEFENSE AGENCIES
DIRECTORS OF THE DOD FIELD ACTIVITIES

SUBJECT: Healthy Lifestyle Choices – Don't Use Tobacco

The health and fitness of our Armed Forces affect readiness and mission accomplishment. One important healthy lifestyle choice is to avoid the use of tobacco products.

The Great American Smokeout is November 20th. This occasion provides a great opportunity for those who presently use tobacco to make a most important decision and quit. I urge those of you who do not use tobacco products to find a way to help out a friend, co-worker, or family member to stop tobacco use. It is in the best interest of our fighting force, our civilian personnel, and all others for whom we care.

U18744 /03

6 Stakeholder Evaluation

Table 1: Summary of Responses from Program Evaluation Tool

	% (n)	Mean (Range)
N: 11		
Response Rate: 0.94%		
Evaluation of Great American Smokeout 2003 Toolkit		
Received Utility:	73% (8)	6.75 (2-10)
Evaluation of Specific Toolkit Components		
Poster Evaluation		
Utility:		7.8 (6-10)
Request Similar Products in Future:	80% (8)	
Article Evaluation		
Utility:		7.3 (3-10)
Request Similar Products in Future:	75% (6)	
Letter Evaluation		
Utility:		5.9 (1-10)
Request Similar Products in Future:	60% (5)	
Web Resource List Evaluation		
Utility:		7.4 (2-10)
Request Similar Products in Future:	75% (6)	

Overall Assessment of the Toolkit...

	Yes	No
1. Did you **receive** an electronic copy of USACHPPM's 2003 Toolkit? (Check One)	☐	☐
2. Did you **use** any portion of USACHPPM's 2003 Toolkit in your efforts to support the 2003 Great American Smokeout? (Check One)	☐	☐
3. Did you **forward or disseminate** any portion of the toolkit to other providers for their use? (Check One)	☐	☐

4. On a scale of 1-10 where 1 is "**Not at all Useful**" and 10 is "**Extremely Useful**," please rate how **useful** you found the USACHPPM 2003 Toolkit to be overall.
1 2 3 4 5 6 7 8 9 10

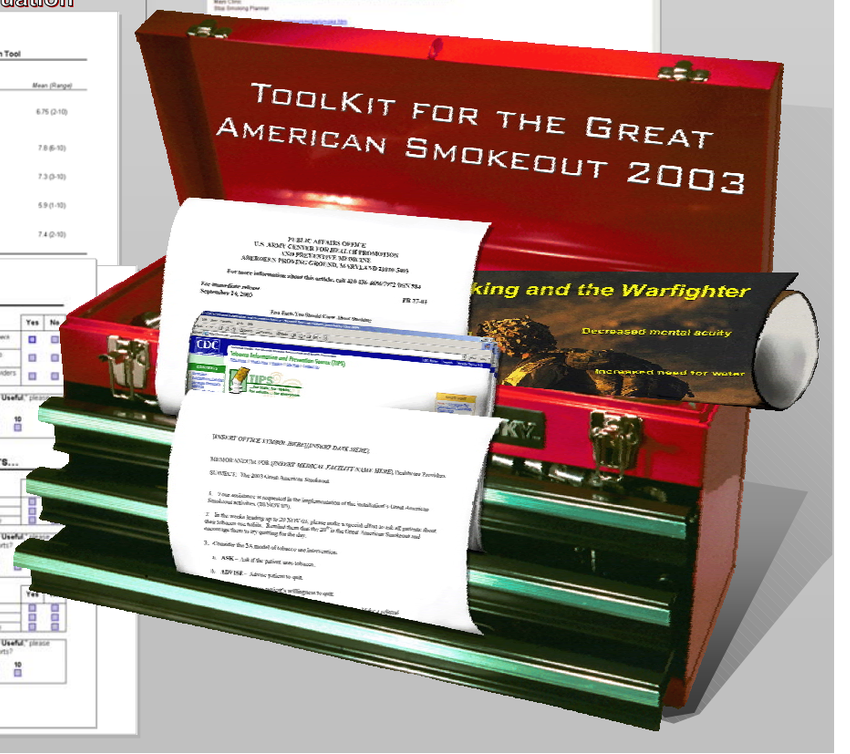
Assessment of Specific Toolkit Components...

Smoking and the Warfighter Poster

	Yes	No
5. Did you **use** this component? (Check One)	☐	☐
6. Did you **forward or disseminate** this component? (Check One)	☐	☐
7. Would you like to see similar components in future toolkits? (Check One)	☐	☐

8. On a scale of 1-10 where 1 is "**Not at all Useful**" and 10 is "**Extremely Useful**," please rate how **useful** you found this component to be in your GAS-2003 efforts?
1 2 3 4 5 6 7 8 9 10

Five Facts about Smoking Article

	Yes	No
9. Did you **use** this component? (Check One)	☐	☐
10. Did you **forward or disseminate** this component? (Check One)	☐	☐
11. Would you like to see similar components in future toolkits? (Check One)	☐	☐

12. On a scale of 1-10 where 1 is "**Not at all Useful**" and 10 is "**Extremely Useful**," please rate how **useful** you found this component to be in your GAS-2003 efforts?
1 2 3 4 5 6 7 8 9 10