



# Working with Active Duty Military Personnel

*Strategies & Lessons Learned from  
California Tobacco Control Program*

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# Presentation Objectives:

- Understand what Project UNIFORM is.
- 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.
- Learn some of the numbers for California's Active Duty population.
- Understand the complexities of working within military systems.
- 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/military communities 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.**



**NOT FOR SALE TO MINORS**

**UNITED STATES MARINE CORPS**  
MARINE WING SUPPORT SQUADRON  
MARINE WING SUPPORT GROUP

6 Apr 2003

USSTC  
PO BOX 5203  
Greenwich, CT  
06831

Dear Employees of U.S. Smokeless Tobacco Co.:

It is with great pride and pleasure to be writing this letter in response to your support of the United States Marine Corps. The contributions of your products to our unit were a huge boost to the Morale and Welfare of all the Marines. It is your company's support of the Marine Corps that makes us realize what we are here fighting for, the freedoms and liberties we have back in the United States of America.

It is not only the personnel that enjoy your products but also those that look at your contributions as support for all of us over here. Every day I have Marissa come up to me and tell me thank you. It is not me who they should be thanking however, it is all of the employees at your company and all the Americans that have supported our efforts one way or another.

All of us at this Marine Wing Support Squadron deployed to Marine Air Station Jalibah, Iraq thank every one of the employees at U.S. Smokeless Tobacco Co. for all the support you have given us.

RECEIVED #11

*TO YOUR COMPANY  
OTHER COMPANIES  
THE ONLY COMP  
WE ARE ALL VA  
WITH GREAT TH  
IN MORGAN,  
LT. (2)  
LT. WILL WEI  
USMC*

*IF YOU  
TO YOUR  
LETTERS  
APPRECI  
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TO YOUR  
OTHER  
THE DA  
WE ARE  
WITH  
IN MORGAN*

*say Thank You  
my command Smokeless tobacco.  
ship and since that time I have  
close to 1000 cans of tobacco.  
the night before we  
your shipment found us while  
IN MORGAN*

*I, on behalf of Echo Company and the entire Battalion  
wish to submit our most sincere thanks to you and  
everyone at US 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**.

**EXPERIENCE THIS SPECIAL TRIBUTE ►**

**Exclusive Zippo® Lighter Offer for Doral!**



**Get The Lighter Our Troops Have Counted On For Decades**

**GET YOURS ►**

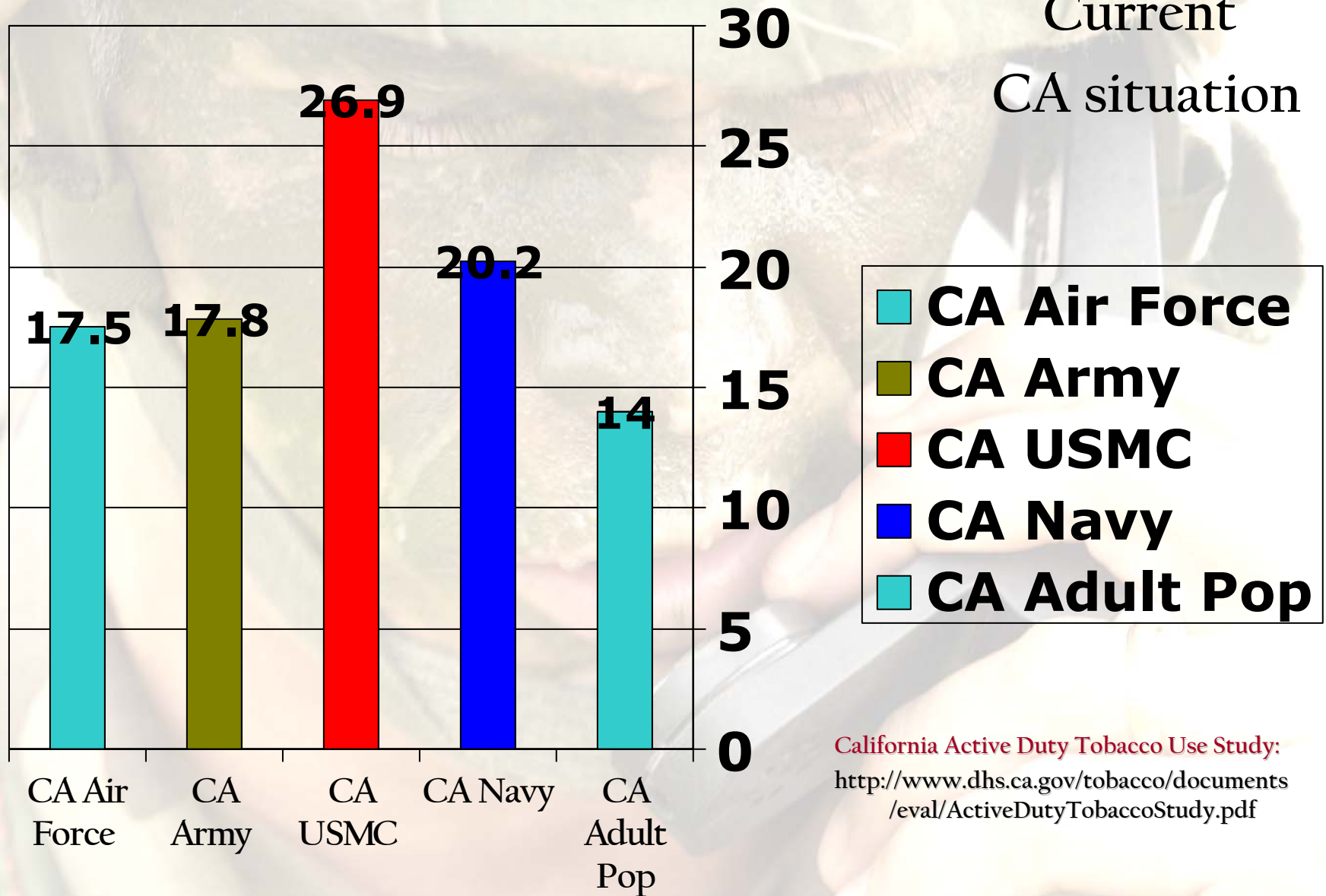
**We're honoring all our loyal smokers**



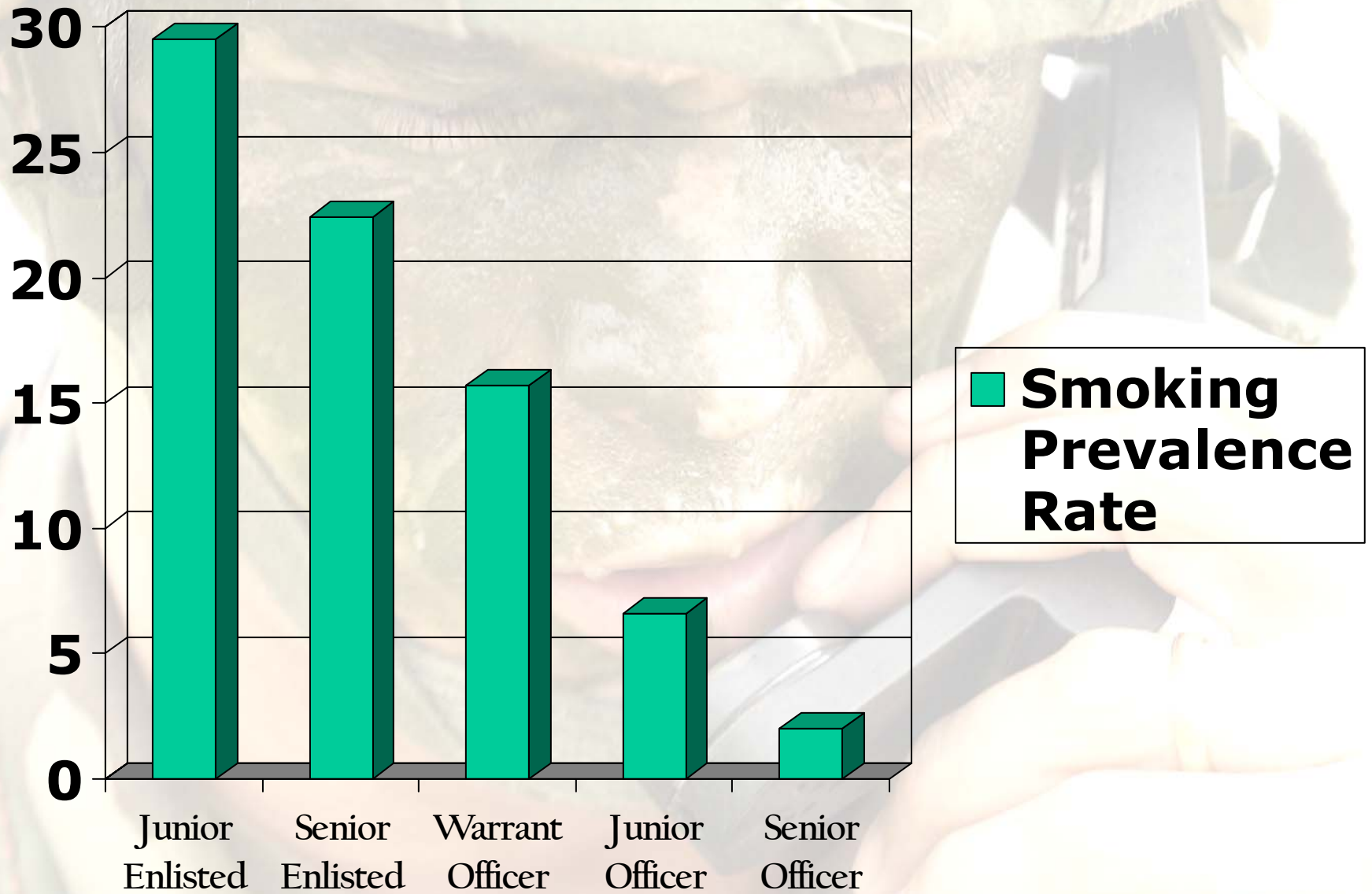
Los Angeles Times / Luis Sinco via AP

Lance Corp. James Blake Miller

# Current CA situation



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

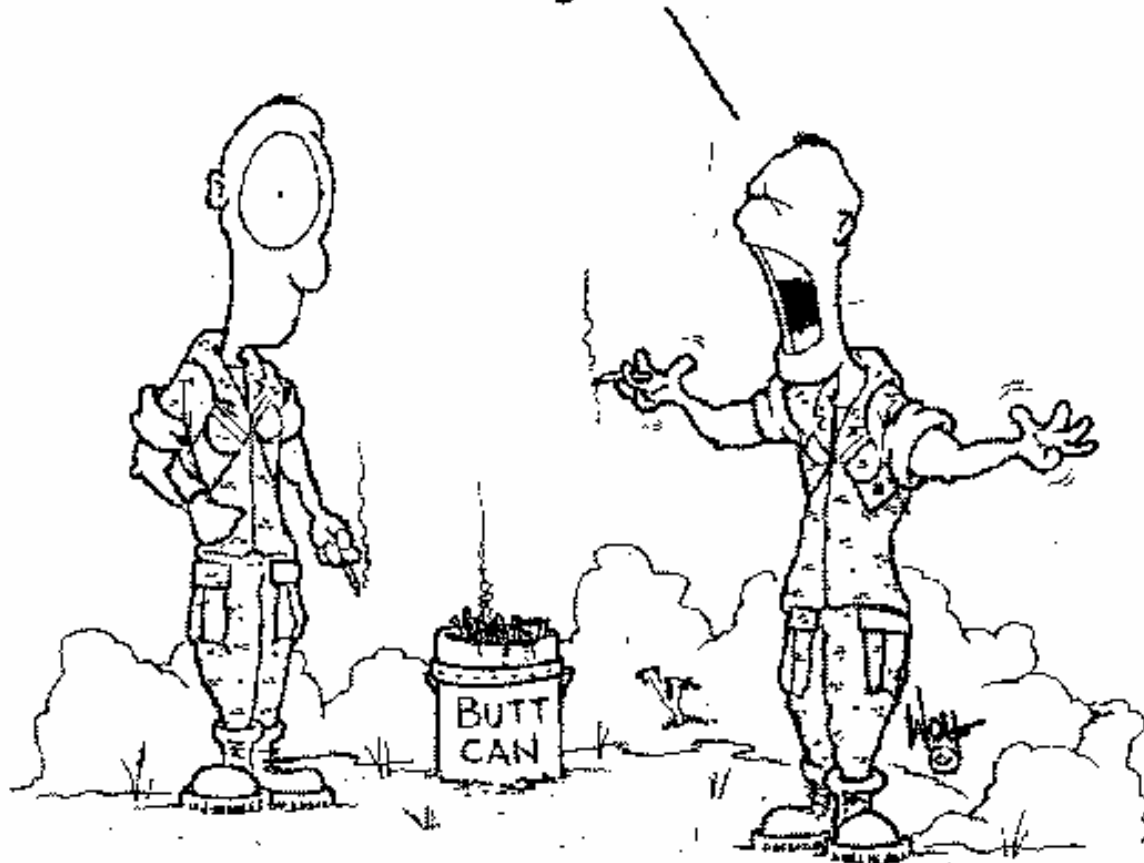


# Cultural Realities that Affect Utilization of Cessation Services

- 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.” “Army Strong”)
- 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...

## SemperToons © by Charles F. Wolf Jr.

"I've never smoked, but when I figured a 15 minute smoke break every hour for an 8 hour day got smokers out of working for 2 hours,...plus, Non-Smokers can't go home 2 hours early....., It made it worth the long term side effects!!!!"



[sempertoons.com](http://sempertoons.com)

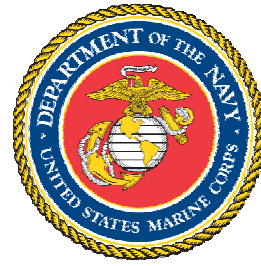
# Project UNIFORM

- 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.
- And will continue...

# 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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