

Exploring Military & Civilian Tobacco Control Partnerships

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Project UNIFORM/CYAN

Living Well: Strategies for Tobacco Free Recovery

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What is Project UNIFORM ?

Undoing Nicotine Influence From Our Respected Military

- A program of CYAN (California Youth Advocacy Network)
- Created in late 2005
- CA work: Funded by Prop 99 (tobacco tax)
- Collaborate to build military-civilian partnerships to address tobacco use in military communities
- Resources and info: www.projectuniform.org

What We Will Discuss

- Explain existing services and cultural realities including the military-civilian gap
- Review tobacco use among Military Personnel, Veterans, and Student Veterans
- Discuss best practice strategies and resources to increase tobacco prevention and cessation in military communities
- Review opportunities for military-civilian partnerships to address tobacco use including Project UNIFORM efforts

Acronyms...

- MOS: Military Occupational Specialty code (job)
- VA: US Dept of Veterans' Affairs
- USMC: United States Marine Corps
- PTSD: Post Traumatic Stress Disorder
- OEF: Operation Enduring Freedom
- OIF: Operation Iraqi Freedom
- MTF: Medical Treatment Facility



Existing Services and Cultural Realities

Existing Services

- Policies vary by branch, but they do exist
 - Come from top down
- Every branch has some kind of tobacco control program
 - Vary by installation, branch, utilization varies greatly
 - Important issue, changing quickly
 - Medications vary, are free for Active Duty personnel, but depend greatly on MOS
- Combating Tobacco in Military and Veteran Populations:
<http://www.iom.edu/Reports/2009/MilitarySmokingCessation.aspx>
- All VA medical centers have tobacco cessation specialty clinics
- National, young adult-specific social norm change website:
www.ucanquit2.org

Cultural Realities: Military Life

- Members of military communities have **distinct health challenges** and **cultural influences** that affect tobacco use
- **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, Coast Guardsman, or Sailor is “**strong enough**” to do it alone. (“Army of one.”) (“Army Strong.”)
- Although tobacco use is not allowed during basic training, there is **nothing prohibiting** use afterwards
- CAN be separated for alcohol use, for drug use, for weight, for behavior, but **NOT for tobacco use**
- Perception that “**It’s what we do.**”
- **Combat stress, operational stress**
- **And more...**

Cultural Realities: The Military-Civilian Gap

- Less than one half of one percent of the nation served at any given time during the last 10 years of war
- Those under 40 years old
 - 60 percent of Veterans have an immediate family member who served in the military (compared to 39 percent of civilians)
- Two-thirds of those with family ties to the military had done something to help a service member in the last 10 years
 - Fewer than half of those without a personal connection did so
- Those with a Veteran family member were more likely to consider themselves patriotic
- Just 22% of members of Congress today have served in the military — the lowest number since at least World War II**

Cultural Realities: Student Veterans

- Student Veterans have varying levels of leadership experience, life experiences, and “feel” more experienced than their counterparts
- Not all the same
- Language matters
 - Know the branch
 - Refer to title earned
- Independent
- Important to recognize difference
 - Skills, reality, experience
- Be aware of poly-use, mental health
- Better to ask than assume
- Much more likely to trust another Veteran



Tobacco Use:
Military Personnel, Veterans,
and Student Veterans

Military Personnel: A Snapshot

- 18-25 year olds have the highest cigarette use percentage.
- The USMC has the highest “Past 30-Day” cigarette use among the services.
- The lower the pay grade, the higher the cigarette use percentage.
- More than one in seven personnel started smoking after joining the military (15% total...16% males & 12% females).
- 14% of males aged 18-55 started using smokeless tobacco for the first time after joining the military.
- One in five male Marines started using smokeless tobacco after joining the military (20%).
- One in four personnel smoked a cigar during the past year (24%) with the highest rate among the USMC (31%).

Veterans: A Snapshot

- The VA provides care for **6.7 million** of the nation's 24 million veterans.
- **71.2%** reported that they smoked **at least 100 cigarettes** during their lifetime.
- At least **22 percent** of all veterans smoke.
- Smoking **rates are even higher** among military personnel who have been **deployed**.
- Tobacco use is greatly complicated by mental health issues including PTSD.

Student Veterans: A Snapshot

- Fewer Student Veterans spent over two hours a day watching TV or playing video or computer games.
- Student Veterans who served in Afghanistan or Iraq are more likely than other college students to use tobacco products, binge drink and be involved in physical fights.
- Student Veterans are more likely to engage in strength training and refrain from using marijuana than non-veteran college students.
- More OEF/OIF Student Veterans said they were currently cigarette smokers or had recently used smokeless tobacco, compared with non-veteran students.
- More OEF/OIF veterans planned to quit before graduation than non-veterans.



Best Practice Strategies to Increase Tobacco Prevention and Cessation in Military Communities

Best Practice Strategies to Increase Participation

- Get Military Service Member, Veteran, and/or Student Veteran involved directly
 - Acknowledge difference, opportunity, and experience
 - A 22 year old former Marine may be very different than a 22 year old who went right into college
 - Champions
 - Who is passionate about this issue?
 - Is there someone who has served?
 - Leadership positions
 - Military Service Members, Veterans, and/or Student Veterans can make amazing leaders
 - Don't "use", instead offer opportunities
 - Ask what's what
 - Include tobacco users and families
 - Listen without judgment
 - Provide an incentive for meeting

Best Practice Strategies to Increase Participation

- Outreach to person AND family members
 - Understand that for many it's the norm to have a family early in life
 - 55% of Armed Forces is married**
 - 40% have 2 children or more**
 - Health fairs, registration days, campus events
 - Involve champions
 - Community events
 - Involve person's community
 - Go to where they are (not where you wish they were)
 - Collaborate with MTF of VA centers (if there is one near you)

**Flake EM, Davis BE, Johnson PL, Middleton LS. The psychosocial effects of deployment on military children. J Dev Behav Pediatr. 2009;30:271-278

Best Practice Strategies to Increase Participation

- **Think outside of the box**
 - How can you access Service Members, Veterans, and/or Student Veterans differently?
 - Do you have the resources to offer support differently?
 - Don't just think financial...
 - How can you meet people where they are at?
- **Consider all/non-traditional partners**
 - Who has access to those you are trying to reach?
 - Varies by town, installation, campus, region
 - Public health workers, instructors, others
 - Have they been educated about the realities of Service Members, Veterans, and/or Student Veterans?
 - Can tobacco information be incorporated into other “teachable moments”?
 - Nutrition, weight management, athletics, mental health, etc.

Best Practice Strategies to Increase Participation

- Get chain of command, administration and other decision makers (including student government) support
 - A champion can go a long way to success
 - Help them to better understand the reality
- Offer off-installation, off-campus resources and flexibility
 - If offering health center services, figure out “other” times
 - Refer back to what group said
 - State quit lines (1-800-QUIT-NOW)
 - Project UNIFORM is happy to provide training



Project UNIFORM:
Opportunities for Military-Civilian
Partnerships to Address Tobacco Use

Project UNIFORM Efforts

- Innovative partnerships are vital in addressing the needs of military communities
- Civilian organizations, states, systems
 - Collaborate with local organizations to be inclusive
 - Cultural competency and awareness trainings
 - Spread the collaboration message at civilian, military, and national conferences
 - Created *Military College Collaborative*: working with college communities to be inclusive and responsive to Student Veterans

Project UNIFORM Efforts

- Tobacco Quit Lines
 - Annual CA Helpline Counselor Trainings
 - Interactive
 - Active Duty Service Members
 - Cultural and clinical issues
 - National helpline training
 - Branch specific cards

Why do military service members matter to those in tobacco control?

- Disproportionate number of active duty smokers.
- People you know.
- Family members.
- People who have volunteered to serve our country.
- Priority population.
- Often overlooked community.

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Why do tobacco control efforts matter to military personnel?

- Affects readiness.
- Affects PT scores.
- Affects healthcare.
- Affects health.
- Affects family.

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Cultural Realities that Affect Utilization of Cessation Services

- 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).
- STRESS!
- And more...

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The Branches We Will Discuss

- The United States Air Force (USAF)
- The United States Army (USA)
- The United States Marine Corps (USMC)
- The United States Navy (USN)

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Project UNIFORM Efforts

- Installation-specific
 - Fax-referral systems & protocols
 - Multi-day trainings
 - Nontraditional partner trainings
 - Emerging/alternative product trainings
 - Tobacco briefings for service members
 - Military community events
 - Ads in local and base papers to support efforts of health promoters

Everyone is proud of a quitter.

If you want to stop smoking or dipping:
Call Health Promotions at 830-2814 or CALL 1-800-NO-BUTTS or 1-800-844-CHEW

Smoking or dipping compromises your mission as a Marine not to mention what it does to your family.

⊗ Decreased ability to deal with stress	⊗ Increased risk of childhood asthma
⊗ Decreased coordination	⊗ Increased risk of upper respiratory infections in children
⊗ Decreased stamina	⊗ Increased risk of ear infection in children
⊗ Decreased lung capacity	
⊗ Increased need for water	

QUIT NOW Virginia Fax Referral Registration Form **Project UNIFORM**

PLEASE PRINT CLEARLY - ALL INFORMATION IS REQUIRED

Contact/Point Person: _____

Position/Job Title: _____

Branch of Service: _____

Phone Number (with Area Code): _____

Fax Number (with Area Code): _____

Email: _____

Name of Clinic/Office: _____

Clinic/Office Complete Address: _____

MAIL OR FAX THIS FORM TO:

WOULD YOU SMOKE THE TAILPIPE OF YOUR HUMVEE?



THEN WHY EVEN THINK ABOUT SMOKING A CIGARETTE?

Cigarette smoke contains 10 times more pollutants than the exhaust from a diesel engine.

For more information on how to stop smoking or dipping call:

1-800-NO-BUTTS • 1-800-844-CHEW

Project UNIFORM Efforts

- Products helpful to the field
 - *You Don't Need to be an Expert*
 - *Serving Those Who Serve*
 - Fact sheets
 - Website (www.projectuniform.org)
 - Social media
 - <http://twitter.com/projectuniform>
 - www.facebook.com/ProjectUNIFORM

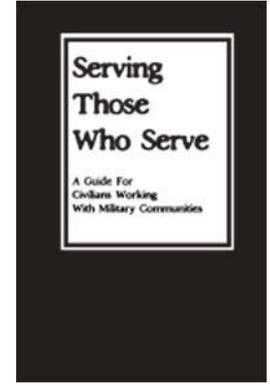
You Don't Need to be an Expert:
Facts and tips anyone can use to help people quit tobacco.

Created by Project UNIFORM, a program of OVIH

Fun With USMC Rank and Jarg
 Knowing military culture, jargon, and acronyms is essential and can help you feel more confident when working with service members and military communities. This fact sheet gives you the opportunity to learn Marine Corps rank as well as a variety of military terms with two fun puzzles.

Tobacco Use and PTSD in the Military
 Tobacco use is a well-documented issue in the military. It is a leading cause of preventable death and disability among active-duty service members. This fact sheet provides information on the prevalence of tobacco use in the military and the impact of PTSD on tobacco use.

Young Adult Military Families & Secondhand Smoke
 Young adult military families (YAMF) are a unique population. They are often young, single, and living in temporary housing. This fact sheet discusses the challenges they face, particularly related to secondhand smoke exposure.



Questions?

Rocky, an official mascot in Okinawa, Japan.



From the Marine Corps Times

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