



# spotlight on health

## Interactive Campaign Helps Military Service Members Quit Tobacco

(NAPSA)—An interactive campaign encourages the loved ones of military personnel to help them defeat an all-too-common enemy: tobacco.

Despite decades of work focused on reducing the use of tobacco by military populations, tobacco remains popular, especially among young enlisted personnel. A whopping 40 percent of service members ages 18 to 25 smoke, and more than 21 percent of service members ages 18 to 24 use smokeless tobacco. Alarming, a large number of these warriors—more than 37 percent—don't begin using tobacco until after they enlist, according to the Department of Defense Survey of Health Related Behaviors Among Active Duty Military Personnel.

In addition to the risks all Americans face when they use tobacco, tobacco use poses unique risks to military personnel, including training failure, slow wound healing and decreased night vision. An innovative initiative created for the U.S. military, Quit Tobacco—Make Everyone Proud (<http://www.ucanquit2.org>), supports 18- to 24-year-old enlisted personnel who are contemplating quitting tobacco.

### Cool Tools

Support is one of the most influential factors affecting cessation rates. A high-tech, high-touch array of tools, resources and materials is available free online. The campaign Web site features My Quit Space, where users can create a customized quit plan, quit calendar and blog. The site also features podcasts, RSS feeds and live chats with trained cessation coaches available from 8:30 a.m. to 10 p.m. EST, seven days a week.



### A new initiative could help soldiers snuff out their tobacco habit.

Quit Tobacco—Make Everyone Proud offers the latest high-tech ways to connect with others on the road to becoming tobacco free, including mobile access, being friends on MySpace, being a fan on Facebook, tuning into videos on YouTube and subscribing to the Twitter feed.

### The Role of Loved Ones

Support from friends and family helps, too. Quit Tobacco—Make Everyone Proud offers a Help Someone Quit section for those who want to help their military loved ones give up tobacco. You can send an e-card, become more informed about the challenges tobacco users face as they try to stop, and download information to share.

As a final tip, remember that if someone does use tobacco after deciding to quit, don't give up on him or her! On average, it takes 11 attempts to quit tobacco for good. Everybody knows that quitting smoking or chewing is hard. And for people in the military, it's even harder. Quit Tobacco—Make Everyone Proud (<http://www.ucanquit2.org>) provides the tools and encouragement to help service members successfully quit tobacco.