

**QUIT TOBACCO—MAKE EVERYONE PROUD
DEPARTMENT OF DEFENSE
TOBACCO CESSATION & EDUCATION
CAMPAIGN**

**COLLATERAL MATERIALS DISSEMINATION
REVIEW**

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Introduction and Background

The Department of Defense (DoD) Tobacco Counter-Marketing Program is designed to promote and facilitate tobacco cessation among junior enlisted personnel between the ages of 18–24. Program materials include a Web site, radio advertising, and print materials tailored for each of the four branches. Branch-specific ordering forms were cascaded to the Service Health Promotion leadership via the DoD Alcohol and Tobacco Advisory Council and to the Service Deputy Dental Corps Chiefs following a briefing to each of those groups. These items were available for each branch: two poster designs, postcard, table tent, wallet card, and supervisor wallet card. The forms were sent via e-mail, with points of contact (POCs) able to order by e-mail or fax.

More than 75 orders were received to include 58 percent of orders from base-level Air Force POCs, 19 percent from Navy, 12 percent from the Marine Corps, 10 percent from the Army and one order from the State of California’s Project Uniform program office. POCs often ordered materials for more than one branch and sometimes all four. The quantity ordered varied by branch and installation. Most items were ordered by the hundreds but occasionally an order for 2,000 copies of a product was submitted. Macro routed all requests to a government program manager in TMA’s Communications Resources Division who reviewed orders for appropriateness prior to order fulfillment by the contract printer. Available promotional materials can be viewed, downloaded for local printing, or ordered in bulk from the resources Web page at the following URL: <http://www.ucanquit2.org/resources/>.

DoD program managers were interested in learning about POCs’ receptiveness to the materials and how the products were being used. By telephone and e-mail, POCs who placed orders for materials were asked whether they had received the correct number of items. They were also queried about their need, if any, for additional products.

Highlights of POC feedback are presented below.

Receipt of Materials

Except in one case, POCs reported receiving the correct shipment of products. Because of longer delivery times for international print mail, overseas installations had not yet received their shipments, and feedback was not obtained from these POCs.

Satisfaction with Materials

All the POCs contacted made positive comments about the materials and considered them “very useful,” “wonderful,” and “helpful.” Several were especially enthusiastic, stating, “I love them.” According to one POC, everyone who saw the materials was “extremely pleased.” Another described the materials as “great new tools.”

Many POCs commented on the relevance and appropriateness of the images and message for young personnel and the targeting to each branch. “The posters really speak to the audience,” said a POC.

POCs seemed to believe that the campaign message would be effective. “It will motivate troops because it makes quitting more personal and reminds them how they may be hurting their family by smoking,” said one POC.

For a number of POCs, the materials represented the first of their type to be made available. Some POCs had prior experience with tobacco cessation campaigns and materials. For many, though, the DoD Tobacco Counter-Marketing Program was their first health education experience.

Some POCs preferred the posters to the wallet cards. A few said the cards were probably tossed out after service personnel left the dental office. However, wallet cards were perceived positively by a number of POCs, with one describing the cards as a “big hit.” Another described giving out cards to urge patients to follow up.

Many of the POCs were dental professionals who remarked about the importance of tobacco cessation. They saw a dental visit as an excellent opportunity for educating service personnel. One POC planned to give cards to patients who smoke and to note in their charts to discuss cessation at the next visit.

Several POCs commented on the family theme. “The posters will motivate patients to quit because kids are shown. Patients are concerned about the effects of smoking on their children,” said one POC.

Plans for Materials

Many of the POCs had already placed the materials in reception areas, treatment rooms, and other settings, including bulletin boards, recreation centers, and smoking areas. Health fairs were also mentioned as distribution points.

A few planned to distribute materials at cessation programs and during November 2007 Great American Smoke-out Month. Still others mentioned special efforts such as a major push toward creating tobacco-free base.

Several mentioned using the materials to talk with dental patients.

DoD had anticipated the possibility of recipients having difficulty posting the materials throughout military facilities. Only two POCs reported a problem. One proactively arranged for the posters to be framed. The other was limited to displaying materials in the dental clinic, not elsewhere on the base. A third POC reported that because the posters are slightly laminated, he did not need frames.

Suggestions for Additional Products

Several people suggested brochures with images that illustrate the consequences of smoking, especially a “colorful brochure that could be taken home and shared with the family.” One person remarked that Marines really like gore and mentioned “desk cards” showing gross images.

A few POCs did not identify a need for other materials.

The majority said that audiovisual materials would be helpful, including a slide presentation, video/DVD that could be taken home, and CD/DVD that could be used at the office or at home. One POC suggested a CD similar to the Web site so that personnel could check their cessation progress. A few saw no need for multimedia materials. Content suggestions ranged from testimonials to negative images (visual evidence) of the consequences of smoking.

Many people mentioned the need for materials on “dipping,” “chewing,” and “flavored snuff.” “Chewing tobacco use is the biggest problem,” said one POC. He pointed out that personnel can chew tobacco while working—there is no need to take a break and go somewhere to light a cigarette.

One POC identified a need for products focusing on female personnel.

Other items mentioned were:

- Fun freebies
- Magnets
- Stickers or “clings”
- Dissemination tips
- Desk cards
- Bounceback card
- Special frames
- Plastic model of head/upper body to show ravages of tobacco use
- Web site on cards
- Podcast

Additional Comments of Interest

Smokeless tobacco use is common, but users refer to the practice as “chewing” and “dipping.”

Smokeless use is tied to its image as “cool” as well as the ability to take a break without going somewhere to light up. Personnel who work with their hands can chew while they work.

Navy personnel switch from cigarettes to chewing tobacco when deployed on ships and submarines.

Tobacco use was seen as a problem but the perception of its magnitude varied by installation and the specific occupations of service personnel. One POC described the problem as “very big” and involving one-fourth of the personnel at the installation. The same POC estimated that 50 percent of personnel under age 25 years use tobacco products. One dental professional reported that 80 percent of the “problem patients” are smokers.

POCs reported that tobacco cessation is a challenge, especially because of the culture of enlisted personnel.

Several POCs mentioned the need for materials targeted to families. One, however, remarked that many enlisted personnel do not have families and messages need to be tailored accordingly.

One POC mentioned that the materials demonstrate DoD's commitment to tobacco cessation. Several mentioned the benefit of the centrally funded materials being available to military units at no cost.

Next Steps

The suggestions for additional products need to be explored. The follow steps are recommended to help assess the opportunities:

- Schedule telephone conference call with Colleen Haydon of Project UNIFORM to discuss suggestions and learn about her assessment of the potential value of specific products.
- Search American Dental Association Web site to identify any information on messages, materials, and programs for service personnel.
- For market segmentation purposes, determine if information on smokeless tobacco use is available by branch.
- Investigate how the Web site could incorporate sections for health professionals such as dentists.
- Identify military-based professional health groups that could be potential partners and channels.
- Investigate the availability of computer systems in reception and other areas for the use of multimedia programs by service personnel themselves and clinic staff members.
- Consider range of multimedia programs that might be appropriate.