

ANTI-VAPING COMMUNICATIONS TOOLKIT





Background

As of Oct. 8, the Centers for Disease Control and Prevention (CDC) reported 1,299 lung injury cases associated with using e-cigarettes from 49 states and one U.S. territory. The CDC confirmed 26 deaths followed these lung injuries across 21 states. This follows recommendations by the CDC and the Food and Drug Administration (FDA) for the public to refrain from using e-cigarette, or vaping, products.

Although the most recent *Department of Defense Health Related Behaviors Survey* found that cigarette use declined among service members by nearly half between 2011 and 2015, the daily use of e-cigarettes increased three fold over the same period. According to the survey, 35.7% of service members reported having tried e-cigarettes, an increase of eight fold between 2011 and 2015, and 11.1% reported using e-cigarettes daily, a rate higher than the 3.7% of users across the general population during a similar period.

While many use e-cigarettes recreationally, some use e-cigarettes to stop using other tobacco products. E-cigarettes are not approved by the FDA as a quit smoking aid. So far, research shows limited evidence that e-cigarettes are effective for helping smokers quit. In fact, non-smokers using e-cigarettes are more likely to start smoking. There are proven, safe, and effective methods for quitting smoking.

When prescribed, TRICARE covers certain FDA-approved types of medications to help beneficiaries quit tobacco. The following are available at no cost through military pharmacies and TRICARE Pharmacy Home Delivery to beneficiaries:

- Nicotine replacement therapy: Nasal spray (Nicotrol NS), inhaler (Nicotrol), patches (Nicoderm CQ and Habitrol), gum (Nicorette, Nicorelief, and generics), and lozenges (Nicorette, Commit, and generics)
- Prescription drugs: Bupropion (Zyban and generics) and varenicline (Chantix)

TRICARE also covers certain tobacco-cessation counseling services.

The Military Health System (MHS) is dedicated to helping active duty service members, veterans, retirees, and their families succeed in their attempt to quit tobacco. The Department of Defense (DoD) tobacco education campaign YouCanQuit2 (www.ycq2.org) provides a wide range of tools to help beneficiaries become tobacco-free and understand the risks of using e-cigarettes. For more information on TRICARE-covered tobacco cessation resources, visit www.tricare.mil/tobaccocessation.

ANTI-VAPING COMMUNICATIONS TOOLKIT

PURPOSE

This toolkit provides an overview of MHS products highlighting resources to quit tobacco products, articles about the risks of e-cigarette use, and links to other resources.

FOR MORE INFORMATION

For questions regarding MHS communications, to include this toolkit, please contact Ms. Joni Geels, at dha.ncr.comm.mbx.mhs-marketing-and-branding@mail.mil.



ANTI-VAPING COMMUNICATIONS TOOLKIT

ARTICLES

Below are articles discussing tobacco cessation activities and information on e-cigarettes produced by the MHS. Link to them in social media, include a link in digital communications, or print out to share.

Health.mil articles



“Health agencies investigating severe lung illnesses linked to e-cigarette use”
(Sept. 12, 2019)

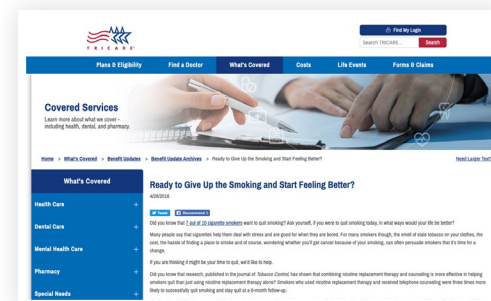
[GO TO ARTICLE](#)



“Smoking in disguise: Electronic smoking devices labeled ‘healthy’ can be misleading”
(Sept. 25, 2018)

[GO TO ARTICLE](#)

TRICARE.mil articles



“Ready to Give Up the Smoking and Start Feeling Better?”
(April 26, 2018)

[GO TO ARTICLE](#)

Articles

MHS Products

Social Media

Social Media

Resources

ANTI-VAPING COMMUNICATIONS TOOLKIT MHS PRODUCTS

MHS Poster

Kicking the Habit?
Going smoke-free can help more than just your lungs.

When you quit smoking, your body can handle pain better and heal faster.

To learn more, visit:
Health.mil/PainManagement

MHS Military Health System
health.mil

Tobacco Cessation Program Fact Sheet

JUNE 2019

TRICARE® Tobacco Cessation Program

TRICARE and the Department of Defense offer resources to help you quit

Tobacco use can cause heart and lung disease and cancer. It can also increase your chances for hospitalizations, missed workdays, failed fitness evaluations and impaired night vision. Knowing these facts, you may want to quit, but quitting can be hard. It may take several attempts to quit tobacco. TRICARE is dedicated to helping active duty service members, veterans, retirees and their families succeed in their attempt to quit. You can get the assistance you need to break the cycle using these resources:

- TRICARE-covered tobacco cessation products
- Tobacco cessation counseling services
- The Department of Defense (DOD) tobacco education campaign YouCanQuit2, located at www.youcanquit2.org, provides a wide range of tools to help you become tobacco-free.

Through these services, you have access to a comprehensive collection of tobacco cessation tools. You can also find more information online at www.tricare.mil/tobaccocessation. Another program offering information and resources for quitting tobacco is Operation Live Well, a DOD initiative that promotes the benefits of making healthy lifestyle choices. For more information, visit www.health.mil/liveWell.

TOBACCO CESSATION PRODUCTS

To help you quit tobacco, TRICARE covers both prescription and over-the-counter (OTC) tobacco cessation products. Covered tobacco cessation products are available at no cost through military pharmacies and TRICARE Pharmacy.

Home Delivery. Tobacco cessation products are not covered when purchased at retail pharmacies.

Covered tobacco cessation products are available in the United States for all TRICARE beneficiaries age 18 and older who are not eligible for Medicare. Overseas, the products are available to active duty service members and their dependents (who are enrolled in TRICARE Overseas Program Prime) at military pharmacies and through home delivery (where available) including the U.S. territories of Guam, Puerto Rico, and the U.S. Virgin Islands.

You must have a prescription from a TRICARE authorized provider for any tobacco cessation product including OTCs. You do not need to be diagnosed with a tobacco-related illness to use tobacco cessation products.

TRICARE covers the following tobacco cessation products at no cost to you:

- Varenicline tablets (brand name Chantix)
- Bupropion SR tablets (brand name Zyban and generics)
- Nicotine nasal spray (brand name Nicotrol NS)
- Nicotine inhalation system (brand name Nicotrol)
- Nicotine transdermal systems (brand names Nicoderm CQ and Habitrol)
- Nicotine gum (brand names Nicorette, Nicoretif and generics)
- Nicotine lozenges (brand names Nicorette, Commit and generics)

This fact sheet is not all inclusive. For additional information, go to www.tricare.mil.

STATESIDE

TRICARE TOBACCO CESSATION PROGRAM

If you plan to fill your tobacco cessation product prescription at a military pharmacy, please call ahead to check availability and to see if the facility offers participation in a tobacco cessation program or class.

COUNSELING SERVICES

Tobacco cessation counseling is covered for all TRICARE beneficiaries age 18 and older who are not Medicare-eligible and who reside and receive counseling in one of the 50 United States or the District of Columbia. Counseling sessions must be conducted by a TRICARE authorized provider. For more information, visit www.tricare.mil/tobaccocessation.

YOU CAN QUIT2 WEBSITE

The DOD's tobacco education campaign, YouCanQuit2, offers service members support in quitting tobacco through its comprehensive website, www.youcanquit2.org. The website offers 24/7 live chat support from coaches, information about counseling and medication, links to a text message support program and much more.

- **24/7/365 Live Chat**
The live chat feature provides around-the-clock, personalized online support from coaches who can provide information on topics like quitting tobacco, managing cravings and withdrawal symptoms.

medications to aid in quitting tobacco, healthy alternatives to tobacco, and other resources. The live chat feature is available on desktops and mobile devices.

- **24/7/365 Text Message Support with SmokefreeMIL**
SmokefreeMIL is a mobile text messaging service for service members who are trying to quit smoking. The program provides 24/7 encouragement, advice, and tips to help smokers quit and stay quit. It's a six- to eight-week program, depending on when you set your quit date. Users will receive one to five messages per day and can receive other quit support by texting one of SmokefreeMIL's keywords. To get tips and advice 24/7, sign up for SmokefreeMIL by texting MIL to 47848.

- **Information to Get Started**
Visit www.youcanquit2.org for information on the health effects of tobacco, benefits of quitting, tips and tricks to use on a quit day, ways to stay tobacco-free, and information on what to do in the event of a slip or relapse.
- **Join the Conversation**
Like or follow YouCanQuit2 on Facebook, Twitter, and Instagram to interact with and support other military members quitting tobacco or preparing to quit.

LOOKING FOR More Information? GO TO www.tricare.mil/contactus

<p>E</p> <p>TRICARE East Region Veterans Military 1.800.444.5445 veteransmilitary.com www.tricare-east.com</p>	<p>W</p> <p>TRICARE West Region Health Net Federal Services, LLC 1.844.865.WEST (1.844.865.9378) www.dhsarewest.com</p>	<p>YouCanQuit2 www.youcanquit2.org Facebook: www.facebook.com/YouCanQuit2/ Twitter: @youcanquit2 Instagram: @youcanquit2</p>
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An Important Note About TRICARE Program Information
 At the time of publication, this information is current. It is important to remember that TRICARE policies and benefits are governed by public law and federal regulations. Changes to TRICARE programs are continually made as public law and federal regulations are amended. Military hospital and clinic guidelines and policies may be different than those outlined in this publication. For the most recent information, contact your TRICARE regional contractor or local military hospital or clinic. The TRICARE program meets the minimum essential coverage requirement under the Affordable Care Act.

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Articles

MHS Products

Social Media

Social Media

Resources

ANTI-VAPING COMMUNICATIONS TOOLKIT

SOCIAL MEDIA

Military Health



Sept. 12, 2019



Aug. 18, 2019



April 17, 2019



Feb. 9, 2019

DHA Director



July 8, 2019

DoD Health



Sept. 12, 2019



July 8, 2019

Select an image to go to that specific social media posting.

Articles

MHS Products

Social Media

Social Media

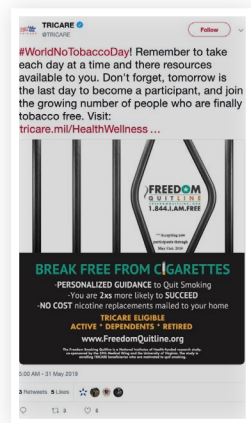
Resources

ANTI-VAPING COMMUNICATIONS TOOLKIT

SOCIAL MEDIA

Select an image to go to that specific social media posting.

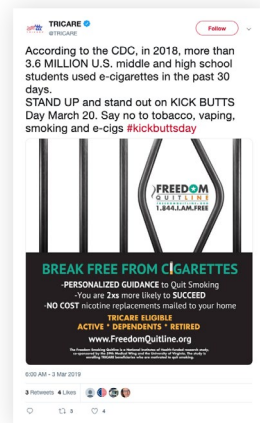
TRICARE



May 31, 2019



May 30, 2019



March 3, 2019



Feb. 19, 2019

Defense Health Agency



April 3, 2019

Articles

MHS Products

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ANTI-VAPING COMMUNICATIONS TOOLKIT RESOURCES

Below are links to additional resources about e-cigarettes.



[YouCanQuit2](http://www.ycq2.org)
www.ycq2.org

SmokeFree.gov

SmokeFree.gov
www.smokefree.gov



[Health.mil Tobacco-Free Living](https://health.mil/military-health-topics/operation-live-well/focus-areas/tobaccofree-living)
<https://health.mil/military-health-topics/operation-live-well/focus-areas/tobaccofree-living>



[Centers for Disease Control and Prevention](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)
https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm



[Food and Drug Administration](https://www.fda.gov/news-events/public-health-focus/lung-illnesses-associated-use-vaping-products)
<https://www.fda.gov/news-events/public-health-focus/lung-illnesses-associated-use-vaping-products>



[Office of the U.S. Surgeon General](https://e-cigarettes.surgeongeneral.gov)
<https://e-cigarettes.surgeongeneral.gov>

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