



***Support Secretary Mabus'
Proposal on Tobacco Sales***

How The Tobacco Industry Has Influenced Military Tobacco Use ...and What You Can Do About It!

4 September 2014

10-11am PST

Webinar Overview

In March 2014, Secretary of the Navy (SECNAV) Ray Mabus announced a proposal to prohibit the sale of tobacco products at all Navy and Marine Corps commissaries and exchanges. Secretary Mabus has received some pushback on his proposal by members of Congress and, at this point, he needs support from civilians, military families, public health advocates, and Veterans.

This webinar will:

- Give an overview of tobacco use within military communities
- Present research on how the tobacco industry has influenced military tobacco use
- Describe the Department of Defense (DoD) and Secretary of the Navy (SECNAV) efforts
- Provide information on what efforts can be taken



Disclosures

- *This project is supported by the University of California, San Francisco.*
- *UCSF researchers developed this webinar and accompanying website as part of a research grant to test the feasibility of enhancing civilian support for military tobacco control. Data relating to the use of this webinar and accompanying website will be collected for research purposes. Collected data will be stored confidentially, and no identifiable information from website users will be included in publications and presentations relating to this research.*
- *Presenters have no relevant financial relationships to disclose.*
- *Presenters do not intend to discuss the off-label or investigative (unapproved) use of commercial products or devices.*



Today's Presenters

- Dr. Elizabeth A. Smith, PhD
University of California, San Francisco
- Colleen Haydon, MSW, MPH, CTTS
Project UNIFORM Program Manager
- Kimberlee Homer Vagadori, MPH
CYAN Project Director





***Support Secretary Mabus'
Proposal on Tobacco Sales***

Overview of Tobacco Use Within Military Communities

Colleen Haydon, MSW, MPH, CTTS

Project UNIFORM

Military Community Tobacco Use

- Smoking is the leading cause of preventable death; one-half of smokers will die from a smoking-related complication.*
 - For DoD, this equates to an estimated 175,000 current Active Duty Service members who will die from smoking.*
- DoD spends over \$1.6 billion a year on tobacco related expenses.**
- In 2008, VA spent over \$5 billion to treat Chronic Obstructive Pulmonary Disease (COPD).** (More than 80% of COPD is attributed to smoking.)
- The cost of lost productivity from smoke breaks alone (30min/day for 220 workdays/year) was over \$345 million in 1995 dollars.**

*From Under Secretary of Defense Jonathan Woodson March 2014 memorandum, “Reducing Tobacco Use in the Armed Forces and the Department of Defense”.

**Institute of Medicine, Combating Tobacco in Military and Veteran Populations, 2009



Military Community Tobacco Use

- Of the current Service Members who smoke, 36-40% started after joining the military.*
- What would cause Service Members to smoke less?***
 - A significant decrease in the number of places at the installation where smoking or using tobacco is permitted.
 - Prices on the installation were increased to match prices outside the installation.
- The top reasons Service Members give for smoking:***
 - Helps me relieve stress
 - I smoke when I drink alcohol
 - Helps me relieve boredom
 - Helps keep me awake or alert
 - Helps me relax or calm down

*Institute of Medicine, Combating Tobacco in Military and Veteran Populations, 2009

***2011 Department of Defense Health Related Behaviors Survey of Active Duty Military Personnel



Military Community Smoking



2011 Department of Defense Health Related Behaviors Survey of Active Duty Military Personnel



**Support Secretary Mabus'
Proposal on Tobacco Sales**

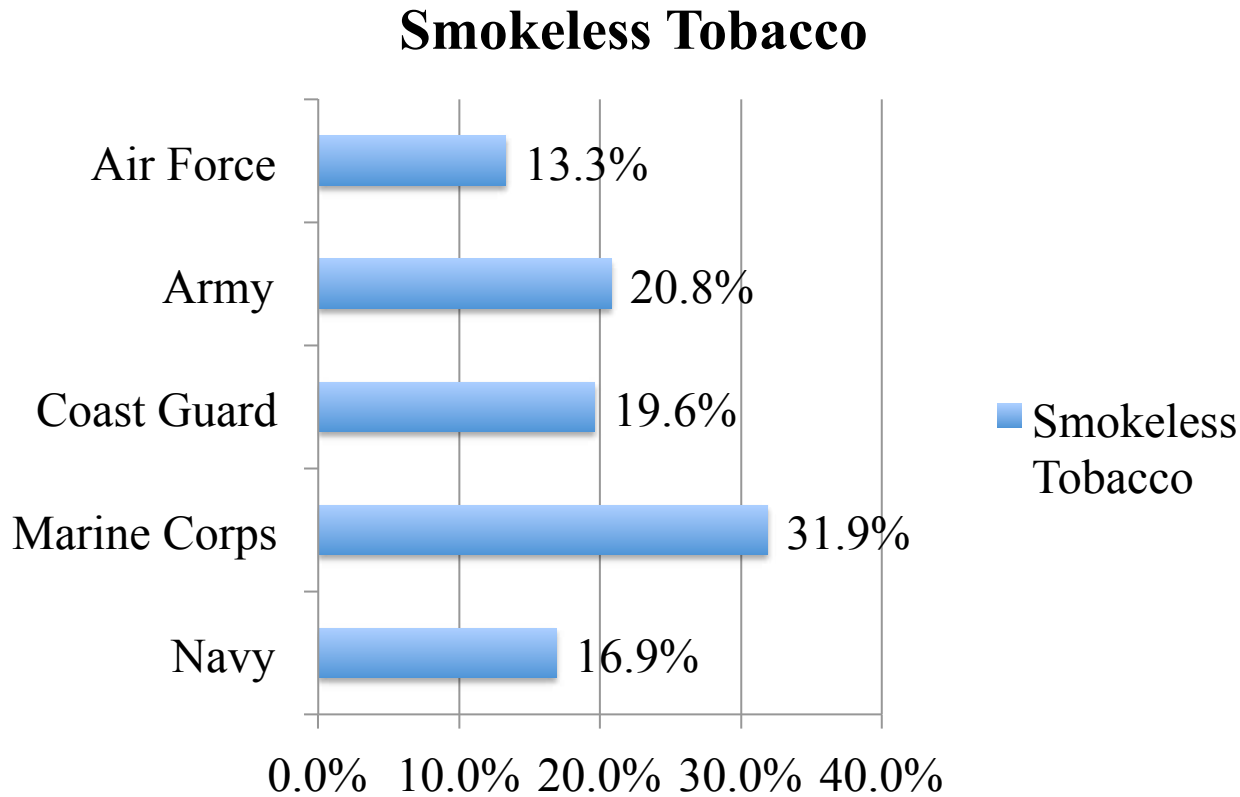
Military Community Tobacco Use

- The lower the pay grade, the higher the tobacco use.
 - Why might that be?
 - Who makes up the lower pay grades?
 - What makes Marines different?
- Over one-fifth (22.6%) of all Service Members have smoked cigars in the past 12 months.
- 44% of heavy smokers also used smokeless tobacco in the past 12 months.
- 29% of former smokers have used smokeless tobacco in the past 12 months.

2011 Department of Defense Health Related Behaviors Survey of Active Duty Military Personnel



Military Community Smokeless Use

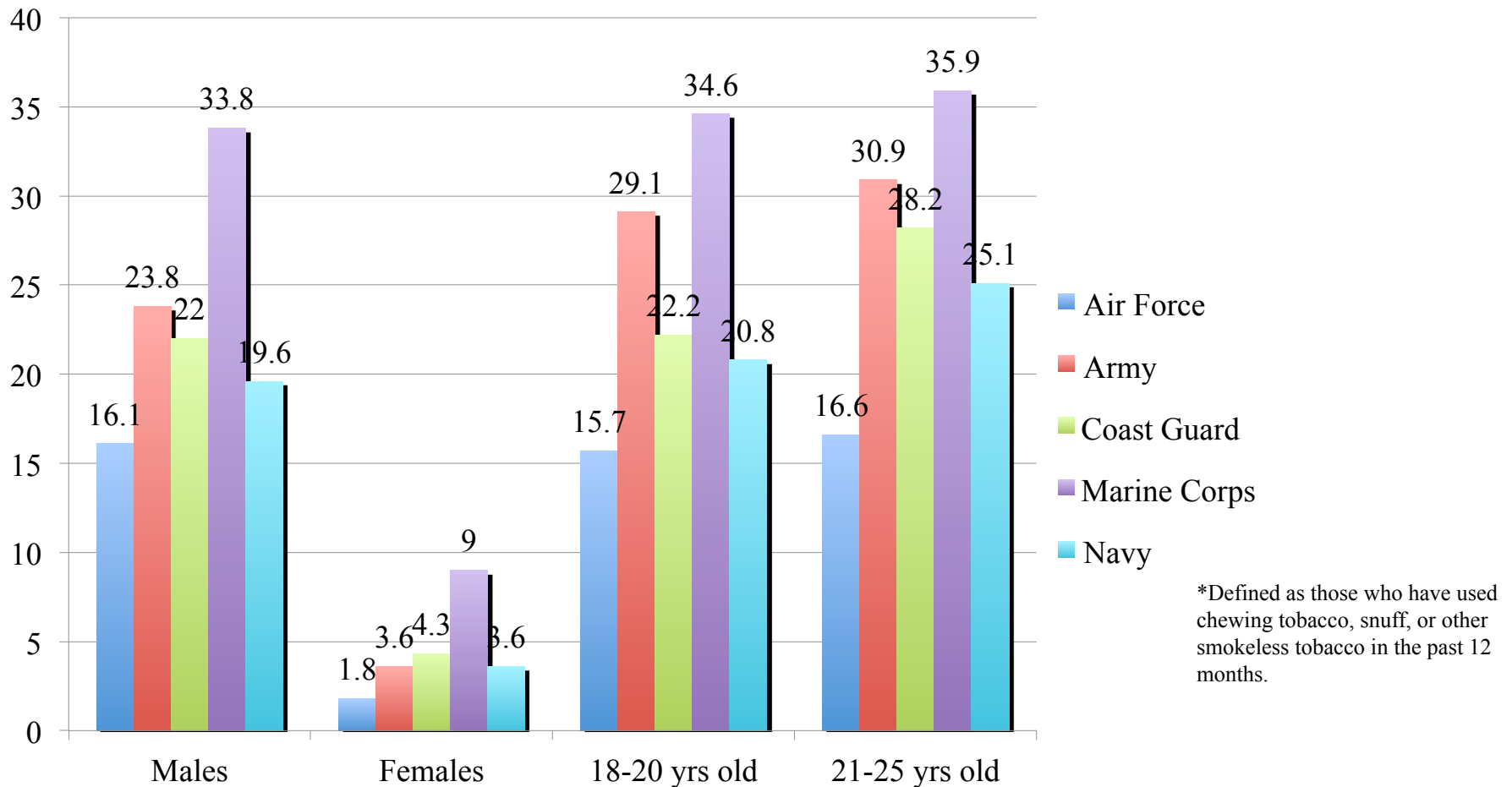


2011 Department of Defense Health Related Behaviors Survey of Active Duty Military Personnel



**Support Secretary Mabus'
Proposal on Tobacco Sales**

Smokeless Use By Gender & Age*



2011 Department of Defense Health Related Behaviors Survey of Active Duty Military Personnel



**Support Secretary Mabus'
Proposal on Tobacco Sales**

Military Community Tobacco Use

- Military retail outlets continue to sell tobacco at deep discounts.
- Only 4.9% of military retailers in 2013 were in compliance with the 5% rule.
- Some brands were priced 73% lower than local Walmart stores.
- Cigarettes were found as cheap as \$1.97 per pack on a military installation vs. \$7.29 per pack at the local Walmart.

Haddock CK, Jahnke SA, Poston WSC, Williams LN. Cigarette Prices in Military Retail: A Review and Proposal for Advancing Military Health Policy. *Mil Med.* 2013 May; 178(5): 563-569.





***Support Secretary Mabus'
Proposal on Tobacco Sales***

The Tobacco Industry, the U.S. Military, and Civilian Public Health

Elizabeth A. Smith, PhD

University of California, San Francisco

Legacy Library

- Tobacco industry documents released as part of the Master Settlement Agreement between the tobacco industry and the Attorneys General
- 14 million documents; 80+ million pages
- Searchable at legacy.library.ucsf.edu



Why target the military market?

MARLBORO COUNTRY MUSIC

I. Overview

Events play an integral role in the overall marketing mix for Marlboro. More specifically they are used as a vehicle to:

- Strategically separate our product from the competition

- Reach a key young adult male audience
- Create an advertising and promotion vehicle for Marlboro on base
- Increase merchandising participation and shelf space for all Philip Morris brands
- Stem the anti-smoking movement within the military

reaches our target audience of 21-34 year old males.

Marlboro has achieved a presence in the music industry that no other corporate sponsor in any category of music can match. Our success is directly linked to the concept of packaging talent rather than sponsoring a singular artist.

Marlboro Country Music is recognized as a leader in combining artists that reflect the roots and tradition of country with what is new in country. We are in a position

13

nqm72e00 (1994)

- 1 -

CONFIDENTIAL
022076

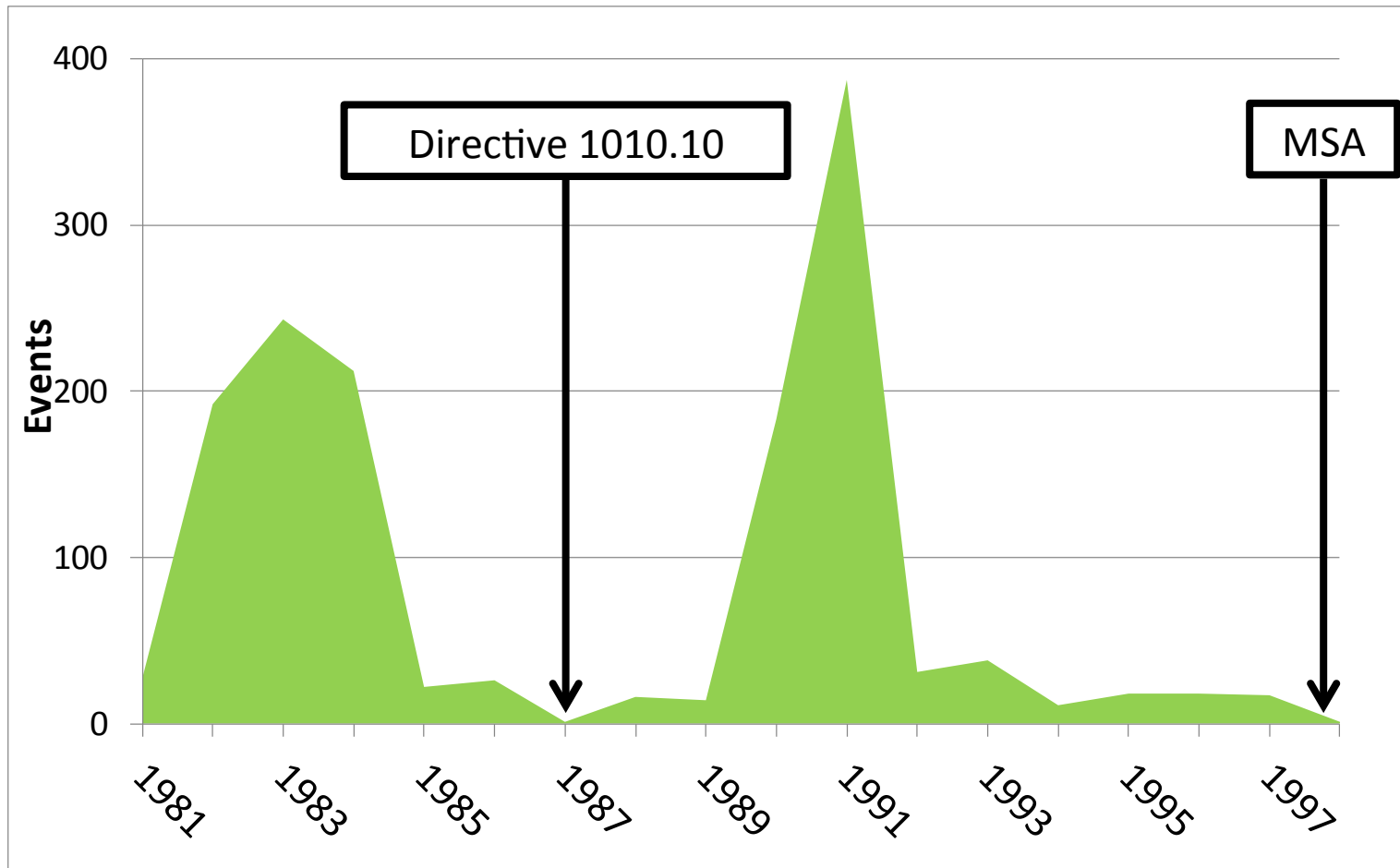


Sponsored Events . . .

- Entertain bored, stressed personnel
- Provide Morale, Welfare & Recreation funding
- Increase sales at exchanges, which also support MWR



Events By Year (N=1456)



Marlboro Presence

“Marlboro Music **flags** placed on main road leading to the festival entrance; Marlboro **pennants** to be placed throughout venue . . . ; **Light boxes** with Marlboro music logo placed in strategic locations; **Banners** . . . to enhance overall Marlboro visibility; **Van/truck** participation . . . for on-site and **bar night** coverage; . . . two Marlboro vans along side of two. . . **tents**, six **kiosks** and four pick-up trucks for on-site **name generation** and **pack sale** activities; . . . **t-shirts**, . . . **caps**, **lighters**, **fanny packs**, **cassette holders**, **stadium seats**, [and] additional incentives provided by vans.”

hsx26c00, 1994



Army Tobacco Control Plan (1986)

- Inspired by DoD 1010.10
 - Deglamorize smoking
 - Education and cessation
 - Reduce rates to 25% by 1990
- House Armed Services Committee (HASC), urged by industry, opposes.
- Army backs down, weakens policy, recognizes “rights” of smokers.



Smoke-Free Ships (1993)

- Capt. Stanley Bryant declares USS Roosevelt will be smoke-free, including ending sales in ship's store.
- Against Congressional pressure, Admiral Kelso supports Bryant.
- Congress legislates to require ships' stores to sell tobacco, and takes authority from captains.



Tobacco Pricing (1996)

- ASD Frederick Pang raises prices by making Commissaries sell at the Exchange price.
- Pang reprimanded by HASC.
- HASC tries to remove his authority over pricing.



Tobacco Pricing (2001-2012)

- DoD directive 1330.9 sets prices at “no lower than 5% below” the lowest local price.
- The Navy has ordered that prices be equal to local prices.
- Prices are still lower.



Public Health Focus Groups and Interviews

	Public health	Tobacco control	Medical specialty
Leader interviews	6	4	3
Member focus groups	2 (N=16)	2 (N=20)	



Combat

- “Does [cessation] in a combat zone . . . degrade performance, [when] the greater risk is . . . getting shot.”
- “Of course I don’t want them to smoke, but I – it’s almost like I can feel a little bit of an enabler in me saying, ‘Their quality of life is so awful in combat.’”



Tobacco as a Right

- “I never want to get into a situation where you’re trying to dictate the rights of a person.”
- “I can’t tell a citizen that they can’t do something if it’s a legal thing. That’s what we’re fighting for.”



Military Has Rules About . . .

- Weight
- Fitness
- Haircut
- Tattoos
- Length of grass on lawn
- Which hand to use to carry something
- Adultery



Conclusions

- Outside pressure (from Congress and the industry) is all pro-tobacco.
- Congress has prevented the military from “acting locally.”
- Civilian public health needs to work with military to pressure for tobacco control.



Reframing Military Tobacco Use

- Military service should not be a risk factor for tobacco use initiation.
- Service members deserve better “stress relief” than tobacco.
- Drawdown makes this an ideal time to push for a tobacco free military.





***Support Secretary Mabus'
Proposal on Tobacco Sales***

Department of Defense and Secretary of the Navy Efforts

Colleen Haydon, MSW, MPH, CTTS

Project UNIFORM

The Secretary of Defense

“I don’t know if there’s anybody in America who still thinks that tobacco is good for you.”

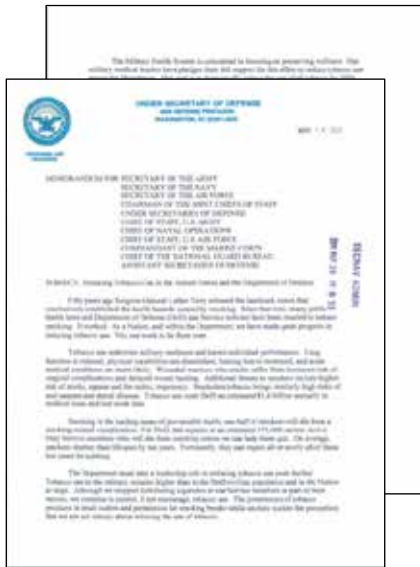
“We don’t allow smoking in any of our government buildings. Restaurants, states, [and] municipalities have pretty clear regulations on this. I think in reviewing any options that we have as to whether we in the military through commissaries [or] PXs sell or continue to sell tobacco is something we need to look at. And we are looking at it. And I think we owe it to our people.”

“Now the dollars are one thing. But the health of your people — I don’t know if you put a price tag on that. So I think it does need to be looked at and reviewed.”

Stars and Stripes, 31 March 2014



Assistant Secretary of Defense, Health Affairs

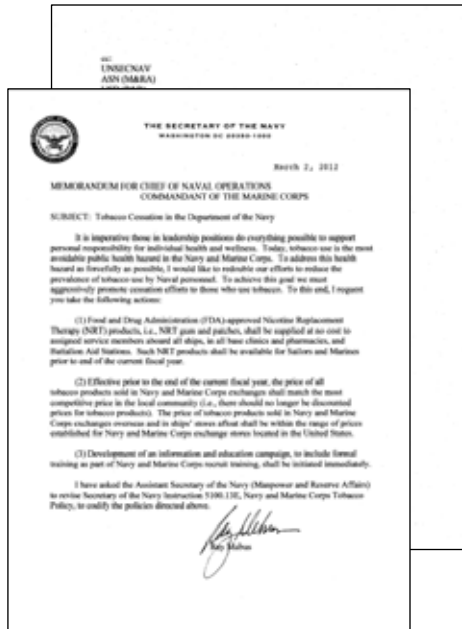


Memorandum released 14 March 2014

- “Tobacco use **undercuts military readiness and harms individual performance**. Lung function is reduced, physical capabilities are diminished, hearing loss is increased, and acute medical conditions are more likely.”
- “Wounded warriors who smoke suffer from increased risk of surgical complications and **delayed wound healing**.”
- “Smoking is the leading cause of preventable death; one-half of smokers will die from a smoking-related complication. For DoD, this equates to an **estimated 175 ,000 current Active Duty Service members who will die** from smoking unless we can help them quit.”
- “The Department must take a **leadership role in reducing tobacco** use even further.”
- “Although we stopped distributing cigarettes to our Service members as part of their rations, we continue to permit, if not encourage, tobacco use.”
- “The prominence of tobacco products in retail outlets and permission for smoking breaks while on duty sustain the perception that we are not serious about reducing the use of tobacco.”



The Secretary of the Navy, 2012



Memorandum released 2 March 2012

- “Today, **tobacco use is the most avoidable public health hazard** in the Navy and Marine Corps.”
- “To address this health hazard as forcefully as possible, I would like to **redouble our efforts to reduce the prevalence of tobacco use** by Naval personnel.”
- “To achieve this goal we must **aggressively promote cessation efforts to those who use tobacco.**”
 - “Food and Drug Administration (FDA)-approved Nicotine Replacement Therapy (NRT) products, i.e., **NRT gum and patches, shall be supplied at no cost to assigned service members aboard all ships, in all base clinics and pharmacies, and Battalion Aid Stations.**”
 - “Effective prior to the end of the current fiscal year, the price of all tobacco products sold in Navy and Marine Corps exchanges shall match the most competitive price in the local community (i.e., **there should no longer be discounted prices for tobacco products.**)”
 - “Development of an information and education campaign, to **include formal training as part of Navy and Marine Corps recruit training,** shall be initiated immediately.”



The Secretary of the Navy, 2014

- “We demand that sailors and Marines be incredibly fit. We know tobacco hurts that fitness. We know the cost of health care far exceeds any profits we could possibly make selling that.”
- Secretary Mabus and his senior staff are taking a "deliberate approach" in considering a "whole range" of initiatives regarding tobacco.

USA Today, 28 March 2014



Most Current Efforts

- Defense Secretary Chuck Hagel has asked for a department-wide review of tobacco policies.
- The Secretary of the Navy Ray Mabus is considering a ban of tobacco sales on Navy ships and Navy and Marine Corps installations.



Congressional Backlash

- House Armed Services Committee
 - Duncan Hunter, R-California (San Diego)
 - “While I recognize the Navy believes removing tobacco products would help in 'maximizing the readiness' of sailors and Marines, it's my belief that the Navy should worry less about intruding on the personal decision-making of these same sailors and Marines, while creating added burdens in the process.”
 - Introduced an amendment to prohibit the SecDef and others from implementing any policy restricting sales of items in stock at exchanges and commissaries. (7 May 2014)
 - Representative Hunter received \$2500 from Reynolds America PAC



Congressional Support, March 2014

Harkin, Senate Democrats Urge Navy Secretary to Prohibit Tobacco Sales at Naval Bases, Aboard Ships

Monday, March 31, 2014

WASHINGTON, D.C.

Senator Tom Harkin, Labor, and Pension senators in urging naval bases and aboard Harkin was joined by Durbin (D-Ill.), Jack

"We recognize, support smoke-free areas or access to cessation ongoing efforts to avoid the life-long use. We urge you to stop the sale of tobacco

March 26, 2014

The Honorable Ray Mabus

Secretary of the Navy

Office of the Secretary of the Navy

2035 Navy Postage

Washington, D.C. 20310-2000

Dear Secretary Mabus,

We understand that you are considering prohibiting the sale of all tobacco products aboard naval bases and ships. We commend your efforts and hope that you will move forward with this initiative which will renew emphasis on the health of our dedicated sailors and Marines as well as provide for increased combat readiness.

The high rate of tobacco use by active-duty personnel is not only harmful to their health, but also costs the federal government significantly in the long-term. While annual profits from all Department of Defense (DOD) authorized military tobacco sales are roughly \$30 million, a DOD report from June 2009 estimated that the annual tobacco-related military health care and lost productivity cost about \$1.3 billion, or 21 times greater than the annual sales. While smoking rates among active-duty military have decreased in the past few decades—similar to the trends that we are seeing in the civilian population—DOD should do more to lower the smoking rates among active-duty military.

A 2008 DOD study found that smoking rates among all branches of the military was 58.8 percent, compared to 20.4 percent among adults in the general U.S. population. Additionally, 51 percent of surveyed active-duty personnel said that the availability of cigarettes in many places on installations made it easier to smoke. While availability could contribute to the fact that nearly half of all smokers surveyed had attempted to quit but were unsuccessful, several factors presumably contribute to high smoking rates such as stress relief and the desire to relax or calm down. The Department should ensure that adequate support is always available to personnel seeking to quit tobacco use, including the existing effort to offer tobacco cessation products and services.

We recognize, support and thank you for your recent efforts to increase smoke-free areas on bases, eliminate smoking on submarines, and improve access to cessation services. Again, we applaud your ongoing efforts to help our sailors and Marines break nicotine addiction and avoid the life-long health complications and deaths associated with tobacco use. We urge you to do everything in your capacity to address this issue for our military men and women, including moving forward with the proposal to stop the sale of tobacco aboard all naval bases and ships.

Sincerely,

TOM HARKIN

United States Senator

RICHARD BLUMENTHAL

United States Senator

MICHAEL J. DURBIN

United States Senator

JACK REED

United States Senator

SHERRILL BROWN

United States Senator

We understand that you are considering prohibiting the sale of all tobacco products aboard naval bases and ships. We commend your efforts and hope that you will move forward with this initiative which will renew emphasis on the health of our dedicated sailors and Marines as well as provide for increased combat readiness.

We recognize, support and thank you for your recent efforts to increase smoke-free areas on bases, eliminate smoking on submarines, and improve access to cessation services. Again, we applaud your ongoing efforts to help our sailors and Marines break nicotine addiction and avoid the life-long health complications and deaths associated with tobacco use. We urge you to do everything in your capacity to address this issue for our military men and women, including moving forward with the proposal to stop the sale of tobacco aboard all naval bases and ships.



Support Secretary Mabus' Proposal on Tobacco Sales

Congressional Support, July 2014

- Senate Appropriations Defense Subcommittee approved to eliminate the 25% discount on tobacco products sold to Service Members on military installations
- Sen. Dick Durbin, D-Ill, “There is no reason these deadly products are subsidized.”





***Support Secretary Mabus'
Proposal on Tobacco Sales***

What You Can Do

Kimberlee Homer Vagadori, MPH

CYAN

Support Secretary Mabus

Send a **Letter of Support** to the SECNAV

www.tobaccofreemilitary.org

Public Health Message

Support Secretary Mabus' Proposal on Tobacco Sales

Dear Mr. Secretary,

As a Public Health Advocate, I am writing in full support of your proposal to create a healthier and stronger United States Navy and United States Marine Corps by removing tobacco products from military installations.

As you are well aware, tobacco use costs our military more than \$1.6 billion dollars annually, reduces readiness of our service members, and perpetuates an addiction to a known dangerous substance.

Personalize your message

Thank you for your important efforts. I applaud your strong leadership and dedication to protecting the health of the brave men and women who serve our country.

Very Respectfully,
[Your Name]
[City, State ZIP]

Contact

Required fields

Title:

First Name:

Last Name:

Your Email:

City:

State / Province:

ZIP / Postal Code:

Yes, I would like to receive periodic updates and communications from California Youth Advocacy Network.

Remember me. What's this?



**Support Secretary Mabus'
Proposal on Tobacco Sales**

Educate Your Community

- Educate community members, decision makers, and your colleagues about tobacco's impact on military communities
 - Highlight high rates of tobacco use in military communities
 - Share information about how tobacco use negatively impacts service members and Veterans
 - Distribute military-specific materials at events, meetings, and online
 - Resources available at:
www.projectuniform.org



Collaborate with Military Communities

- Invite military community members and Veterans to your tobacco-free coalition meetings
- Provide cessation and prevention services (similar to services provided to civilians)
- Offer free resources
 - Project UNIFORM: www.projectuniform.org
 - Partnership for Prevention

Help Your Patients Quit Tobacco Use: An Implementation Guide for the Armed Forces

<http://www.prevent.org/data/files/actiontoquit/armedforcestobaccocessationguide.pdf>



**Support Secretary Mabus'
Proposal on Tobacco Sales**

Celebrate Veterans Day Tobacco-Free

- Support Veterans in quitting tobacco on Veterans Day
- Join us for a webinar:
Celebrating Veterans: What Local Communities Can Do For a Tobacco-Free Military
– 22 October 2014, 10am PST





***Support Secretary Mabus'
Proposal on Tobacco Sales***

Questions, Answers, Evaluation