

You Don't Need to be an Expert:

*Facts and tips
anyone can use to help
people quit tobacco.*

How to use this guide

You don't have to be an expert in tobacco cessation to help people quit. Within the following pages you will find well-cited facts that you can incorporate into any work you do with service members and their families.

We've included a dry-erase marker so that you can customize the document to meet your specific needs.

Put it to use!

What you hear:	Your response:

Make a difference in 3 easy steps!
Step 1: ASK: Do you use tobacco?
Step 2: If yes, ASK: Do you want to quit?
Step 3: If yes, GIVE info:
call 1-800-QUIT-NOW or health promotions!

Use this area as a quick reference to commonly heard statements about tobacco use.

There's room for you to write your own questions and answers.

Discuss tobacco use with everyone.

Just one quick question could change a life forever!

How to use this guide

How does tobacco use affect **endurance**?

1. Decrease in oxygen uptake by 4%.¹
2. Smokers have at least 7.2% less endurance than nonsmokers.¹
3. Reduces oxygen-carrying capacity in the blood.²
4. Causes chronic pulmonary inflammation (think emphysema) and decreases lung function.^{2,3}
5. Reduces oxygen consumption and exercise duration.²
6. Reduces maximal aerobic power and endurance by 5-10%.²
7. Decreases physical-performance capacity in physical training tests.²
8. Tobacco use can cause poor blood circulation, fatigue, muscle weakness, and poor physical performance.³



These cited facts could motivate the people you work with to quit tobacco.

Use these facts when you discuss tobacco use.

Put it to use!

Endurance

What you hear:	Your response:
When I smoke it opens my lungs and I can breathe better.	You may feel that way, but the truth is you are damaging your lungs AND decreasing your oxygen uptake!
I'm stronger than I've ever been – tobacco doesn't affect me!	You're fooling yourself if you believe that – tobacco messes with all parts of your body AND reduces your endurance.

Make a difference in 3 easy steps!

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Step 3: If yes, **GIVE** info:

Call 1-800-QUIT-NOW or _____!

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ENDURANCE

Put it to use!

Fitness

What you hear:	Your response:
I'm more fit than I've ever been.	You're lucky now, but soon you may not be. Tobacco users get injured more and take longer to heal. Why would you want to press your luck?
Tobacco hasn't affected me.	It's probably affected you more than you know. Tobacco use is connected to hearing loss, more flu and sickness, and poor performance all around.

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Step 1: **ASK:** Do you use tobacco?

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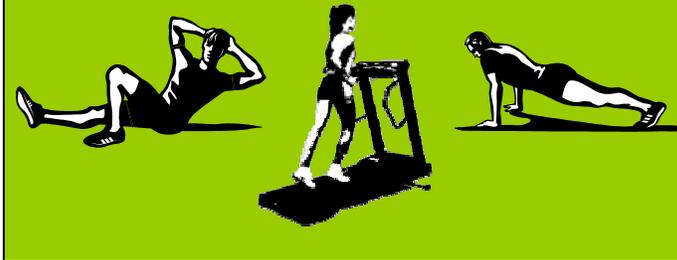
Step 3: If yes, **GIVE** info:

Call 1-800-QUIT-NOW or _____!

How does tobacco use affect fitness?

1. Those who use tobacco are more likely to incur injuries.¹
2. Smokers heal slower than nonsmokers.^{1,2,4}
3. People who quit smoking improve their exercise performance.¹
4. Smokers are more at risk to get the flu and to have more intense symptoms when they do.⁴
5. Smoking is strongly associated with accelerated hearing loss.²
6. Tobacco users are more likely to perform poorly on military fitness evaluations.^{5, 6}

FITNESS



Put it to use! Military Families

What you hear:	Your response:
I smoke outside. There's no harm in that.	When you smoke, sticky particles get on your skin and clothes. When you hold a loved one, you put them at risk by sharing these dangerous particles.
I don't have kids, so what's the big deal if I smoke?	Do you have a pet? If so, smoking around your pet doubles the chance it will get cancer. Even if you don't have a pet, you are increasing your chances of impotence and fertility problems.

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Step 3: If yes, GIVE info:

Call 1-800-QUIT-NOW or _____!

How does tobacco use affect **military families?**

1. There is no safe level of exposure to tobacco smoke.⁷
2. Secondhand smoke contains over 7000 chemicals with about 70 known to cause cancer.⁷
3. Even brief exposure to secondhand smoke can damage cells.⁷
4. Chemicals found in secondhand smoke appear to affect the part of an infant's brain that regulates breathing.⁷
5. Children exposed to secondhand smoke are more likely to suffer from pneumonia, bronchitis, respiratory infections, ear infections, and asthma.⁷
6. Smoking and exposure to secondhand smoke is associated with hearing loss.⁴
7. Tobacco use may reduce fertility.^{4, 8, 9}
8. Dogs and cats whose owners smoke are at least twice as likely to develop cancer.^{10, 10a}



MILITARY FAMILIES

Put it to use!

Finances

What you hear:	Your response:
Tobacco doesn't cost that much.	Pack a day smokers would save over \$1800 a year if they quit. Over 5 years that's over \$9000!
I smoke in my car. Big deal.	If you ever decide to trade that car in, most dealers will reduce the trade-in-value by more than \$1000.

Make a difference in 3 easy steps!

Step 1: ASK: Do you use tobacco?

Step 2: If yes, ASK: Do you want to quit?

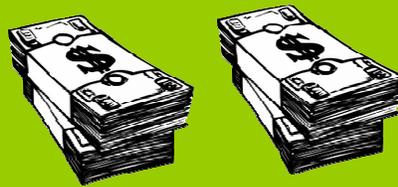
Step 3: If yes, GIVE info:

Call 1-800-QUIT-NOW or _____!

How does tobacco use affect **finances**?

FINANCES

1. One year of being a pack a day smoker costs at least \$1800...what else could be bought with that money?
2. Five years of being a pack a day smoker costs at least \$9000...what else could be bought with that money?
3. Some employers won't hire tobacco users.¹¹
4. Tobacco users pay more for insurance than non-tobacco users.¹¹
5. If you go to trade in your car, many dealers will reduce the trade in value by more than \$1,000 due to smoke smell.¹²
6. It is estimated to cost more than \$2000 to clean a house after it has been smoked in.¹²



Put it to use! PTSD/Mental Health

What you hear:	Your response:
Tobacco has nothing to do with combat stress.	Did you know that if you use tobacco you double your risk of developing PTSD?
Tobacco reduces my stress.	Not true. Tobacco creates chemical changes in your body that actually produces stress – creating higher levels of stress than non-tobacco users!

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Step 1: ASK: Do you use tobacco?

Step 2: If yes, ASK: Do you want to quit?

Step 3: If yes, GIVE info:

Call 1-800-QUIT-NOW or _____!

How does tobacco use affect PTSD/mental health?

1. Tobacco use almost doubles risk of developing PTSD.²
2. 41% of people with a mental illness use tobacco.²
3. People with mental illness consume 44% of all cigarettes sold in the United States.²
4. Over 50% of those with PTSD use tobacco.²
5. Tobacco users have higher levels of stress than non-tobacco users.¹³
6. Of current smokers, 60% report a past or current history of a mental health diagnosis in their lifetime.¹³
7. A person who smokes about 1½ packs (30 cigarettes) daily gets 300 “hits” of nicotine each day.¹⁴
8. On average, adults who smoke die 14 years earlier than nonsmokers.¹⁵
9. Rates of smoking are two to four times higher among people with psychiatric disorders and substance use disorders.¹⁶

Put it to use! Smokeless Tobacco & Snus

What you hear:	Your response:
Dip is safer than cigarettes.	Not true! Smokeless tobacco causes all sorts of cancers and is just as addictive as other tobacco!
Snus is safe.	Snus is NOT safe. Among many other harms, it doubles your chances of getting pancreatic cancer.

Make a difference in 3 easy steps!

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Step 2: If yes, **ASK:** Do you want to quit?

Step 3: If yes, **GIVE** info:

Call 1-800-QUIT-NOW or _____!

Facts on smokeless tobacco & snus

1. All smokeless tobacco delivers cancer causing agents.²
2. At least 28 chemicals in smokeless tobacco have been found to cause cancer.¹⁷
3. Smokeless tobacco causes oral cancer, esophageal cancer, and pancreatic cancer.¹⁷
4. The nicotine stays in the blood longer for users of smokeless tobacco than for smokers.¹⁸
5. There is no scientific evidence that using smokeless tobacco can help a person quit smoking.¹⁹
6. Studies have found that 60 to 78 percent of smokeless tobacco users have oral lesions.¹⁹
7. Gum disease (gingivitis) is caused by smokeless tobacco.¹⁹
8. Smokeless tobacco products are as addictive as cigarettes and can cause the same type of dependence.²⁰
9. Smokeless tobacco use by men causes reduced sperm count and abnormal sperm cells.¹⁷
10. Your chances of getting pancreatic cancer double when you use snus.²¹

SMOKELESS TOBACCO & SNUS

Put it to use!

Hookah

What you hear:	Your response:
Hookah is safe.	Not true. Hookah use puts you at risk for all sorts of cancers, and also contains 100 times more tar than cigarettes.
The smoke from hookah is cleaned when it passes through the water.	False! Even after passing through water hookah smoke contains high levels of cancer causing materials. A 1-hour session involves inhaling 100-200 times the smoke of a single cigarette.

Make a difference in 3 easy steps!

Step 1: **ASK:** Do you use tobacco?

Step 2: If yes, **ASK:** Do you want to quit?

Step 3: If yes, **GIVE** info:

Call 1-800-QUIT-NOW or _____!

Facts on hookah

1. Hookah has 100 times more tar than cigarettes and 11 times more carbon monoxide.²²
2. An average hookah smoking session (45-60 minutes) is the same as chain smoking 15 cigarettes.²²
3. A typical 1-hour-long hookah smoking session involves inhaling 100–200 times the volume of smoke inhaled from a single cigarette.²³
4. Hookah smokers are at risk for oral cancer, lung cancer, stomach cancer, cancer of the esophagus, reduced lung function, and decreased fertility.²⁴
5. Even after it has passed through water, the smoke produced by a hookah contains high levels of toxic compounds, including carbon monoxide, heavy metals, and cancer-causing chemicals.²³
6. Sharing a hookah may increase the risk of transmitting tuberculosis, viruses such as herpes or hepatitis, and others.²⁵
7. Secondhand smoke from hookahs is just as dangerous as secondhand smoke from cigarettes.²³

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Put it to use! **E-cigarettes/Products**

What you hear:	Your response:
I'm using an e-cigarette to quit.	The Food and Drug Administration (FDA) has not approved the e-cigarette as a quit aid.
E-cigarettes are safer than other tobacco.	E-cigarettes contain toxic chemicals (like the stuff found in antifreeze) and have not been shown to be safe.

Make a difference in 3 easy steps!

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Call 1-800-QUIT-NOW or _____!

Facts on e-cigarettes/products

1. The US Food and Drug Administration (FDA) has not approved the e-cigarette as a quit aid.
2. E-cigarettes have not been shown to be safe.
3. E-cigarettes contain carcinogens and toxic chemicals such as diethylene glycol (DEG), an ingredient used in antifreeze.²⁶
4. The nicotine levels in e-cigarettes have been shown to be mislabeled which could easily lead to overdosing or poisoning by the user.²⁶
5. There are no studies available detailing what inhaling propylene glycol, pure nicotine, and any other undisclosed substance contained in the vapor will do to human lungs, heart or cardiovascular system.²⁷
6. FDA testing found that the quality control processes used to manufacture e-products is inconsistent or non-existent.²⁸

E-CIGARETTES/PRODUCTS

Put it to use!

Cigars

What you hear:	Your response:
Cigars are safe – it's not like I inhale.	Inhale or not, cigar smoke contains high levels of nicotine that is absorbed into the body through the mouth. Cigars lead to mouth cancer.
There is less nicotine in cigars.	Not true! A single cigar contains as much nicotine as a pack of cigarettes.

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Step 3: If yes, **GIVE** info:

Call 1-800-QUIT-NOW or _____!

Facts on **cigars**

1. Cigars contain the same toxic and carcinogenic compounds found in cigarettes and are not a safe alternative to cigarettes.²⁹
2. Tobacco use increases the risk of infertility, stillbirth and low birth weight.²⁹
3. Cigar smoke has higher concentrations of toxins than cigarette smoke.³⁰
4. Cigar smoke has a higher level of cancer-causing substances than cigarette smoke.³⁰
5. For every gram of tobacco smoked, there is more cancer-causing tar in cigars than in cigarettes.³⁰
6. Cigar smoke can be a major source of indoor air pollution.³¹
7. Cigar smoking causes cancer of the oral cavity, larynx, esophagus, and lungs.³¹
8. Cigar smoking may also cause cancer of the pancreas.³¹
9. Even if the smoke is not inhaled, high levels of nicotine is still absorbed into the body.³¹
10. A single cigar can provide as much nicotine as a pack of cigarettes.³¹

CIGARS

Once you quit tobacco:

20 Minutes After Quitting

Your heart rate drops to normal range.

12 Hours After Quitting

Carbon monoxide level in your blood drops to normal.

2 Weeks to 3 Months After Quitting

Your heart attack risk begins to drop.
Your lung function begins to improve.

1 to 9 Months After Quitting

Your coughing and shortness of breath decrease.

1 Year After Quitting

Your added risk of coronary heart disease is half that of a smoker's.

5 Years After Quitting

Five to fifteen years after quitting, stroke risk is reduced to that of a nonsmoker.

10 Years After Quitting

Your lung cancer death rate is about half that of a smoker's.
Your risk of cancers of the mouth, throat, esophagus, bladder, kidney, and pancreas decrease.

15 Years After Quitting

Your risk of coronary heart disease is back to that of a nonsmoker.

ONCE YOU QUIT TOBACCO

Put it to use!

What you hear:	Your response:

Resources

RESOURCES

National Tobacco Quit Line

1-800-QUIT-NOW

Call this number from any state and be connected to FREE tobacco quit resources.

Base Health Promotions

Write in your on-base tobacco quit resources.

Project Uniform

www.projectuniform.org

Project UNIFORM (Undoing Nicotine Influence From Our Respected Military) builds collaborative bridges between military tobacco cessation programs and services offered by the state of California.

Quit Tobacco - Make Everyone Proud

www.ucanquit2.org

An educational campaign for the U.S. military, sponsored by the U.S. Department of Defense. The mission of the campaign is to help U.S. service members and Veterans quit tobacco—for themselves and for the people they love.

Become an Ex

www.becomeanex.org

The EX Plan is a free program to teach people how to quit smoking. The EX Plan is a free quit smoking program that is based on personal experiences from ex-smokers, as well as the latest scientific research from the experts at Mayo Clinic.

Smokefree

www.smokefree.gov, www.women.smokefree.gov

These sites allow people to choose the quit help that best fits their needs. People can get immediate assistance in the form of information, self-quizzes, local and national resources, and downloadable publications. The site was created by the National Cancer Institute.

My Last Dip

<http://mylastdip.com>

My Last Dip offers a series of free web-based interventions that have been designed to help chewing tobacco users quit for good. The programs are funded by a research grant from the National Cancer Institute.

Notes:



NOTES

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Project
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