

**YOU  
CAN QUIT<sup>2</sup>**

**MAKE YOUR FUTURE  
TOBACCO FREE**

**YOU CAN QUIT<sup>2</sup>**

**TOOLKIT**

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## **CAMPAIGN OVERVIEW**

YouCanQuit2 is a Defense Department (DoD) education campaign, aligned to the Defense Health Agency, to help Service members quit tobacco—for themselves and their loved ones. The campaign supports the DoD’s efforts to build and sustain a ready and resilient force by providing resources and information to Service members, as well as their family and friends and health professionals. Visit [www.ycq2.org](http://www.ycq2.org) to find resources to educate Service members about the effects of tobacco use and tips for how to quit.

Although the target audience is 18- to 24-year-old Service members, YouCanQuit2 is a resource for all Service members regardless of age, rank, or Service branch.

## **TOOLKIT PURPOSE**

This toolkit is intended to provide a detailed understanding of the YouCanQuit2 Campaign, its tools, and how it can be used.

It outlines some of the campaign's educational resources and messaging about quitting tobacco and staying quit. It also includes ideas on how to use YouCanQuit2 resources to engage with Service members at your installation or command.

For more information, contact the YouCanQuit2 Campaign at: [dha.ncr.comm.mbx.u-can-quit-2-quit-tobacco@health.mil](mailto:dha.ncr.comm.mbx.u-can-quit-2-quit-tobacco@health.mil). Also, please share ways you have utilized the campaign at your base or command and any ideas on additional resources you would find helpful.

## **HIGHLIGHT GUIDE**

[The Highlight Guide](#) provides you with the tools and guidance to highlight the YouCanQuit2 Campaign on your resources and efforts, including the use of the logo and messaging.

## **YOU CAN QUIT 2 CAMPAIGN GOALS**



### **SUPPORT SERVICE MEMBERS**

Service members have demanding jobs where maintaining mission readiness is key. The goal is to give Service members the information, motivation, and support they need to stay or become tobacco free for themselves, their families, and their units.



### **SUPPORT FRIENDS AND FAMILY OF SERVICE MEMBERS**

The campaign provides friends and loved ones with the tools they need to help and support someone they know in quitting tobacco.



### **SUPPORT PROFESSIONALS AND THE SERVICES**

The campaign supports professionals in their mission to help tobacco users quit successfully. This includes healthcare providers, tobacco cessation facilitators, health educators, and many others. The campaign provides information and resources to educate and support Service members in quitting tobacco or enhance existing tobacco cessation programs.

## CAMPAIGN THEMES

YouCanQuit2 offers a variety of resources to educate Service members about different types of tobacco and the negative impacts, how to quit tobacco, and how to stay quit. The webpage is updated regularly so be sure to check back frequently to find the most up-to-date information. You'll find the site organized by the following themes:

### QUIT TOBACCO



Find articles about preparing to quit tobacco, including information about writing a quit plan, and medications to use while quitting tobacco.

#### **Sample Content:**

- **Get the Facts About Nicotine Replacement Therapy** - Explains what nicotine replacement therapy (NRT) is, and when Service members should consider using NRT to quit tobacco.
- **Boost Healthy Habits While You Quit** - Helps Service members learn more about building healthy habits for their body and mind while trying to quit tobacco.

### STAY QUIT



Find articles about staying quit, including information about managing tobacco cravings, reducing stress, and preventing weight gain.

#### **Sample Content:**

- **Are Triggers Killing Your Vibe?** - Explains how Service members can avoid situations that may make them want to use tobacco and different strategies they can take to fight the urge.
- **Don't Let Quitting Go to Your Gut** - Offers tips on how to keep weight gain to a minimum when quitting tobacco.

### HELP YOUR HERO QUIT



Find information for friends, family, and anyone helping to support someone who is quitting tobacco - at any stage in their quit journey.

#### **Sample Content:**

- **Talk it Out: Help Someone Who is Considering Quitting Tobacco** Provides advice for talking to a Service member who is thinking about quitting tobacco.
- **Hold the Line: Help Them Stay Quit** - Offers tips for how to help Service members stay quit.

### TOBACCO AND E-CIGARETTES



Find the most recent facts, tips, and resources on nicotine and new tobacco products including e-cigarettes.

#### **Sample Content:**

- **Five Negative Effects of E-cigarettes** - Explains what e-cigarettes are and the negative effects of using them.
- **Smokeless Tobacco: Not a Quick Fix** - Describes the different forms of smokeless tobacco and why using them isn't a safer alternative to smoked tobacco.

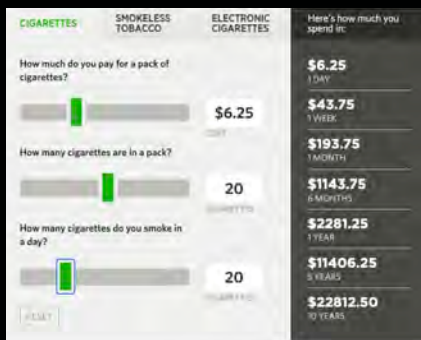


## E-NEWSLETTER FOR PROFESSIONALS



*The Quit Brief* is a bimonthly e-Newsletter to stay up-to-date on what's happening with the YouCanQuit2 Campaign and receive relevant resources to help you empower Service members to quit tobacco. Sign up for the newsletter by emailing "SUBSCRIBE" to [dha.ncr.comm.mbx.u-can-quit-2-quit-tobacco@health.mil](mailto:dha.ncr.comm.mbx.u-can-quit-2-quit-tobacco@health.mil). Once you subscribe you will automatically receive this email resource. If you have missed any newsletters, don't worry. All past newsletters are archived on the website.

## VIDEOS AND DIGITAL PRODUCTS

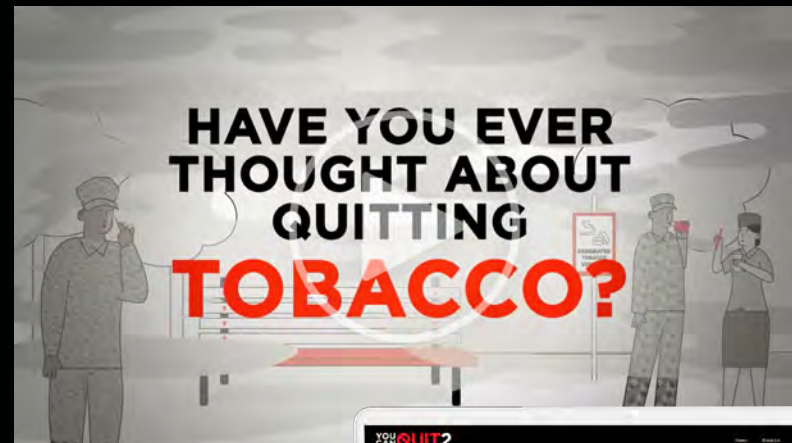


*Savings Calculator:* This tool allows Service members to see how much money they will save by quitting cigarettes, e-cigarettes, or smokeless tobacco.

## VIDEOS AND DIGITAL PRODUCTS (CONT.)



*Campaign Videos:* YouCanQuit2 has multiple campaign videos on topics such as the positive impacts of quitting tobacco, a campaign overview, and the harms of vaping. Each video can be downloaded and used at your command or in a stand-down.

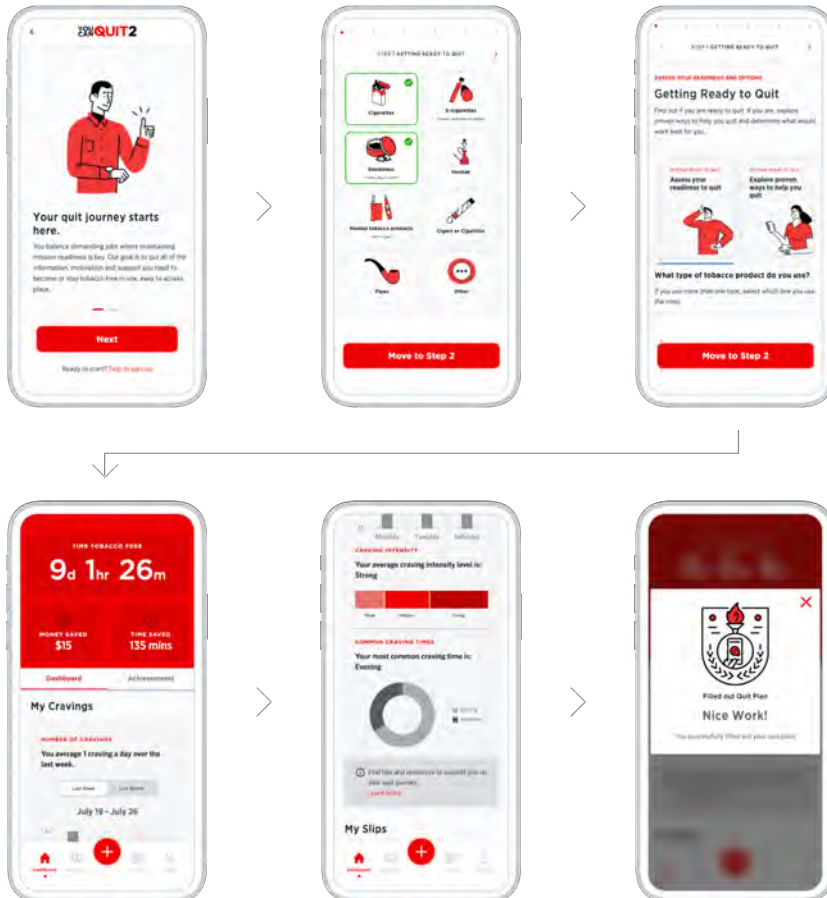


## YOU CAN QUIT 2 QUIT PLAN

This mobile-first, app-like tool helps Service members make their future tobacco free. The interactive tool gives Service members a step-by-step, customized plan on quitting tobacco and staying quit.

The [YouCanQuit2 Quit Plan](#) can help Service members:

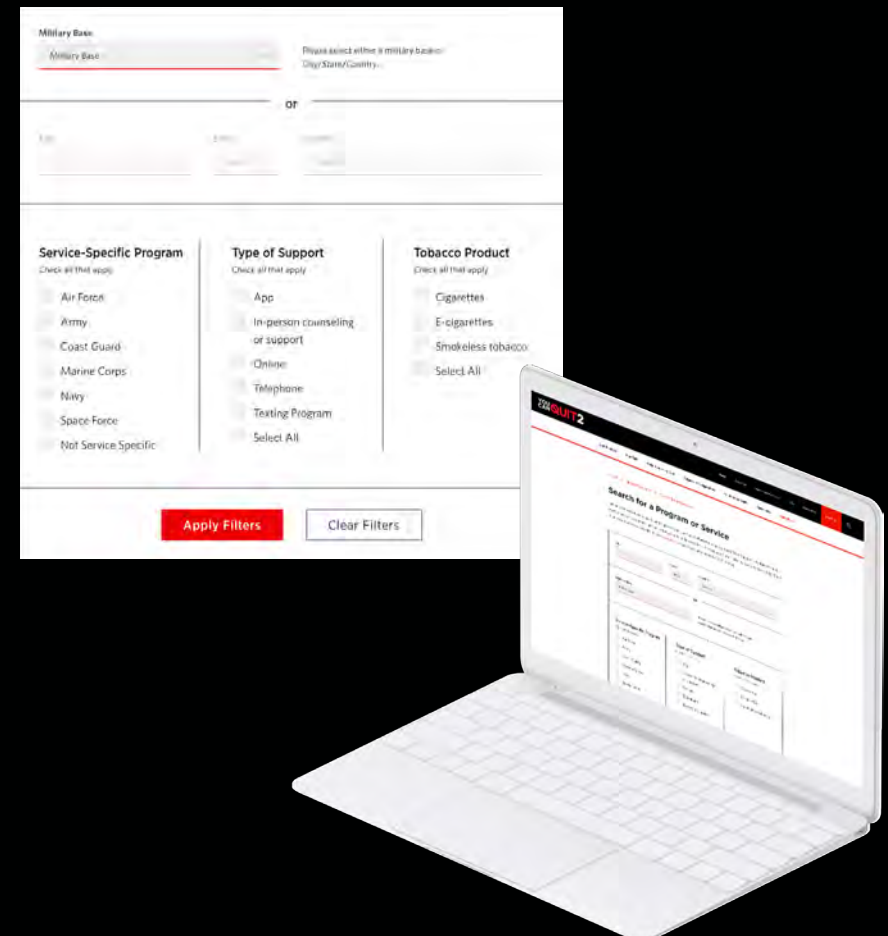
- Set a quit date
- List their reasons to quit
- Monitor progress
- Log cravings and slips
- Celebrate success and unlock achievements



## YOU CAN QUIT 2 SUPPORT LOCATOR

The [YouCanQuit2 Support Locator](#) makes it easy for Service members and others to [find resources and support](#) for a variety of tobacco cessation needs. As a professional, you can also [submit your resource or program](#) for listing.

Results can be filtered by geographic location, base or installation, type of support (app, in-person, online, telephone, texting) or type of tobacco product (cigarettes, e-cigarettes, smokeless tobacco) to meet specific needs.



## SOCIAL MEDIA

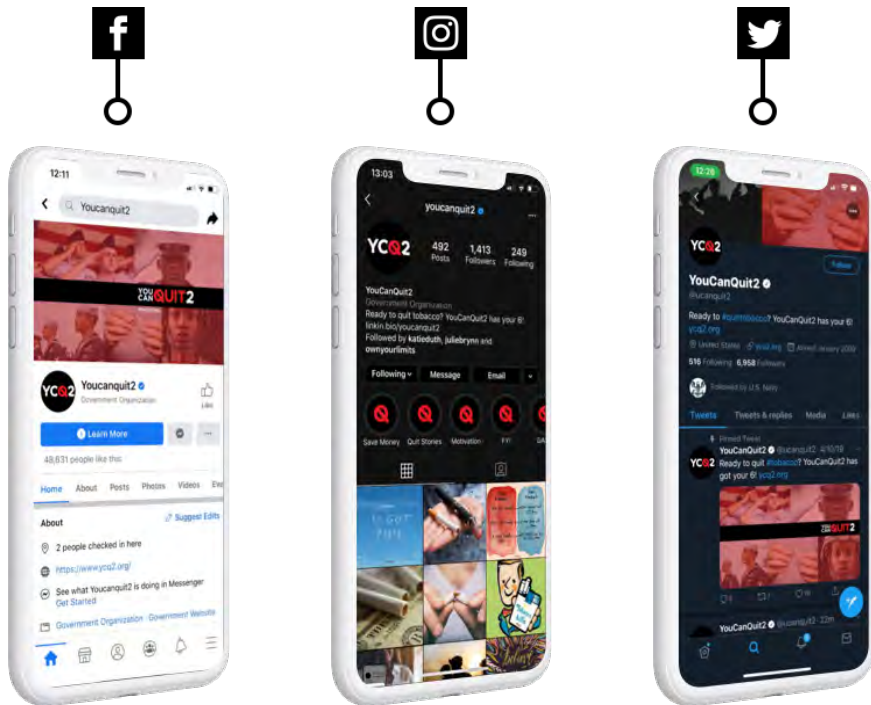
The YouCanQuit2 [Facebook](#), [Instagram](#), and [Twitter](#) channels share motivational and informative content about tobacco cessation to facilitate an online community for tobacco users to find support during their journeys to quit.

**"I quit smoking to protect my health and body in general. One day, I finally realized that I'm a human, not a smokestack. I'm on my fifth day quit and I feel amazing!"**

-YouCanQuit2 Twitter follower

**"I needed to see this post. I only smoke when I drink which is not too often...a pack lasts me a week...but I'm gonna try to stop both because going cold turkey with mishaps is hard."**

-YouCanQuit2 Instagram follower



## BULK ORDERING OF PRINT AND PROMOTIONAL MATERIALS

The campaign provides free print and promotional materials to support your tobacco cessation program or tobacco-related initiative with Service members. To order materials, visit [Order Campaign Materials](#) on the campaign website. After you place your order, the campaign will mail you the materials for use at your command or installation.

Examples of places to disseminate materials or video products within your unit:

- **Restrooms** – display posters above the urinals or on restroom stall doors
- **At commander's calls, stand-downs, or mandatory events**
- **TVs** – play a YouCanQuit2 video on your closed channel

Examples of places to disseminate materials and other resources within your base. Note that some of these may require local approval or working with the manager/director. Check before you do it!

- **Front gate** – hang a poster or distribute fact sheets
- **The Exchanges (BX, MCX, PX)** – display posters or place dental floss in dining areas
- **Class VI/Shoppette/Package Store** – place fact sheets on the check-out counters or hang a poster
- **Barracks or dorms** – put posters on the walls or place mints or gum on tables
- **Fitness & recreation centers** – display posters, pin fact sheets to bulletin boards, or play a YouCanQuit2 video on the TV
- **Designated Tobacco Use Area** – hang fact sheets
- **Bowling center** – hang posters, distribute gum, or play a YouCanQuit2 video on the TV

# FEATURED MATERIALS

YouCanQuit2 has a variety of resources that can be downloaded, linked to, or printed to educate Service members. These materials are visually appealing and give an overview of important topics for Service members to know about in relation to tobacco use and quitting tobacco. Each resource is designed to be easily distributed directly to Service members or for use throughout the base or command.



## Countdown to Quit

Offers Service members weekly actions for the four weeks leading up to their quit date so that they can successfully quit tobacco.

## 6 Steps to Quit Vaping

Explains steps Service members should take to successfully quit vaping.

## Managing Your Mood After You Quit Tobacco

Know what to expect when quitting tobacco and how to manage mood.

## Quitting Tobacco: You Are Not Alone

Provides Service members with resources to quit tobacco no matter where they are.



## **WAYS TO ENGAGE SERVICE MEMBERS**

Here are some sample ideas on how you can use YouCanQuit2 resources and tools to engage Service members.

### **LINK TO US**

Linking to YouCanQuit2 on your website can help you or your organization help Service members, their families and friends, as well as professionals find tobacco education and cessation resources. On the campaign website, there are instructions on how you can link to the website, ready to use graphics, and the HTML code. Find more information on the [Link to us webpage](#).

### **DISSEMINATE MATERIALS**

Help spread the word about YouCanQuit2. Whether it's hanging posters on bulletin boards or setting up a table to distribute materials at an event, you can help Service members learn about the dangers of tobacco and encourage them to quit.

### **SHARE TOBACCO EDUCATION AND CESSATION MESSAGING ON SOCIAL MEDIA**

Check out the YouCanQuit2 [website](#) and social media pages for online tobacco cessation tips, resources, and information. Follow YouCanQuit2 on [Facebook](#), [Instagram](#), and [Twitter](#) to stay up-to-date with the campaign and our latest tobacco cessation tools, such as the [YouCanQuit2 Support Locator](#).

### **ENCOURAGE SERVICE MEMBERS TO DEVELOP A QUIT PLAN WHEN THEY'RE READY TO QUIT**

Quit plans help increase the likelihood that Service members are successful when they decide to quit tobacco. Share our [YouCanQuit2 Quit Plan](#) with Service members who use tobacco so they can increase their chances of quitting tobacco for good.

### **PROMOTE TOBACCO EDUCATION AND CESSATION MESSAGES IN THE POW/POM/POD WITH THIS READY-TO-USE MESSAGING**

Are you ready to quit tobacco but unsure how to handle nicotine withdrawal? Read [Power Through Nicotine Withdrawal](#) to get tips on how to deal with the changes your body goes through during your quit journey.

It's common for tobacco users to turn to tobacco when they feel stressed out. If you're trying to quit tobacco, you can try to lower your stress level with any of these quick tricks by reading [Quick Ways To Beat Stress](#).

Did you know that nicotine can disrupt your sleep? It may not be the caffeine keeping you awake after all. Learn the benefits of ditching tobacco so you can [Sleep Better Without Nicotine](#) and wake up feeling refreshed.

Certain situations, people or feelings can make you want to use tobacco products. These are called triggers. Knowing what triggers your tobacco cravings can help you quit tobacco or stay quit. Read more about how to [Tackle Your Triggers](#) so you can be successful in your quit journey.



## GENERAL OBSERVANCES THROUGHOUT THE YEAR

Take advantage of observances to promote YouCanQuit2 resources and educate Service members about tobacco. While this list is not comprehensive, it's a great place to start thinking about when to utilize YouCanQuit2 at your base or command.

## SAMPLE MONTHLY ACTIVITIES CALENDAR

Monday	Tuesday	Wednesday	Thursday	Friday
				Email Service members a resource from <a href="http://www.ycq2.org">www.ycq2.org</a>
Share a post from the YouCanQuit2 social media pages			Encourage Service members to develop a quit plan	
		Download a poster from YouCanQuit2 and put it up at your command		Email Service members a resource from <a href="http://www.ycq2.org">www.ycq2.org</a>
Share a post from the YouCanQuit2 social media pages			Download a mini-poster from YouCanQuit2 and hang it in the unit bathrooms	
	Hand out YouCanQuit2 resources at a Service member event			Email Service members a resource from <a href="http://www.ycq2.org">www.ycq2.org</a>



New Year's is a time for Service members to **start fresh and quit tobacco**. Find additional resources on the YouCanQuit2 webpage to help Service members [prepare to quit tobacco](#).



February is when the **Great American Spit Out** takes place. Check out [resources](#) on the website to educate Service members about the health impacts of [smokeless tobacco](#) and encourage them to quit.



April 1st is **Take Down Tobacco Day**. This observance day was started by the Campaign for Tobacco Free Kids and encourages youth to take down tobacco. This may be a good opportunity to work with your installation's youth center or school.



May 31 is **World No Tobacco Day**. This global campaign, sponsored by the World Health Organization (WHO), informs people on the dangers of using tobacco and what WHO is doing to fight the tobacco epidemic. Use this event to educate Service members about [resources](#) they can use if they want to quit tobacco and live healthily.



July 4th is an opportunity for Service members to **declare their independence from tobacco**. Take advantage of this day to encourage Service members to get started on their quit journey.



August 1 is **World Lung Cancer Day**, sponsored by the American Lung Association. Since smoking and secondhand smoke are risk factors for lung cancer, use this day to educate Service members about the dangers of [smoking tobacco and secondhand smoke](#).



November is the **Great American Smokeout**, which falls on the third Thursday of the month every year. Use this day to encourage Service members to quit smoking or any form of tobacco this day or to [create a quit plan](#).

## **RESOURCES FOR PROFESSIONALS**

YouCanQuit2 is here to support your tobacco cessation efforts and provide you with resources to enhance your programs.

### **RESOURCES FOR PROVIDERS**

Find evidence-based guidelines that providers can use to support patients during the quit process.

- The “Five A’s” of Counseling Service Members to Quit Tobacco – The “5 A’s” are an evidence-based process used to encourage Service members to quit tobacco and assist them as they attempt to quit.
- Clinical Practice Guideline Recommendations – View and use the Treating Tobacco Use and Dependence Clinical Practice Guidelines to identify and understand the evidence-based strategies and recommendations to help Service members quit tobacco.
- Additional Provider Trainings and Resources – Check out links to tobacco specific trainings, prevention techniques, and guidance on reporting safety and health problems with tobacco products.

### **OBSERVANCES AND EVENTS**

Check out observances and upcoming events to promote YouCanQuit2 and its resources. You can find information here on observances such as the Great American Smokeout and the Great American Spit Out.

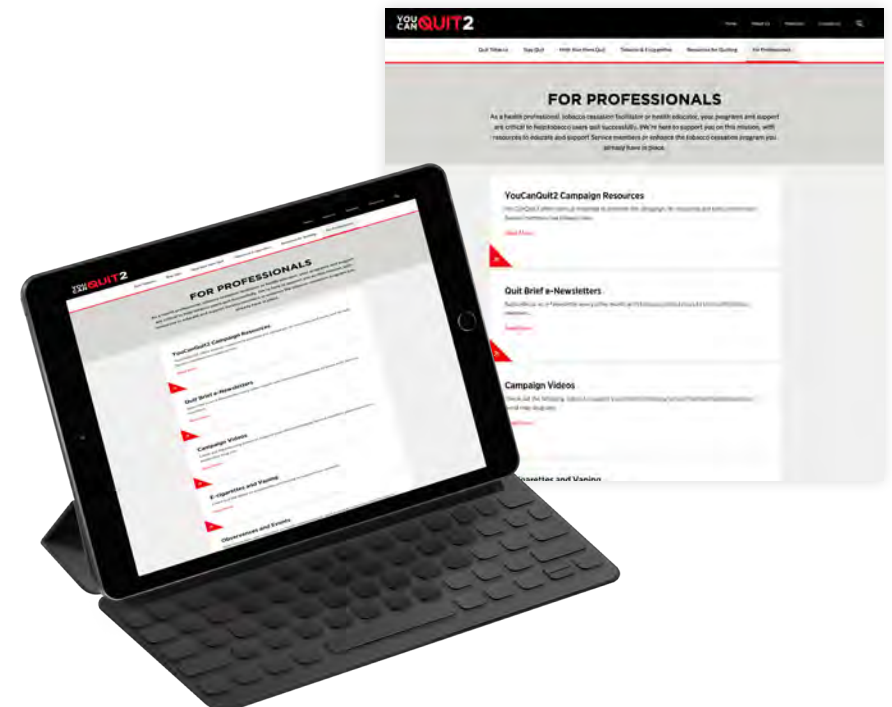
## **RESOURCES TO SHARE WITH YOUR AUDIENCE**

Share YouCanQuit2 resources with your audience to help you build a tobacco cessation program or strengthen an existing one.

- [Tobacco Cessation Resources Guide](#) – This comprehensive guide has a list of available resources and programs for Service members who are thinking about quitting or ready to quit. You can also add in your local program information.
- [YouCanQuit2 Quit Plan one-pager](#) – Learn more about the YouCanQuit2 Quit Plan with this resource that provides an overview of the tool.

## **E-CIGARETTES AND VAPING**

New findings related to e-cigarette and vaping health effects are continually surfacing. The YouCanQuit2 Campaign actively monitors these updates. Check out the YouCanQuit2 E-Cigarettes and Vaping webpage for professionals to find the most recent news and resources to support your patients on these topics.



## **ADDITIONAL RESOURCES**

Own Your Limits is a DoD educational campaign, aligned to the Defense Health Agency, for the U.S. military. The mission of the campaign is to provide resources and information to Service members who choose to drink alcohol so they can serve honorably and drink responsibly. The campaign also offers resources and materials for professionals who educate, support, or work with Service members to address responsible drinking.



**For more information visit**  
[ownyourlimits.org](http://ownyourlimits.org)

Too Much to Lose is a DoD educational campaign, aligned to the Defense Health Agency, for the U.S. military. The mission of the campaign is to inform U.S. Service members on the facts and risks related to prescription drug misuse and illicit and prohibited drug use including marijuana, CBD, and hemp that can impact their health, career, and overall well-being. The site supports the DoD's efforts to build and sustain a ready and resilient force by providing resources and information to Service members so they use prescription drugs as prescribed and avoid illicit or prohibited substances.



**For more information visit**  
[www.toomuchtolose.org](http://www.toomuchtolose.org)

**For more resources for professionals, visit:**  
[www.ycq2.org/health-professionals](http://www.ycq2.org/health-professionals)



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