

# YOU CAN QUIT2: CAMPAIGN OVERVIEW

**YOU  
CAN QUIT2**  
MAKE YOUR FUTURE  
TOBACCO FREE

## Key Highlights:

- [YouCanQuit2](#) is a Defense Department education campaign, aligned to the Defense Health Agency, to help Service members quit all forms of tobacco—for themselves and their loved ones.
- The campaign is web-based and can be accessed on any device.
- The target audience is 18- to 24-year-old enlisted Service members, but the campaign can be used across all ages, ranks and Components.

## YouCanQuit2 complements Service-level efforts, supporting:



### Service Members

Gives Service members the information, motivation and support they need to stay or become tobacco free for a ready and resilient force.



### Friends and Family

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



### Professionals and the Services

Supports professionals in their mission to help tobacco users quit successfully. The campaign provides information and resources to educate and support Service members in quitting tobacco or enhance existing tobacco cessation programs.

## Tools and Resources to Support Your Work:

- **Campaign Videos:**  
Provide Service members with [videos](#) about the campaign and its resources to help them live tobacco free.
- **Social Media:**  
Share YouCanQuit2 [Facebook](#), [Instagram](#) and [Twitter](#) content to engage Service members and help them connect with others quitting tobacco.
- **Bulk Order Campaign Materials:**  
Order [free print and promotional materials](#) to support your efforts to help Service members quit tobacco.
- **Bimonthly e-Newsletter:**  
Sign up for the [Quit Brief](#) that provides you with campaign updates and relevant resources to help you encourage Service members to quit tobacco.
- **Digital Tools:**  
Access a variety of digital tools for Service members to use, including a [Savings Calculator](#), [Interactive Quit Plan](#) and [Support Locator](#).
- **Informational Content for Download:**  
Find articles, [infographics and fact sheets](#) about a variety of topics including [fighting weight gain](#), [quitting vaping](#) and [preparing to quit](#).

If you have questions or want to contact us on YouCanQuit2, visit: <https://www.ycq2.org/contact-us/>.



U.S. Department of Defense

[www.ycq2.org](https://www.ycq2.org)

