

QUIT BRIEF



SOCIAL MEDIA AND TOBACCO USE

Whether Service members have never used tobacco, are trying to quit or want to stay quit - make sure you warn them about social media and tobacco use. According to a new [JAMA Pediatrics study](#), those who saw tobacco content on social media were more likely to use it. Check out the main takeaways from the study and tips to share with Service members to help them live tobacco free.

- **Consider who's in your social circle.** Do your friends or family members post tobacco-related content on social media? If you are exposed to tobacco content on social media, it can increase your odds of using it in comparison to those who aren't. Consider muting or unfollowing buddies or others that post tobacco-related content to reduce the urge to use tobacco products.
- **Refresh the accounts you follow.** If you use tobacco or used it in the past, it's possible that you follow tobacco-related accounts. That could remind you of tobacco products or continue your exposure to tobacco content and make you more likely to use them. Unfollow tobacco-related accounts and use these [tools to quit and stay quit](#).
- **Consider what you see on social media.** Even if you don't like a tobacco-related post or search for tobacco products, seeing ads, promotions or coupons on social media could still influence your tobacco use. Check your settings on social media accounts to help control what type of advertisements pop up on your feed.

Social media has its pros and cons, but it can also potentially impact tobacco use in young adults. Good thing Service members can control what pops up on their platforms to avoid being influenced to use tobacco. Share the above tips and these [quit resources](#) with Service members to help them on their tobacco free journey!

QUIT RESOURCES

Let Service members know about these online interactive tools so they can make their future tobacco free.



24/7 QUIT TOBACCO LIVE CHAT



YOU CAN QUIT2 QUIT PLAN



SUPPORT LOCATOR

THE CAMPAIGN

Have Service members ever felt pressured to use tobacco while they're working to become tobacco free? Share this article with Service members to provide them with [ways to say no](#) when they are in situations where tobacco products are present. While working to stay quit, help Service members find [places to network more informally](#) with leadership, meet new people and hang out with buddies while remaining tobacco free.

ONE LAST THING

Recently, the [FDA proposed prohibiting the manufacture and sale of menthol cigarettes](#) and all flavors other than tobacco in cigars. Menthol and flavors can make tobacco products more appealing so this ban may contribute to increased quit attempts among Service members. When that happens, remind them that [YouCanQuit2 can help!](#)

All topics and resources highlighted in the e-Newsletter can be found at www.ycq2.org.