

TAKE DOWN TOBACCO

MARCH 2021

QUIT BRIEF

LET'S TAKE DOWN TOBACCO, TOGETHER!

Take Down Tobacco Day is on April 1. You can join people around the world in the fight to reduce tobacco use. Help Service members and their loved ones stand up against tobacco by sharing these ready-to-use messages and resources.

If you work with Service members who want to quit tobacco or stay quit, share these reminders with them:

- **Set quit goals with a buddy.** Crushing your quit goals as a team effort can be fun and a good distraction. Plan an activity together ahead of time (like a long walk or a virtual workout) to get ahead of [tobacco triggers and cravings](#). Continue to hype each other up along the way!
- **Reach to your support system.** You may want to throw in the towel when the quit gets tough (and that's normal!). But remember that [you are not alone on your tobacco free journey](#). Whether in person or virtually, reach out to loved ones and friends for motivation and support during difficult moments.

If you work with family members and friends of Service members who want to help their Service members live tobacco free, share these tips:

- **Help your hero quit or stay quit.** As a friend, significant other or family member, you can [take steps to help those you love](#) quit tobacco or stay quit. If they're preparing to quit, ask questions and learn about the process together (like understanding what a [quit plan](#) is). If they've already quit, suggest social activities without tobacco (like playing board games or taking a hike) to help them avoid a slip or relapse.
- **Support others during their tobacco free journey.** Remember to [let your hero know you're there for them](#) through the good times and (especially) the bad. Send them a text every now and then to check in. Also, encourage them to use the [YouCanQuit2 24/7 Live Chat](#) for an extra confidence booster.

Encourage Service members and their loved ones to take action today and make their future tobacco free.

The Campaign

Once Service members quit tobacco, help them handle trigger situations by sharing two new articles that highlight how to [shake the urge](#) to use tobacco in the morning and how to [relax](#) without turning to tobacco products. Living tobacco free may feel challenging at first but let them know there are [resources to help!](#)

One Last Thing



With Alcohol Awareness Month around the corner in April, share this Own Your Limits article with Service members so they can better understand the [risks of mixing tobacco and alcohol together](#). Want to know more about how Service members can drink responsibly? [Sign up for the Own Your Limit's quarterly e-Newsletter, The Buzz on Responsible Drinking.](#)