

Tobacco Counter-Marketing at Point of Sale

Last Updated: 06/16/2015

Overview



- **Program Objective:** Discourage the use of tobacco products via anti-tobacco messaging campaign.
- **Point of Contact:** OSD/HA
- **Total Force Fitness Domains:** Behavioral, Nutritional, Medical, Physical

Program Description



This initiative includes positioning anti-tobacco messages (counter-marketing) at the point of sale. Messages include education on such topics as: health risks and performance degradation associated with tobacco use, expenses associated with daily consumption of tobacco products, understanding the physical, emotional, and sensory issues inherent with tobacco addiction.

Implementation Progress



- The initiative is implemented at
- Quantico
 - Twentynine Palms
 - Cape Cod

Performance Measures



- Tobacco sales and units sold
- Number of participants in pledge events

Additional Information