



GASO 2001

The Navy and Marine Corps were once again participants with the American Cancer Society Great American Smoke Out held on November 15! Addressing and reducing tobacco use and nicotine addiction at this annual event is a priority mission of the Health Promotion programs!

The major highlight of the 2001 event was a partnership between the Navy Exchange Command and the Navy Environmental Health Center! NEX provided survival bags and vendor donated goodies for the Smoke Out! The Health Promotion team added quitting materials, marketing and manpower to set up display tables at 19 stateside Navy Exchanges to promote the GASO!

Another highlight occurred at Camp LeJeune, North Carolina! The Naval Hospital and Marine Corps Community Services joined forces for the Smoke Out! Tobacco sales were banned at all stores on base for the GASO day!

Marketing

Getting the word out about the GASO was done via use of the media! Three articles in *NavNews* spotlighted efforts to reduce tobacco use through the Smoke out Day! One article focused upon the efforts within the Department of Defense, another on the Navy GASO Health Promotion programs and the third on the activities at NMC Portsmouth...

Health Affairs and Tricare set up a website <http://www.tricare.osd.mil/smokeout> specifically for the Great American Smoke Out complete with military posters!

The GASO was marketed locally at each MTF, and also by the base newspapers! Bremerton had a newspaper article in the local media on their Smoke Out activities.

Creative Ideas

- **A safety stand down at Everett was held with the focus upon tobacco! The Real Inside Program was conducted for various shore and sea commands...**
- **Reaching out to youth was a component of several programs prevention efforts! Awareness and educational talks were held at local schools and at the youth center to address tobacco use and prevention.**
- **Passing out impotent cigarettes to smokers, and covering the medical clinic with new anti-tobacco posters was done at NAAC Portsmouth, N.H.**
- **Setting up display tables at the galleys seemed to reach targeted groups in both Hawaii and Great Lakes! NTC Great Lakes also set up displays at the base fast food restaurants to reach other groups!**
- **Turning in tobacco products or tobacco advertisements for the opportunity to win potential prizes was a hit in Hawaii!**
- **Raffles were successful and seemed to increase participation at several bases!**
- **Obtaining local American Cancer Society volunteers to help with the GASO was accomplished at NH Lemoore, CA!**
- **A one-session hypnosis to quit smoking class was held at NAS Jacksonville!**
- **Fun walk and runs were held at numerous bases!**