

Local Veterans Help Local Veterans

Summary

Local veterans shared feedback and insights with Healthy Communities of the Capital Area (HCCA) in an effort to help spread the word about free resources that help people stop smoking and other tobacco use.

Challenge

According to the CDC, "cigarette smoking is higher among people currently serving in the military than among the civilian population." Among military veterans, 29.2% reported current tobacco use (within the past 30 days). While many veterans take advantage of VA benefits, others may not know where to go for support when they're ready to quit using tobacco products.

Intervention

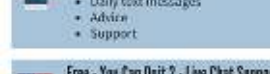
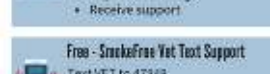
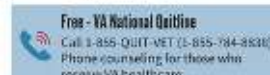
HCCA partnered with Hart Consulting to attend focus groups with local veterans in the Capital Area. Some key learnings:

- Preference for support by veterans, for veterans
- Don't use the word "quit"
- Keep it short, simple and easy-to-read
- Make sure veterans know which services are free
- Share materials in places veterans go: the VA, veterans' group buildings like American Legion and VFW, auto parts stores, libraries, diners, food banks, etc.

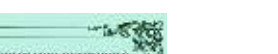
Results

We were able to create and update two posters and double-sided rack cards based on ongoing veteran feedback. The blue poster is designed for veterans who take advantage of VA benefits and the yellow poster is designed for those who don't - the rack cards feature smaller versions of each poster. We were also able to create materials designed to appeal to female veterans and a "coupon" for free nicotine replacement therapy through Maine QuitLink, based on requests from veterans and focus group feedback. We printed and distributed these materials around Kennebec County at sites veterans recommended and shared them with Somerset Public Health for distribution as well. Materials are posted at www.hccame.org for the community to access.

For More Information, Contact Us At:
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Pictured at right and below, materials created with input from veterans in Kennebec County



"Visually, I like the balance between the text and white space. It has numerous resources listed in a clear manner."
VETERAN FEEDBACK ON FINAL POSTER

