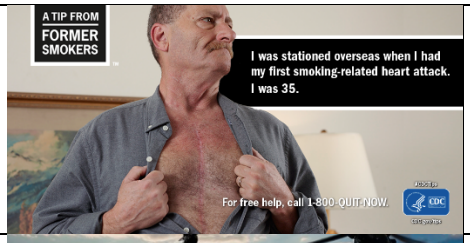
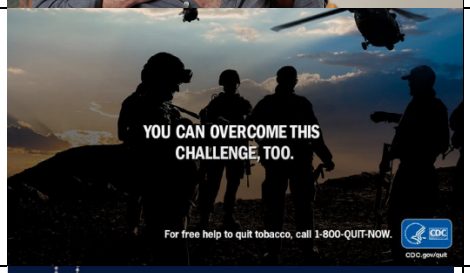
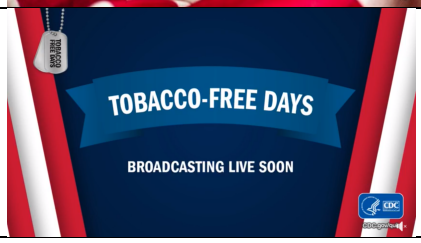
CDC *Tips From Former Smokers®*
Military Service Members & Veterans Media Kit
Last Updated: 11/20/2020

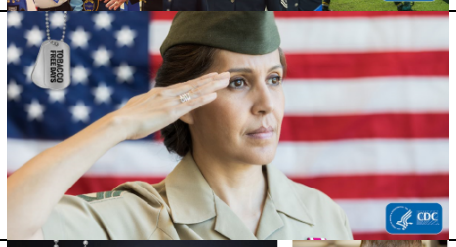
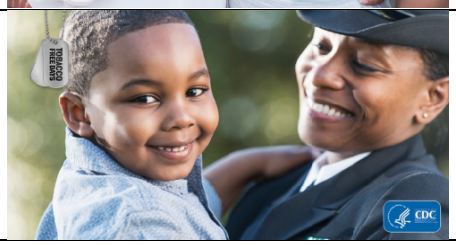
BIOS & FACT SHEETS	
ITEM	**DOWNLOAD ACCESS**
Bios for the following Tips participants • *Brian H. (veteran)* • *Mark A. (veteran)* • *Roosevelt S. (veteran)* • *James F. (veteran)* • *Michael P. (veteran)* • *Nathan M. (veteran)* • *Beatrice R. (veteran)* • *Denise H. (military spouse)* **NOTE: Bios pulled directly from CDC.gov/Tips website. Additionally,*	Click here to view/download bios, fact sheet
2020 CDC Tips Impact Fact Sheet	

TV, PRINT ADS & VIGNETTES		
ITEM	**LINK ON WEBSITE**	**DOWNLOAD ACCESS**
TV Ads:		
• *Brian H.*	Brian H.'s Military Tip	Click here to view/download
• *Beatrice, James, Wilma*	Cessation Tips Ad	Click here to view/download
• *Denise H.*	Uncertainty	Click here to view/download
Print Ads:		
• *Brian H.*	*"18 years in the military"* Print Ad	Click here to view/download
• *Beatrice R.*	*"Let your kids inspire you to quit"* Print Ad	Click here to view/download
Vignettes:		
• *Brian H.*	Brian H.: Part of Who I Was	Click here to view/download
• *Mark A.*	Military Service and Illness	Click here to view/download
• *Beatrice R.*	Beatrice R.'s Story	Click here to view/download
• *Denise H.*	I'm Just Scared Now	Click here to view/download

SOCIAL MEDIA CREATIVE		
ITEM	**SCREENSHOT/SCRIPT**	**DOWNLOAD ACCESS**
CDC Tips 2018 Content Capture – Brian Military – Quit Plan *Video, MP4*	To members of the military, make a plan to quit smoking. If I can do it, you can do it.	Click here to view/download
CDC Tips 2018 Content Capture – Brian Military – Veterans Day Thank You *Video, MP4*	Happy Veterans Day. Thank you for your service.	Click here to view/download
CDC Tips 2018 Content Capture – Brian Military – Veterans Day You Can Do This *Video, MP4*	Happy Veterans Day. You can do this.	Click here to view/download
CDC Tips 2018 Content Capture – Brian Military – Veterans Day You've Faced Challenges *Video, MP4*	Happy Veterans Day. You've faced tough challenges. You've got this.	Click here to view/download
CDC Tips 2018 Content Capture – Brian Military – You Can Quit *Video, MP4*	As a vet, you've done remarkable things. You can quit smoking, too.	Click here to view/download
Brian, Uniform *Available in:* • *Facebook* • *Twitter*		Click here to view/download

Brian, Overseas *Available in:* • *Twitter*		Click here to view/download
Veterans Challenge *Available in:* • *Facebook* • *Twitter*		Click here to view/download
Veterans, Independence Freedom *Available in:* • *Facebook* • *Twitter*		Click here to view/download
Veterans Healthier *Available in:* • *Twitter*		Click here to view/download
Thank you Veterans *Available in:* • *Facebook* • *Twitter*		Click here to view/download

Cravings *Available in:* • *Facebook*		Click here to view/download
Thank you, Veterans *Available in:* • *Facebook*		Click here to view/download
Thank you, Service *Available in:* • *Facebook*		Click here to view/download
2018 Tobacco Free Days Facebook Live *Available on:* • *Facebook*		Click here to view.

2019 Tobacco Free Days – Military Collage *Available on:* • *Twitter*		Click here to view/download
2019 Tobacco Free Days – Salute *Available on:* • *Twitter*		Click here to view/download
2019 Tobacco Free Days – Military Collage 2 *Available on:* • *Facebook*		Click here to view/download
2019 Tobacco Free Days – Not Alone *Available on:* • *Facebook*		Click here to view/download
2019 Tobacco Free Days – Mother/Son *Available on:* • *Twitter*		Click here to view/download

Tips – Former Military, Former Smoker *Available on:* • *Facebook* • *Twitter*		Click here to view/download Facebook Click here to view/download Twitter
Tips Mark Targeted Military Message (Video) *Available on:* • *Facebook* • *Twitter*	Script: *If you're in the military today and you smoke, I'm talking to you. The bottom line is this: you and I both know that the mission comes first. You joined the military for maybe a hundred different reasons but right now you're focus is on the mission. I'm asking you to think about the fact that if you smoke, it's a distraction. You're not at your best; you're not helping yourself complete the mission. Add on top of that, you quit smoking, you're going to be doing yourself a huge service. You're gonna live longer; you're going to be around to enjoy the benefits that you're earning right now.*	Click here to view/download

NOTE: Partners can use the following web pages in social media post copy as a call to action (CTA) to direct audiences to sites for more information and resources:

- *CDC.gov/TipsMilitary*
- bit.ly/MilitaryPartners
- *https://www.ycq2.org/*
- *https://veterans.smokefree.gov/*
- *https://www.mentalhealth.va.gov/quit-tobacco/*

QUOTES		
INDIVIDUAL	**QUOTE**	**LOCATION OF QUOTE**
Brian H.	0:45-0:56: *"I was stationed in Germany until I had my heart attack when I was 35. So, I went from being able to travel the world and see the world to confining my life either at home or going to*	Brian H.: Part of Who I Was Vignette: https://www.webcargo.net/view-file/index/link-id/2040304/link-key/st9dhC4stL/file-id/26676297/?

	doctors. And that's all because of cigarettes."	
Brian H.	0:06-0:14: *"While I was in the military, of course, I upped my smoking habit. I was probably smoking two packs a day or more."*	2016 Golin Spring Meeting Content Capture: https://www.webcargo.net/view-file/index/link-id/2040304/link-key/st9dhC4stL/file-id/26676296/?
Vice Adm. Jerome Adams, surgeon general of the United States; Nadja West, Retired Lt. Gen. and former surgeon general of the U.S. Army; Forrest Faison, Retired Vice Adm., and former surgeon general of the U.S. Navy.; Lt. Gen. Dorothy Hogg is surgeon general of the U.S. Air Force.	*"Tobacco product use is a threat to the health and fitness of our forces and compromises readiness, the foundation of a strong national defense."*	Stars and Stripes article: *Tobacco product use threatens military readiness*
	"We encourage Service members to be tobacco-free and reach out to others to help you quit."	
	"It's never a good time to start using tobacco products and never too late to quit—your health, your performance, and your country depend on it. Sustain the force. Be fit, be healthy, be ready!"	

MEDIA MATERIALS	
MATERIAL	**REVIEW & DOWNLOAD ACCESS**
Tobacco Use Among Active Military Service Members & Veterans Fact Sheet	*Attached.*
Press Release Template	*Attached.*