

# **FIGHT THE ENEMY**

Teen Anti-Tobacco Video Contest



## **TALKING POINTS**

- Fight the Enemy is a DoD tobacco countermarketing video competition sponsored by Operation Live Well under the Assistant Secretary of Defense (Health Affairs).
- Fight the Enemy declares tobacco use as an “enemy” that degrades health, fitness, mission readiness and work productivity.
- The 2011 DOD Survey of Health-Related Behaviors indicates that almost half of Service members use tobacco (cigarettes and smokeless products).
- Secondhand smoke can cause heart attacks, lung cancer, asthma attacks, frequent ear infections in children, and sudden infant death syndrome (SIDS) in infants.
- Fight the Enemy is open to teenagers (13-18) related to a DoD civilian or service member working or living at a Navy, Air Force, Army, Coast Guard, or Marine installation may enter the contest. If submitting as a group, at least one individual in the team must be a family member of a DoD civilian or service member.
- Fight the Enemy runs from August 17 – October 21, 2015.
- The first prize winner’s video will be featured on [www.health.mil/fighttheenemy](http://www.health.mil/fighttheenemy).