

# Deep Dive: Fight the Enemy 2.0

## Implemented

### Overview



- **Program Objective:** Energize teenagers to develop tobacco video counter marketing messages to change knowledge, attitudes, and beliefs surrounding tobacco use
- **Point of Contact:** CAPT Elenberg
- **Total Force Fitness Domains:** Behavioral, Psychological, Social, Medical

### Program Description



Fight the Enemy 2.0 is modeled off the first Fight the Enemy competition. In this 2.0 round, teenagers living or associated with nine military installations are encouraged to develop effective 29-second tobacco video counter-marketing messages to change knowledge, attitudes, and beliefs surrounding tobacco use. Through promoting edgy yet appropriate messages, our goal is to help “de-normalize” tobacco use. The team also worked with Campaign for Tobacco Free Kids to collect best practices on running competitions with youth.

After a round of public voting to narrow the selections, a leadership panel, including Dr. Woodson, the Director of the Defense Health Agency, Lt. Gen. Douglas Robb, and the then acting U.S. Surgeon General Rear Admiral Boris Lushniak selected the first place winners, which were announced on the Great American Smokeout.

### Implementation Progress



- 9/2014: Fight the Enemy 2.0 launched at the following 9 sites: Fort Meade, Fort Sill, Mountain Home, New London, Pearl Harbor, 29 Palms, Quantico, Fort Bragg, Yokota
- 11/2014 Received 8 submissions from Fort Sill, New London, Quantico, and Yokota and announced winners
- 1/2015- Present: Awarded certificates to winning students and re-filmed Fort Sill videos to air on AFN

### Performance Measures



- The number of submissions per installation
- The number of views on YouTube
- Media coverage
- Votes on contest website

### Additional Information

- View the submission website: <http://apps.facebook.com/whcontests/hbi>
- Health.Mil Article: <http://www.health.mil/News/Articles/2014/11/26/Teens-from-Oklahoma-Connecticut-Win-Fight-the-Enemy-Video-Contest>.
- Videos on Youtube: [www.youtube.com/operationlivewell](http://www.youtube.com/operationlivewell)