

# HEALTH PROMOTION PROGRAM GENERAL OUTLINE

## Part 1

### 1. What is a Command (Worksite) Health Promotion Program?

- An organized method of promoting good health in the work environment (ongoing programs, i.e., Women's Wellness, Stress Management, Alcohol Awareness, Smoking Cessation).
- Screens for specific health problems (existing and potential risks) in all command personnel (i.e., HEAR Survey data, medical record screening for high blood pressure by Medical Dept staff, reported command alcohol related events and PRT outcomes, custom-made survey tool).
- Supports healthy individuals and those with known disease or disability (i.e., hay fever, hearing loss, chronic low back pain, high blood pressure, high cholesterol).
- Fosters lifestyle behaviors that develop healthy living habits (i.e., good nutrition, regular exercise); discourages those habits that may lead to illness, disability, or premature death (i.e., smoking, obesity, high risk STD/HIV behaviors).
- Uses multiple formats to promote health (posted health awareness messages, individual and group education, programs on and off-site; types of programs vary dependent on health needs and interests of specific command population and individual participant's desire and readiness for lifestyle change).

### 2. What are the Steps to Developing a Command Health Promotion Program?

(Detailed on last page, **Part 2** - Steps to Developing a Worksite Health Promotion Program)

- Design a Program
- Put Your Program into Action
- Measure Your Program's Results

### 3. Key Elements of a Command Health Promotion Program

#### **Purpose/goals defined:**

- To improve health, military readiness, and quality of life
- To improve safety - prevent injury, accidental death
- To reduce incidence of disease and progression of existing disease
- To improve each person's access to healthcare services (within shipboard medical departments and dryside at local MTFs)

#### **Content = information and interventions to influence healthy lifestyle behaviors:**

- Group classes, seminars, health fairs
  - Organized and sponsored by your command
    - Taught by guest speakers or your own trained personnel
  - Off-site events sponsored by other commands or organizations
- Group contact via posters, fliers, POD notices, overhead announcements, muster announcements, educational videos, email
  - Health information posted in galley, appropriate passageways, medical department walls, berthing (i.e., advertise upcoming health fair, STD prevention, selfcare for colds; get free posters and fliers from organizations as American Cancer Society)
  - Announcements about scheduled classes, seminars, health fairs offered on-site as well as off-site (i.e., shipboard smoking cessation classes, all day Health and Fitness Fair at NEX parking lot sponsored by NMCS D)
  - Monthly health briefs from "disease of the month" or "safety tips" established by different health organizations which promote selected health concerns (i.e., National Health Observances Center @ [www.health.gov/nhic](http://www.health.gov/nhic); NMCS D Health Promotion Department monthly Program Guide)

- Show health education video at GMT (i.e., check-out health education video from NMCS D Education and Training Department Video Library; borrow smoking cessation video from American Lung Association)
- Personal contact via email, letter, memo, phone, personal conversation
  - Notice about required health screenings for certain personnel (i.e., mammograms for women over 40 y/o; update of immunizations for those not current; cholesterol screening for everyone every 5 yrs; annual Well Woman Exam/pap smear for women)
  - Personal contact *may* require a signed consent by the crewmember and/or contact via Medical Department; clarify confidentiality/Privacy Act issues with command Medical Dept and/or Legal Dept.
- Refer personnel to other resources for specific or general health information or care.
  - Books, pamphlets (i.e., at local bookstores, NMCS D Medical Library, public libraries, health organizations such as American Red Cross)
  - Civilian and military specialty organizations [i.e., Family Services Center, Adults Molested as Kids (AMAK), Weight Watchers]
  - Professional, non-commercial internet websites (i.e., Centers for Disease Control @ <http://www.cdc.gov/> Virtual Naval Hospital @ <http://www.vnh.org/>; Medscape @ [www.medscape.com](http://www.medscape.com))
  - Invite guest speaker to teach health education class (i.e., Reservist Nurse Practitioner from OB/GYN to teach Sexual Health and Responsibility class)
  - Invite guest clinician (coordinate through shipboard Medical Department) to provide specialty care (i.e., physical therapist to see increased numbers of back injured personnel or teach “Back School” classes; nurse practitioner to help develop Shipboard Women’s Wellness Program)

***Health Topic Examples for Wellness Programs and HP Activities***  
**(\* items are Navy/DoD HP Program areas of primary concern)**

- Advance Directives
- **Back injury prevention & rehab programs \***
- **Blood pressure screening, education \***
- Cholesterol screening, education
- Diabetes awareness
- **HIV/STD education \***
- **Tobacco and other cessation programs \***
- **Nutrition/weight management \***
- **Work Injury prevention/ergonomics \***
- **Sports injury prevention \***
- **Stress management \***
- **Suicide prevention \***
- **Substance abuse \***
- **Physical fitness \***
- Occupational skin disorders
- **Sexual responsibility \***
- **Pregnancy issues \***
- Men’s Health
- Women’s Health
- Established military prevention programs (i.e., Hearing Conservation, Toxic Exposure monitoring programs, immunization program)

**(Part 2 next page)**

## Part 2 (Formal HP training is required to implement and maintain a HP Program)

**Steps to Developing a Worksite Health Promotion Program** [Adapted from the “Wellness Outreach at Work Program: A Step-by-Step Guide,” National Institute of Health and National Heart, Lung, and Blood Institute.]

### I. Design Your Program

1. **Must have a Command HPP Coordinator:** (a) can be any interested person of any rate/rank, (b) **requires formal Health Promotion Coordinator Training** (i.e., Health Promotion at the Deckplates Course, NEHC HP training) or prior Health Promotion **experience**.
2. Establish a **Health Promotion (HP) Committee** (at least 3 other personnel from different departments; ideally, include a representative(s) from Medical Dept).
3. Identify **target population**, set initial **goals and activities** to accomplish goals with HP Committee; **design a plan for evaluation** of your program
4. **Promote** the program (advertise/market; elicit CO/command support).
5. Plan to reach all command personnel.

### II. Put Your Program into Action (Enlist advice and/or assistance from Medical Dept concerning issues of patient confidentiality or management of specific health problems or risks)

#### Task 1: Screen and Refer Participating Personnel

1. Collect information/**needs assessment** of your population (i.e., using a questionnaire, medical record review, HRA/HEAR survey) & **analyze the data**; consent form may be required
2. Contact personnel shortly after screening to review results (may be with individual participant or with a group)
3. Inform Medical Dept/Primary Care Manager of health findings by informational memo or referral of individual for appointment
4. Refer and sign up personnel for health improvement programs, educational offerings
5. Enroll personnel in a “follow-up system” (as designed for the particular program)

#### Task 2: Follow Up and Counsel Personnel

1. Set priorities for counseling after participant enrolls/begins health improvement program
2. Contact personnel; use variety of methods (email, phone workspace, mail memo)
3. Encourage personnel to begin and/or continue health improvement program

#### Task 3: Follow Up with Healthcare Providers (MD, NP, PA, IDC)

1. Ensure that Medical Dept/Primary Care Managers are aware of their patients' involvement and progress in specific health improvement programs (i.e., by letter memo, email, phone)
2. Interval f/u with primary care manager and/or other providers as appropriate (i.e, q 6 mo)

#### Task 4: Offer a Menu of Health Improvement Programs

1. **Provide at least 3 programs** (i.e., Women’s Wellness, Back School, Tobacco Cessation)
2. Obtain and adapt materials (overhead announcements, POD notices, videos) to the particular program
3. Contact personnel shortly after screening
4. **Publicize/market your health improvement programs** (to individuals and command-wide)
5. Work with healthy personnel as well as those who may have specific, known health problems (i.e., hearing deficit, environmental allergies, chronic low back pain)

#### Task 5: Organize the Worksite to Create a Healthy, Safe Environment

1. Enlist the support of key personnel
2. Include key personnel when planning activities
3. Organize group activities focused on health
4. Review services and policies to help change/improve standard practices when appropriate

### III. Measure Your Program’s Results/Evaluate (*use metrics where possible*)

1. **Find out if your procedures work** (qualitative & quantitative before vs. after data/metrics )
2. **Assess personnel participation** (i.e., review participation rosters, participant evaluation forms)
3. **Measure personnel’s progress** in reducing risks (i.e., repeat survey after program intervention)
4. Figure your costs and cost-effectiveness