



August 29, 2014



# Health Promotion and Wellness Friday Facts



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## SEPTEMBER IS SUICIDE PREVENTION MONTH



This year the Navy will promote the message “Every Sailor, Every Day” to encourage all Sailors, leaders, families and civilians to strengthen their connections with those around them. Emphasis will be placed on peer support, individual responsibility, open communication and bystander intervention as ongoing contributors to resilience and protective factors against suicide. The NMCPHC HPW Department is collaborating with the Navy Suicide Prevention

Branch (OPNAV N171) to provide supporting products and resources during the month. For more information visit the [Navy Suicide Prevention Month Web page](#). For health promotion resources visit HPW Department’s [September Mental Health and Suicide Prevention Toolbox](#) and the [HPW Psychological Health and Emotional Well-Being Web page](#).

## PLEDGE TO ACT (ASK, CARE, TREAT) DURING SUICIDE PREVENTION MONTH

Throughout the month of September, all members of the Navy community are encouraged to take the “Pledge to ACT.” The pledge will be available online and is



a voluntary, confidential commitment to yourself and others to take actions that promote open communication, ongoing support and proactive stress navigation. Click [here](#) to pledge (The link will be active beginning 1 September.), and encourage others to do the same. We’re all in this together. For more information visit the [Navy Suicide Prevention Month Web page](#).

**Every Sailor, Every Day**  
I Pledge to ACT



## PSYCHOLOGICAL AND EMOTIONAL WELL-BEING PROMOTIONAL MATERIALS AND RESOURCES

The NMCPHC HPW Department has a variety of posters and other marketing materials to assist you in your health promotion and wellness efforts. Print and hang the [All It Takes is One](#) poster or [Every Sailor, Every Day](#) poster in high traffic areas, and encourage your people to encourage and support fellow Sailors and Marines to access the many helping resources that are available through MTFs, local branch health clinics, local Fleet and Family Support Centers or [Military OneSource](#). Additional resources you can promote include [Vets4Warriors](#) which provides confidential and anonymous peer-to-peer support for Active Duty Service Members, Reserve members, and their families via phone, email, or chat. Promote the use of the [Military Crisis Line](#) (1-800-273-8255, press 1) for crisis situations. Service members can call, text, or chat online with Military Crisis Line staff 24 hours a day, 7 days a week, 365 days a year.



## BLUE H NEWS - IMPROVED LINK TO THE WEB-BASED HEALTH INTEREST QUESTIONNAIRE (HIQ)

Having trouble accessing the web-based Health Interest Questionnaire (HIQ) on the NMCPHC website? Here is an alternate link that might be helpful: <https://survey1.max.gov/index.php?sid=46582>. This link is now listed inside the Navy Surgeon General’s Blue H Award criteria worksheets.



Please note - this is the link for the HIQ, not the Fleet and Marine Corps HRA (FMCHRA). The HIQ is a tool that you can use to determine what HPW topics your personnel are interested in, when they want to participate and what formats they prefer. Each command can earn Blue H Award points if at least 25% of their personnel complete the HIQ during the year.

Once you have had your command personnel complete the HIQ, you will need to send an E-mail to Bob MacDonald at NMCPHC via email at [Michael.R.Macdonald@med.navy.mil](mailto:Michael.R.Macdonald@med.navy.mil) to request a copy of your HIQ report. Include your command UIC(s) and the timeframe that you want him to run the report.

Find out more about the Blue H Award on the NMCPHC Blue H Award homepage at: <http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/blue-h.aspx>

## CAN MASS MEDIA CAMPAIGNS WITH PRODUCT DISTRIBUTION CHANGE HEALTH BEHAVIOR?

The Task Force that publishes the finding of The Guide to Community Preventive Services says yes. According to the Task Force, health communication campaigns apply integrated strategies to deliver messages designed, directly or indirectly, to influence health behaviors of target audiences. Messages are communicated through various channels that can be categorized as:

- Mass media (e.g., television, radio, billboards)
- Small media (e.g., brochures, posters)
- Social media (e.g., Facebook®, Twitter®, web logs)
- Interpersonal communication (e.g., one-on-one or group education)

A health communication campaign can be combined with other activities, such as the distribution of products to further influence health behaviors. The current review and published recommendation from the Task Force was devised to evaluate the effectiveness of the combination of health communication campaigns that meet specific criteria with the distribution of health-related products that also meet specific criteria. The conclusion

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of the effort was that health communication campaigns that combine mass media and other communication channels with distribution of free or reduced-price health-related products are effective in improving healthy behaviors. Read the entire report from the Task Force posted on The Community Guide website at: <http://www.thecommunityguide.org/healthcommunication/campaigns.html>



## IN THE NEWS

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[Health Officials Scrutinize Use of E-Cigarettes](#) - Health.mil

[Military Psychological Health, TBI Highlights from Research Symposium](#) - DCoE

[New Teen Trend Puts Lives at Risk](#) - Health.mil

[Effort to Develop Brain Injury Classification System Lays Groundwork for Future](#) - Army.mil

[Don't Let TBI Keep You Out of the Classroom](#) - DCoE