



Health Promotion and Wellness Partnership Program

Who We Are

The Navy and Marine Corps Public Health Center (NMCPHC) is the Navy and Marine Corps' center for public health leadership and expertise. NMCPHC consults, develops, and shapes public health for the Navy and Marine Corps in a variety of areas, including environmental health, population health, and preventive medicine. NMCPHC's vision is protection through prevention, and the mission is to provide worldwide Force Health Protection services to Naval and Joint forces in support of the National Military Strategy.

In support of the NMCPHC mission, the Health Promotion and Wellness (HPW) department provides innovative and evidence-based health promotion and wellness programs and services that facilitate readiness and resilience, prevent illness and injury, hasten recovery, and promote lifelong healthy behaviors and lifestyles. The HPW department seeks to address preventable behaviors and increase overall wellness through evidence based programs.

HPW Campaign Overview

NMCPHC launched the HPW campaign on October 2, 2012 to inform Active Duty, Reserve, Wounded, Ill and Injured (WII), and retired Sailors and Marines of available health promotion and prevention services and create understanding that prevention optimizes the readiness of the total force, sustains optimal well-being, and demonstrates the resilience needed to carry out mission duties. The campaign includes key elements of the Navy's 21st Century Sailor and Marine Initiative and aligns with the Defense Department's Operation Live Well program.

The campaign focuses on seven health topics: Healthy Eating, Active Living, Tobacco Free Living, Reproductive and Sexual Health, Psychological and Emotional Well-being, Preventing Drug Abuse and Excessive Alcohol Use, and Injury and Violence Free

“ As the SG, I chair the National Prevention Council and we establish and release the National Prevention Strategy. We are working with the DoD and 17 other agencies around prevention to release the prevention strategy. This [HPW campaign] is an outgrowth of that. This is one of the ways to focus on the military community, on the Navy and the Marines. Their leadership has been tremendous so I was really pleased to be here to be part of the launch of this wellness program. ”

—VADM Regina Benjamin,
United States Surgeon General



Healthy Eating



Active Living



Tobacco Free Living



Reproductive and Sexual Health



Psychological and Emotional Well-being



**Preventing Drug Abuse
and Excessive Alcohol Use**



Injury and Violence Free Living



Wounded, Ill, and Injured



Navy Reserve



“ The Navy and Marine Corps Public Health Center’s health promotion and wellness campaign is actually going to enable our Sailors and Marines to make the right choices so that they can lead a better way into health as they progress through their lives and their careers. ”

—**RADM Michael Mittelman**,

Deputy Surgeon General of the Navy, and
Deputy Chief of the Navy Bureau of Medicine and Surgery

Living, and addresses the health and wellness needs of two force population subsets—Wounded, Ill and Injured (WII) Sailors and Marines and Navy Reservists.

Benefits of Partnership

NMCPHC invites the participation of organizations and programs that align with the HPW campaign’s goals and can help spread campaign messages. In return, NMCPHC will promote and advance the shared missions of partners through our communication channels.

Once a partner, NMCPHC will provide turnkey materials and information to help support partners with quick, easy and inexpensive outreach, such as:

- A monthly Partnership Outreach newsletter that includes reproducible articles, sample social media messaging, blog posts, and campaign materials such as fact sheets, posters and brochures
- Collateral materials for distribution to partner members and ready-to print copy about campaign issues for newsletter/publication content.
- Invitation to participate in the HPW monthly webinar series.

- Promotion of partner messages and activities to the HPW audience through our articles, newsletters, blogs and other digital media channels.

Partnership Request

Your support of the NMCPHC HPW campaign is vital to spreading health promotion and wellness messages to ensure the development of a healthy and fit force.

You can support the HPW campaign through a variety of activities:

- Link to the NMCPHC HPW page, with a brief description of the campaign:
www.med.navy.mil/sites/nmcphc/health-promotion.
- Share and link to HPW messages and materials through articles, newsletters, blogs and other digital media channels.
- Designate a liaison to discuss potential collaboration opportunities.
- Increase awareness and participation in HPW programs such as the Crews Into Shape Challenge, Blue-H Award, and the ShipShape program.
- Advocate participation in NMCPHC health promotion training and healthy living webinar series.
- Provide feedback on the use and impact of HPW messages and materials.
- Promote participation to other groups that share the HPW campaign mission.

Get Involved

If you are interested in becoming a campaign partner or want to learn more about NMCPHC’s HPW department, contact HPW_Partnerships@nmcphc.med.navy.mil.

Disclaimers: Partners and affiliates are not-for-profit organizations that support the mission of the Health Promotion and Wellness Campaign. Partnership does not constitute endorsement by the United States Department of Defense, NMCPHC, partner organizations or their information, products or services. All partnership agreements are informal and do not involve any financial support. The Health Promotion and Wellness Campaign reserves the right to refuse any partnership/affiliate request that is not deemed appropriate or to terminate any partner relationship at any point.