



November 23, 2012



Health Promotion and Wellness Friday Facts



CONTENT:

- NMCPHC HPW Department Welcomes Two New Public Health Educators to the Staff!
- 2012 GASO at Naval Medical Center Portsmouth
- HHS Launches BeTobaccoFree.gov
- December is National Drunk and Drugged Driving (3D) Month
- NMCPHC Weight Management Posts ShipShape Program Instruction to Website
- The Community Preventive Services Task Force Issues Recommendation on Health Communication Campaigns
- World AIDS Day 2012 Webinar Scheduled for 27 November 2012

NMCPHC HPW DEPARTMENT WELCOMES TWO NEW PUBLIC HEALTH EDUCATORS TO THE STAFF!

NMCPHC HPW Dept. welcomes two new Public Health Educators, Brandi Alford, MPH and Valerie Kirby, MS, to the staff.

Brandi Alford, MPH, previously worked with the U.S. Air Force at various local Health and Wellness Centers (HAWCs). Brandi holds a bachelor's degree in Neuroscience and a Masters of Public Health in Environmental and Occupational Health. In addition, Brandi also holds a CHES certification (Certified Health Education Specialist) from the National Commission on Health Education Credentialing, Inc.

Prior to joining the staff at NMCPHC, Valerie Kirby, MS served as a Community Health Educator for Sentara Virginia Beach General Hospital for over 12 years focusing on cardiac rehab., occupational health and behavior change programs. Her MS degree is in Education with a focus on counseling and health education. She has also been an Adjunct Faculty member at Tidewater Community College for the last four years in the Health Division at the Virginia Beach campus. She is also a Registered Yoga Teacher (RYT).

2012 GASO AT NAVAL MEDICAL CENTER PORTSMOUTH



The Great American Smoke Out (GASO) event was held at Naval Medical Center Portsmouth (NMCP) as part of the command's annual safety stand down. The NMCPHC collaborated with the NMCP Wellness Department to provide information and education to active duty, beneficiaries and civilian workers throughout the

Continued on page 1



November 23, 2012

Continued



day. NMCP Commander Rear Admiral Elaine Wagner led a cake cutting ceremony to commemorate the anniversary of the hospital's four year tobacco free policy. The GASO affected several lives, including one service member who reported quitting 3 months ago and another who reported 46 years of tobacco free living. The most amazing story at this year's event may very well be the young couple who found out they were expecting a child on November 15, 2012 and decided to make this day the start of their new tobacco free life!

HHS LAUNCHES BETOBACCOFREE.GOV

Health and Human Services (HHS) has announced the launch of BeTobaccoFree.gov, a comprehensive website providing one-stop access to the best and most up-to-date tobacco-related information from across its agencies. This consolidated resource includes general information on tobacco, federal and state laws and policies, health statistics, and evidence-based methods on how to quit.

BeTobaccoFree.gov uses responsive design, making information accessible anywhere, anytime on any platform, from smart phone to tablet to desktop. The website's unique social media dashboard, "Say it - Share it," constantly provides real time updates from HHS tobacco related social media accounts, including Facebook, Twitter, YouTube, Infographics, Podcasts, and Tumblr.

HHS launched BeTobaccoFree.gov on Thursday, 15 November, the same day as the American Cancer Society's Great American Smokeout, to demonstrate HHS's commitment to using technology to help Americans lead longer healthier lives by reducing the harms from tobacco use. You'll find the new website at: <http://betobaccofree.hhs.gov/>

NMCPHC WEIGHT MANAGEMENT POSTS SHIPSHAPE PROGRAM INSTRUCTION TO WEBSITE

BUMED has released BUMEDINST 6110.16. The purpose of the instruction is to assign responsibility for Navy Medicine personnel supporting the Navy's ShipShape Weight Management Program. BUMEDINST 6110.16 has been posted on the NMCPHC ShipShape Program website at:

<http://www.med.navy.mil/directives/ExternalDirectives/6110.16.pdf>





DECEMBER IS NATIONAL DRUNK AND DRUGGED DRIVING (3D) MONTH



Every day, almost 30 people in the United States die in motor vehicle crashes that involve an alcohol-impaired driver. This amounts to one death every 48 minutes.* In addition, prescription drug abuse is the nation's fastest growing drug problem. Find resources and additional information under the December "Drunk and Drugged Driving" heading at:

<http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/health-promotion-toolbox.aspx>

*Dept of Transportation (US), National Highway Traffic Safety Administration (NHTSA). Traffic Safety Facts 2010: Alcohol-Impaired Driving. Washington (DC): NHTSA; 2012 Available at URL: <http://www-nrd.nhtsa.dot.gov/Pubs/811606.PDF>



THE COMMUNITY PREVENTIVE SERVICES TASK FORCE ISSUES RECOMMENDATION ON HEALTH COMMUNICATION CAMPAIGNS

The Community Preventive Services Task Force has issue its latest recommendation about the effectiveness of health communication campaigns that include mass media and health-related product distribution. Highlights from the evidence review conducted by CDC's Community Guide Branch and the Task Force recommendation are available on [The Community Guide website](#).

The Task Force recommends health communication campaigns that use multiple channels—one of which must be mass media—combined with the distribution of free or reduced-price health-related products based on strong evidence of effectiveness for producing intended behavior changes. Studies included in this review promoted the use of products that act in the following ways:

- * Facilitate adoption and/or maintenance of health-promoting behaviors (i.e., increased physical activity through pedometer distribution combined with communication campaigns to increase walking).
- * Facilitate and/or help to sustain cessation of harmful behaviors (i.e., smoking cessation through free or reduced cost over-the-counter nicotine replacement therapy [OTC NRT]).
- * Protect against behavior-related disease or injury (i.e., condoms, child safety seats, recreational safety helmets, and sun-protection products).

For the latest Community Preventive Services Task Force recommendation on health communication campaigns, go to: <http://www.thecommunityguide.org/news/2012/HealthCommunicationCampaigns.html>

November 23, 2012



WORLD AIDS DAY 2012 WEBINAR SCHEDULED FOR 27 NOVEMBER 2012

The Navy & Marine Corps Public Health Center (NMCPHC) will be hosting a webinar to increase awareness of the risks for acquiring the HIV infection, and identifying resources for HIV prevention within the DoN.

Please join us for a webinar that will focus on World AIDS Day 2012, which is always observed on 1 December of each year.

The Webinar will be held online at 1300 EST on Tuesday, 27 November 2012.

The target audience for the webinar is Navy and Marine Corps leaders, health promoters, preventative medicine and public health professionals, chaplains, school nurses, clinicians, Independent Duty Corpsmen, family counselors and HIV peer educators.

Webinar participants will gain an awareness of the annual incidence and demographic groups at highest risk for HIV infection both in the US and the DoN, as well as sources of HIV prevention materials for use in the DoN.



The event will be hosted by Mr. Bob MacDonald, MS, CHES
Manager, Sexual Health and Responsibility Program (SHARP) NMCPHC

To register, visit: <http://www.eventbrite.com/event/4675565743>

We look forward to your participation!

HAPPY THANKSGIVING FROM NMCPHC

