



# “DoD’s Efforts to Increase Fruit and Vegetable Consumption” Webinar

29 July 2015

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**NAVY AND MARINE CORPS PUBLIC HEALTH CENTER**  
PREVENTION AND PROTECTION START HERE

# Presenters

- **Karen Hawkins, Registered Dietitian, Office of Family Readiness Policy, Office of the Secretary of Defense (OSD), Military Community and Family Policy**
- **John Morse, Director of Administration and Management, Defense Health Agency (DHA)**
- **Marsa Gleason, Registered Dietitian, Naval Health Clinic New England**



# Webinar Courtesy

- **Good afternoon and thank you for joining us!**
- **To listen to the presentation, use the dial in: (877) 885- 1087 Code: 704 516 0523#**
- **We ask that all participants please mute your phone lines either by pressing \*6 or the mute button on your phone.**
- **Please do not put your phone on hold at any point during the call.**
- **The slides and audio will be archived on the NMCPHC webpage at: <http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/webinars.aspx>**



# Objectives

- **Discuss the DoD's efforts to promote the increased consumption of fruits and vegetables.**
- **List at least two resources available to promote the increased consumption of fruits and vegetables.**





**Karen Hawkins MA, RDN, LD**  
**Chair, DOD Food & Nutrition**  
**Subcommittee**

**Dietitian**

**Office of Family Readiness Policy**

**Military Community & Family Policy**



# Military Nutrition Environment Assessment Tool (m-NEAT)



- Making the healthy choice the easy choice across the military installation**



# Family Readiness



## Healthy Messaging Campaign – Clearing House for Military Families

- 5 2 1 0 at:  
[http://5210.healthymilitarychildren.ps  
u.edu/](http://5210.healthymilitarychildren.ps<br/>u.edu/)



# Healthy Base Initiative



## **Initiatives that targeted Fruits & Vegetables**

- Smarter Food Movement**
- Go for Green®**
- Commissary Initiative – Fresh Fruits & Vegetables**



# Smarter Food Movement





# Go for Green®



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# HPRC

## HUMAN PERFORMANCE RESOURCE CENTER

A DoD initiative under the Force Health Protection and Readiness Program



HOME | PHYSICAL FITNESS | ENVIRONMENT | NUTRITION | DIETARY SUPPLEMENTS | FAMILY & RELATIONSHIPS | MIND TACTICS | TOTAL FORCE FITNESS

Home / Nutrition / Go for Green®

## Go for Green®

Go for Green® is a joint-service nutrition education and promotion program sponsored by DoD for the Military Community. Foods and beverages are labeled by colors—Green, Yellow, and Red—and sodium content—Low, Moderate, and High—to help you choose the foods that best fuel your body and mind.

**ABOUT GO FOR GREEN®**



Eating well to perform  
**GO FOR Green®**  
OPERATION LIVE WELL

**FOR WARRIORS**



**FOR FOODSERVICE PROFESSIONALS**



**QUESTIONS?**

ASK THE GO FOR GREEN® TEAM





# Commissary Initiative Fresh Fruits & Vegetables



## Commissary Initiative - Fresh Fruits & Vegetables

### BACKGROUND

1. Name and title/role (observer 1)	Becky Brewer
(observer 2)	Mary Gibson
2. Base	SUBASE NLON
3. Year	2015
4. Number of installation commissaries eligible (overall)	1
5. Number of installation commissaries participating	1
6. Number of installations commissaries observed for this evaluation (overall)	1
7. Date survey completed	12-May-15

### INSTRUCTIONS

For each question, please rate to what extent the process is being implemented:

**0 = Less than 25% implemented**

**1 = 25-49% implemented**

**2 = 50-89% implemented**

**3 = 90-100% implemented**

# Commissary Initiative Fresh Fruits & Vegetables



	A	B	C
20	1. Brief installation leadership within the past six months of this assessment regarding the commissary fruits and vegetables initiative		2
21	2. Provide mix of fruits and vegetables using the 2010 dietary guidelines ( <a href="http://www.dietaryguidelines.gov">www.dietaryguidelines.gov</a> )		3
22	3. Execute a marketing campaign to promote fruits and vegetables using PMA materials, PBH materials, <a href="http://www.choosemyplate.gov">www.choosemyplate.gov</a> , or local/seasonal fruits and vegetables promotion		3
23	4. Make audience-appropriate nutrition education materials available near fruits and vegetables in commissary		3
24	5. Make audience-appropriate food preparation materials available near the fruits and vegetables in the commissary, e.g., recipes, tips, etc.		3
25	6. Train staff on the commissary fruits and vegetables initiative		3
26	7. Promote the "Half Your Plate" message (fruits & vegetables comprising half of your plate) within the past six months from the date of this assessment (examples include in-store food demos, community health and wellness events, etc.)		3
27	8. Position fruits and vegetables near cash registers or in grab and go section to promote sales		2
28		<b>Average Score</b>	<b>2.75</b>

# Commissary Initiative Fresh Fruits & Vegetables





## Next Steps

- **Go for Green®**
- **m-NEAT**
- **BRFSS**
- **ShipShape Program**

# DHHQ Farmer's Market Fruits and Vegetables Month Webinar

Mr. John H. Morse, Defense Health Agency, Director of  
Administration and Management  
July 29, 2015



*“Medically Ready Force...Ready Medical Force”*

# Agenda



- **Background**
- **Operation Live Well (OLW)**
- **Current Status**
- **Future Goals**
- **Challenges**
- **Getting the Word Out**

*“Medically Ready Force...Ready Medical Force”*

# Background



- **2013 DHHQ launched its Farmer’s Market as part of Operation Live Well’s Healthy Base Initiative**
- **Started with 8 vendors**
- **Local farmers and food artisans offering vegetables, fruit, eggs, meats, cheese, and breads**

# Operation Live Well (OLW)



- **OLW is the Defense Department's long-term strategy to make the healthy choice become the easy choice**
- **The DHHQ was selected along with 13 other installations to participate in the Healthy Base Initiative (HBI) – an OLW demonstration project**
- **The Farmer's Market was one the DHHQ's HBI efforts**



*“Medically Ready Force...Ready Medical Force”*

# Current Status



- We have increased our number of vendors and grown in variety of offerings to include local Food Trucks and non-food vendors
- May 2015: vendors made \$12,500
- Open: Rain or Shine



***"Medically Ready Force...Ready Medical Force"***

# Future Goals

- Increase number of vendors and offerings
- Include more local farmers



# Challenges

- Commuters cannot easily transport items home
- Some staff members do not have ample storage space for purchases and are unable to refrigerate fresh produce and meats
- Vendors can inadvertently compete with each other by selling similar products



# Getting the Word Out

- Articles posted on website and in internal publications
- Posters and fliers throughout the building
- “Vendor Spotlight” on TV monitors & screensavers



**HEADQUARTERS**  
**DHHC**  
DEFENSE HEALTH

Vendor Spotlight  
**Farmer's Market**

**REAL COUNTRY SAUSAGE**  
These South Hill, Virginia “Country Guys” offer all natural country sausage, grilling links and specialty burgers.

[REALCOUNTRYSAUSAGE.COM](http://REALCOUNTRYSAUSAGE.COM)



# Marsa Gleason, Registered Dietitian, Naval Health Clinic New England Newport, RI Clinic

## Health Promotion and Wellness Garden



# How it was started

## First Class Petty Officer Association

- **Sent out an all-hands email**
  - **An opportunity for any department interested to start and maintain a garden**
- **Received approval for command funding**
- **Staff approved to tend the garden during lunch or 15 min. breaks**

# Health Promotion Garden

- **Started small this year**
  - **4 tomato plants**
  - **4 pepper plants**
  - **1 eggplant**
  - **2 squash plants**
  - **Herbs: basil, thyme, sage, oregano, parsley**

# Health Promotion Garden

- **The visibility promotes awareness**
  - People ask about the garden
  - Stop and watch us while we tend to it
  - It seems to make people happy



# Health Promotion Garden

- **Our plan for the veggies and herbs**
  - **Offer herbs for anybody who would like them**
  - **Once vegetables are ready to pick we plan to do salad preparation demonstrations; we will offer samples along with the recipe**



# Discussion and Questions



# Contact Information

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# Continuing Education

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# Closing

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- **Thank you for joining us!**

