



Webinar: Leadership Role and the Blue H – Navy Surgeon General's Health Promotion and Wellness Award



July 29, 2014



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

WWW.MED.NAVY.MIL/SITES/NMCPHC/HEALTH-PROMOTION/PAGES/DEFAULT.ASPX

Michael R. (Bob) MacDonald, MS, CHES

Navy and Marine Corps Public Health Center

Blue H Program Manager

LT Rachel Condon, DPT, CSCS

Ship's Physical Therapist; Health Promotion Officer

USS Theodore Roosevelt (CVN 71), Aircraft Carrier Blue H Coach

Rachel.Condon@cvn71.navy.mil

David J. Reid

MTF-Community Partnerships Blue H Coach

Lovell Federal Healthcare Center, Great Lakes, IL

david.j.reid@med.navy.mil

The views expressed in this briefing are those of the authors and do not necessarily reflect the official policy or position of the Department of the Navy, Department of Defense, nor the U. S. Government



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

- Describe why a Navy or Marine Corps organization should conduct a workplace wellness program
- Source of health promotion and wellness (HPW) resources
- Describe the Blue H
- Summarize the differences and synergy between Blue H, Blue M, and Green H
- Define the role of the organizational leader in workplace wellness
- Discuss the command committee and leadership support



What is Health Promotion (HP)?

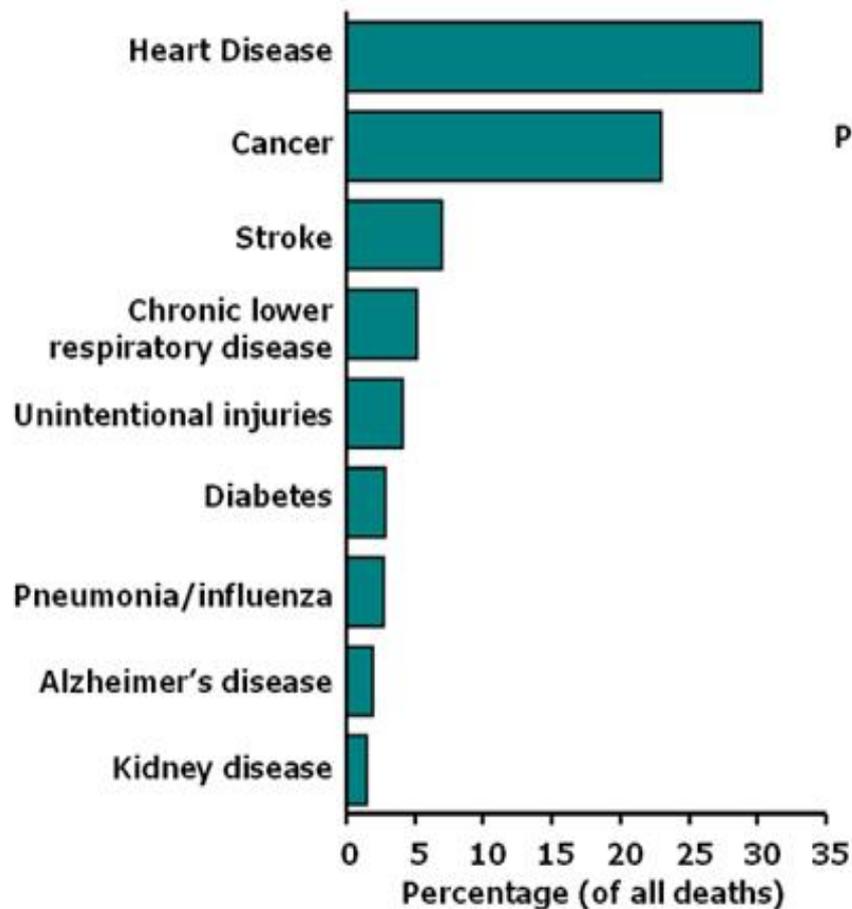
- The combination of health education plus related organizational, social, economic, and health care interventions designed to improve or protect health.¹
- Health Promotion is the art and science of helping people discover the synergies between their core passions and optimal health, enhancing their motivation to strive for optimal health, and supporting them in changing their lifestyle to move toward a state of optimal health.²

1 BUMED 6110.13A, 2008

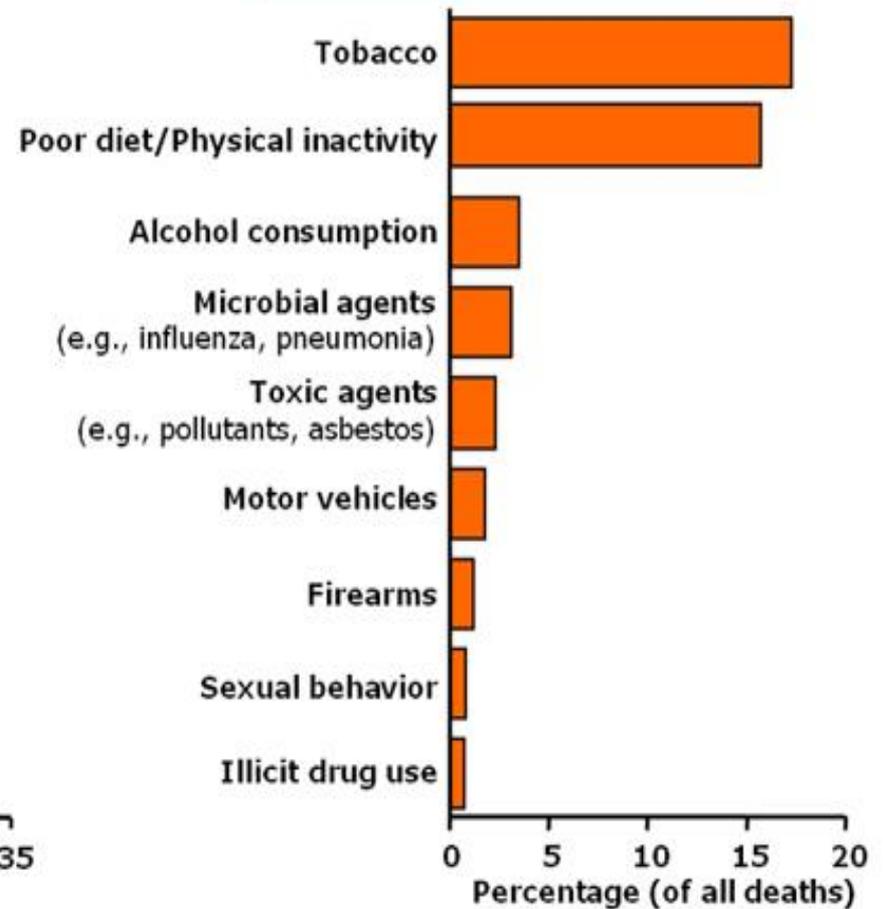
2 Michael P. O'Donnell (2009) Definition of Health Promotion 2.0: Embracing Passion, Enhancing Motivation, Recognizing Dynamic Balance, and Creating Opportunities. American Journal of Health Promotion: September/October 2009, Vol. 24, No. 1, pp. iv-iv.



Leading Causes of Death* United States, 2000



Actual Causes of Death† United States, 2000



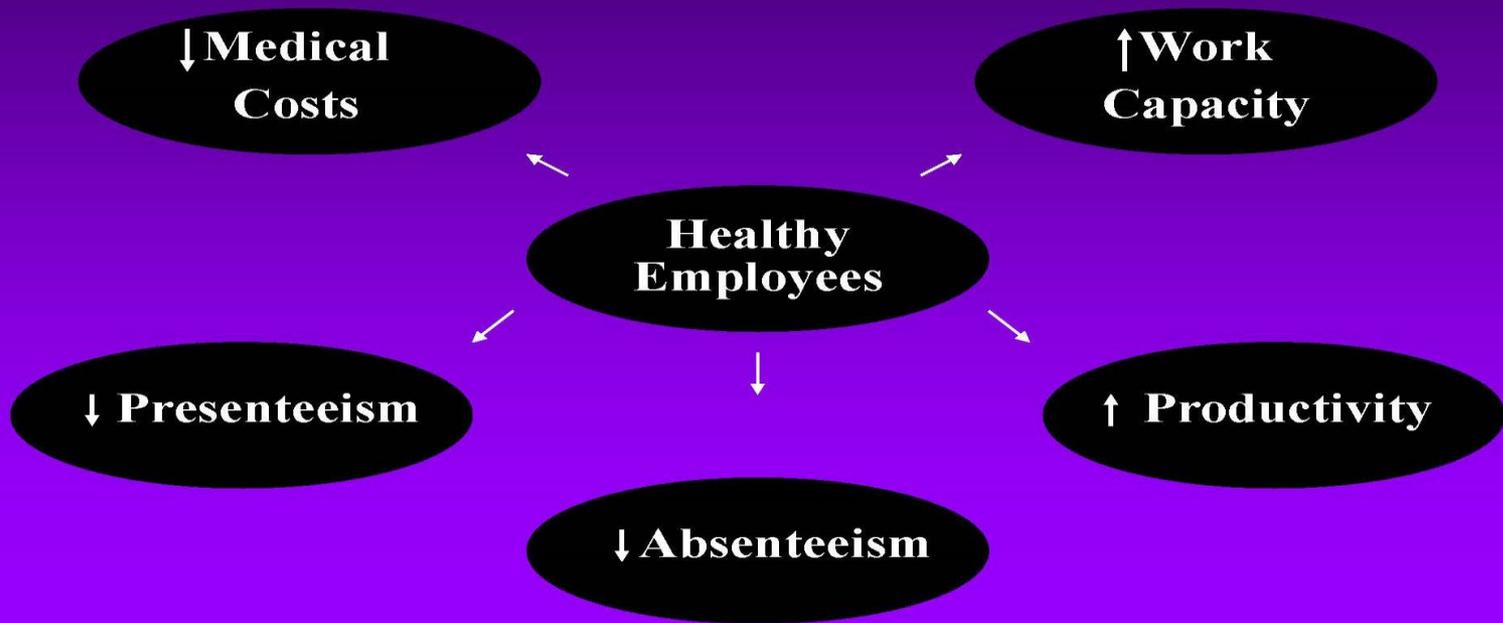
* Miniño AM, Arias E, Kochanek KD, Murphy SL, Smith BL. Deaths: final data for 2000. National Vital Statistics Reports 2002; 50(15):1-120.

† Mokdad AH, Marks JS, Stroup DF, Gerberding JL. Actual causes of death in the United States, 2000. JAMA. 2004;291(10):1238-1246.



Why Invest in Workplace Wellness?

Workplace Wellness



Return on Investment ³

- Corporate Health Management Programs
 - Literature review of nine major studies
 - Benefit-to-cost ratio: for every dollar invested a benefit of \$1.49 to \$4.91 was realized (median ROI \$3.14)
- Citibank
 - Study identified a ROI of \$4.70 in benefits for every \$1.00 in costs.

³ “A Systematic Review of Return-on-Investment Studies of Corporate Health and productivity Management Initiatives”, Ron Z. Goetzel PhD; Timothy R. Juday, MPA; & Ronald Ozminkowski, PhD. AWHP Worksite Health, Summer 1999.



2011 DoD Survey of Health Related Behaviors

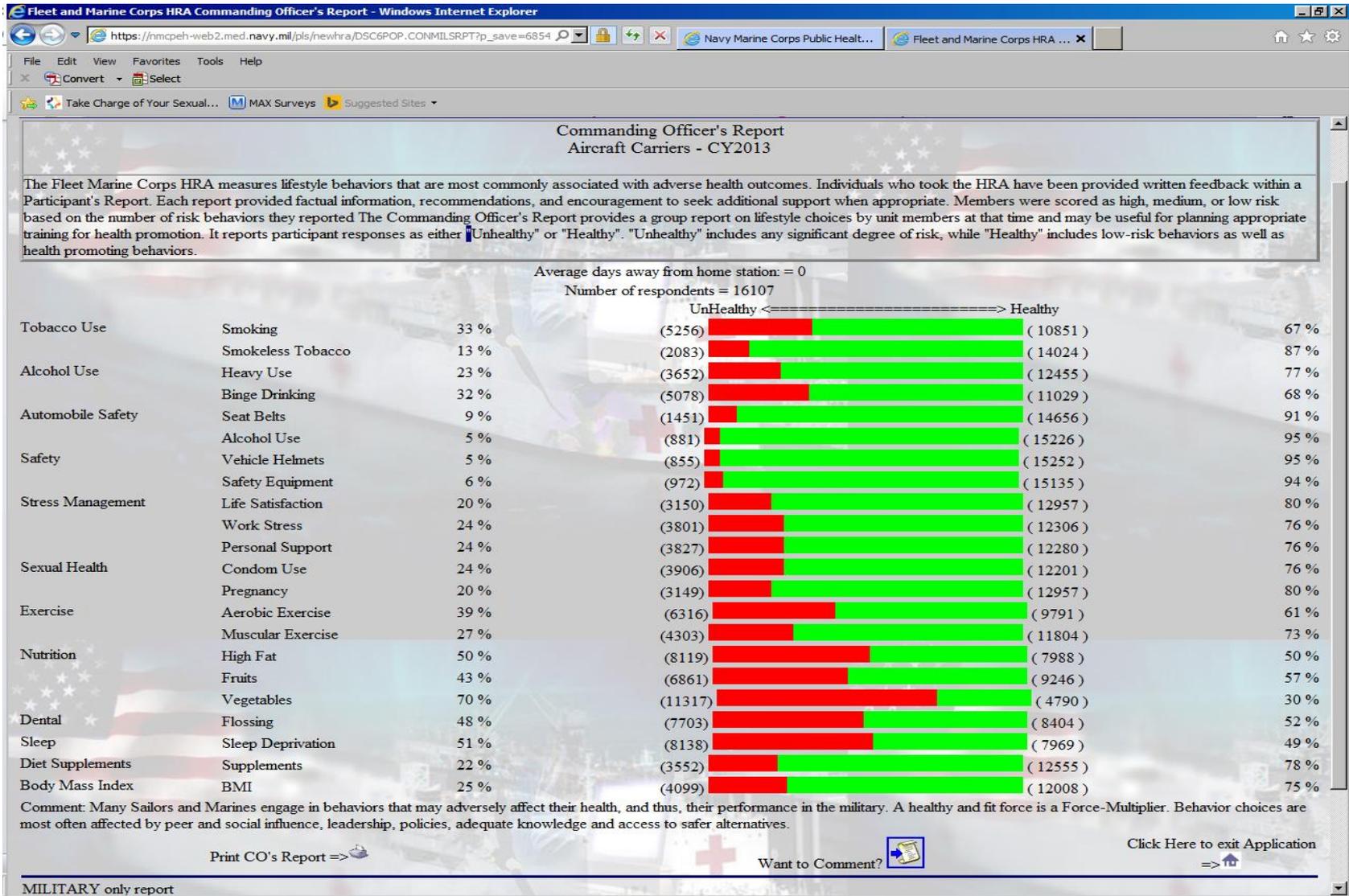
- Assessed military's progress in meeting Healthy People 2020 Objectives:

- Met objectives for:
 - Obesity
 - Healthy Weight
 - Exercise
 - Seat Belt Use
 - Motorcycle Helmet Use

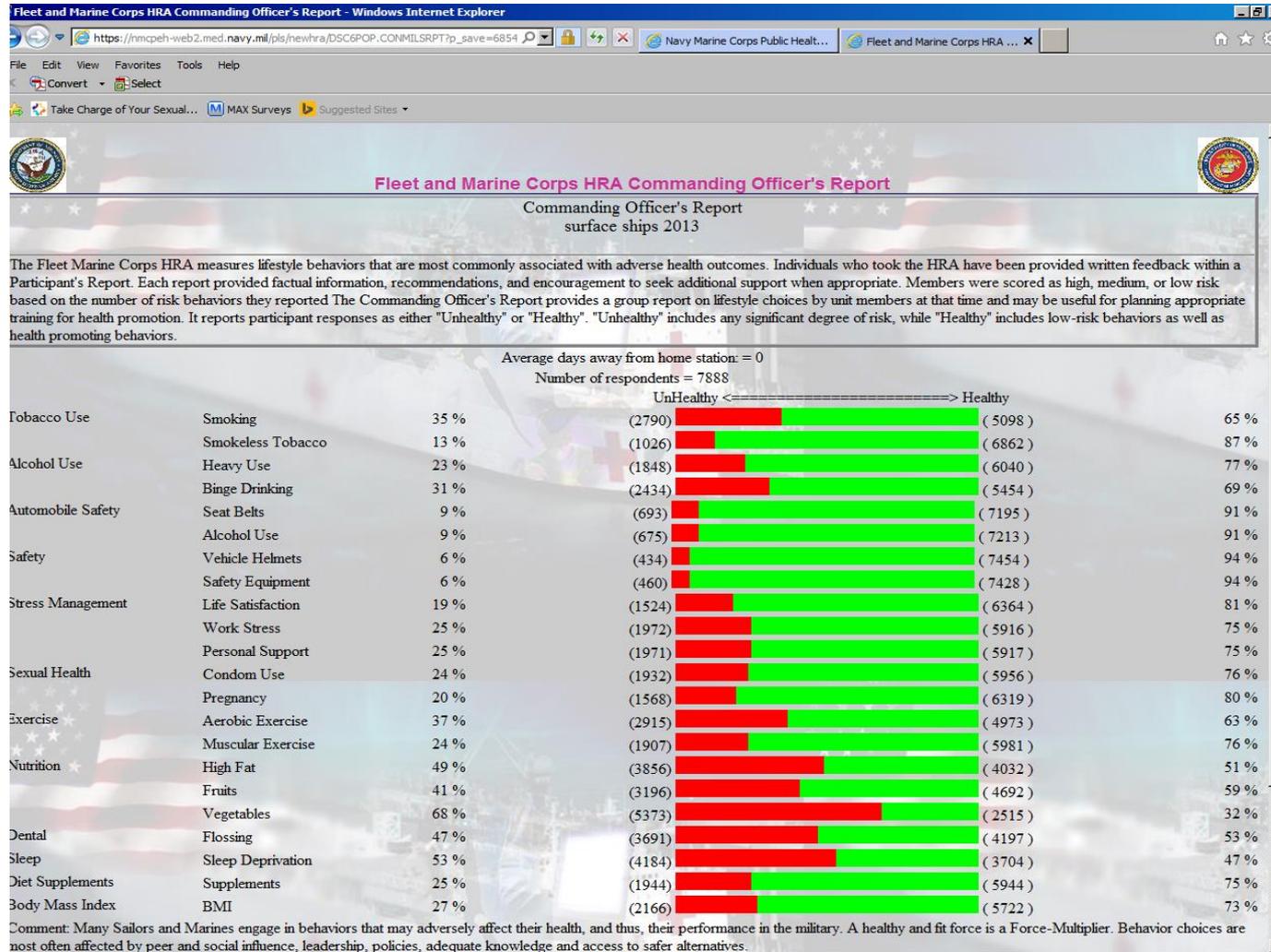
- Did not meet objectives for:
 - Cigarette Use
 - Smokeless Tobacco Use
 - Binge Drinking
 - Family Planning



HRA Results – All Aircraft Carriers: 2013



HRA Results – Blue H Winning Surface Ships: 2013



Requirements for Navy Health Promotion Programs

SECNAV's 21st Century Sailor and Marine Initiative

- A Secretary of the Navy initiative designed to promote resiliency among individuals and the force
- Targets five key areas:
 - Readiness
 - Safety
 - Physical Fitness
 - Inclusion
 - Continuum of Service
- <http://www.21stcentury.navy.mil/default.aspx>



Requirements for Navy Health Promotion Programs

OPNAV 6100.2A DoN HP Instruction

- Drug Abuse Prevention and Control
- Alcohol Abuse Prevention and Control
- Tobacco Use Prevention and Cessation
- Overweight and Obesity Elimination and Nutrition Education
- Sedentary Lifestyle Elimination and Physical Fitness Promotion
- Injury and Illness Prevention
- Sexual Health & Responsibility
- Suicide Prevention and Stress/Anger Mgt.
- Interpersonal Violence Reduction



Navy Health Promotion Resources



NAVY AND MARINE CORPS PUBLIC HEALTH CENTER

PREVENTION AND PROTECTION START HERE

[About Us](#) | [Ask Us](#) | [Sign In](#)

[f](#) [t](#) [p](#) [v](#)

Health Providers and Professionals | **Service Members, Families and Retirees** |

[Deployment Health](#) | [Wounded, Ill and Injured](#) | [Health Promotion and Wellness](#) | [Diseases and Conditions](#) | [Marines](#)

Navy and Marine Corps Public Health Center > Health Promotion and Wellness



July is Fruits and Veggies Month
[Click here to learn more](#)



Health Promotion and Wellness

Our mission is to provide innovative and evidence-based health promotion and wellness (HPW) programs and services that facilitate readiness and resilience, prevent illness and injury, hasten recovery and promote lifelong healthy behaviors and lifestyles. Our vision is to be a world-class Center of Excellence empowering people to live healthier lives.

To learn more about our approach, read our [Strategic Plan](#) and [Product Catalog](#) >>

- 

Healthy Eating
- 

Active Living
- 

Tobacco Free Living
- 

Reproductive & Sexual Health
- 

Psychological & Emotional Well-Being
- 

Injury & Violence Free Living
- 

Preventing Drug Abuse & Excessive Alcohol Use
- 

Wounded, Ill & Injured
- 

Navy Reserve



Sources of Navy Health Promotion Training

- Navy Health Promotion Basics Course Level I (8 hours)
 - NKO Course NMHPB081
- HP Deckplate Training (1-week)
 - Targets Smaller Fleet, Reserve, & Shore Commands
 - Includes the following 1-day courses: Navy HP Basics Course Level II, Tobacco Cessation and ShipShape Facilitator Training, CHOW Course, & Patient-centered Prevention Counseling Training (1/2 Day)
- Navy HP & Wellness Course 3-Day Course
 - Targets HP Directors & Coordinators at MTFs, Larger Fleet, & Reserve OHSU Commands
- Tobacco Cessation & ShipShape Program Facilitator Training, SHARP Trainings
- More information on training: <http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/health-promotion-training.aspx>



What is the Blue H Award?

- Annual award for excellence in health, wellness and fitness activities and policies in Navy workplaces
- All Navy commands are eligible
- Reporting period is the calendar year
- Three categories:
 - FLEET (including all Reserve NOSCs)
 - MEDICAL
 - SEMPER FIT CENTERS
- Awarded annually
 - Basic pennant plus
 - Annual streamer in Gold-Silver-Bronze



Success

- BRONZE ANCHOR:
 - Every organization that submits a report will receive at least the BRONZE ANCHOR award
- SILVER EAGLE:
 - To achieve the SILVER EAGLE level award, a FLEET command must accumulate at least 50% of the total available points in each of the topic areas and must earn a minimum of 50% of the total available points
- GOLD STAR:
 - To achieve the GOLD STAR level award, a FLEET command must accumulate at least 50% of the total available points in each of the topic areas and must earn a minimum of 80% of the total available points plus completion of minimum HP training



Fleet-Version Criteria Topics

- Policy/risk assessment
- Alcohol abuse prevention
- Injury prevention
- Nutrition
- Physical activity
- Sexual health
- Psychological health
- Tobacco use
- Weight management



Medical Criteria Categories

- Clinical Screening and Counseling
- Community-Level Health Promotion
- Staff-Health
 - Policy; Support; Risk Assessment
 - Alcohol
 - Injury
 - Nutrition
 - Sexual Health
 - Physical Activity
 - Psychological health
 - Tobacco
 - Weight Management

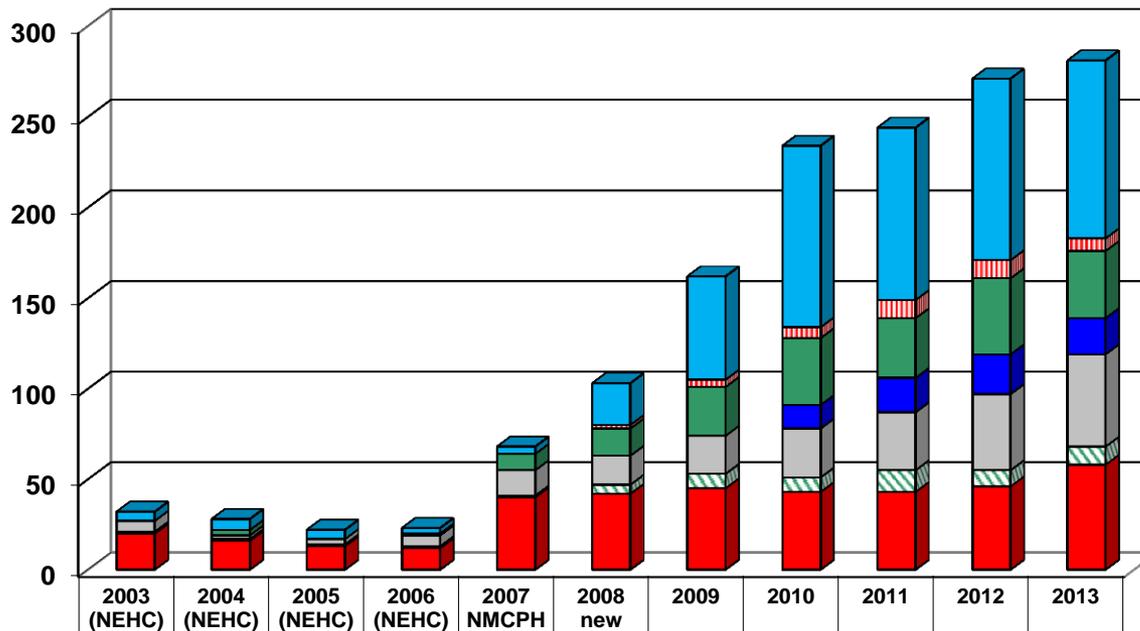


Blue H Participation Levels



Navy and Marine Corps Public Health Center

**Blue H - Navy Surgeon General's Health Promotion and Wellness Award;
Number and Type of Participating Commands, 2003-2013**



■ fleet (reserves)	5	6	5	3	4	23	57	100	95	100	98
□ fleet (BSO 18 BUMED)	0	0	0	0	0	2	4	6	10	10	7
■ fleet (shore)	0	3	0	1	9	15	27	37	33	42	37
■ fleet (CNAF flying squadrons)	0	0	0	0	0	0	0	13	19	22	20
□ fleet (ships)	6	2	3	6	14	16	21	27	32	42	51
□ Semper Fit Cen	1	1	1	1	1	5	8	8	12	9	10
■ Medical	20	16	13	12	40	42	45	43	43	46	58



Blue H Participation by Ships and Aircraft Carriers: 2013

- USS ANTIETAM (CG 54)
- USS BAINBRIDGE (DDG 96)
- USS BATAAN
- USS BOXER LHD 4
- USS BULKELEY (DDG 84)
- USS BUNKER HILL (CG 52)
- USS CARTER HALL LSD 50
- USS CONSTITUTION
- USS DENVER (LPD 9)
- USS ESSEX LHD 2
- USS GERMANTOWN LSD 42
- USS GRAVELY (DDG 107)
- USS HARPERS FERRY LSD 49
- USS HUE CITY CG 66
- USS IWO JIMA LHD 7
- USS KEARSARGE LHD 3
- USS MAKIN ISLAND LHD 8
- USS MESA VERDE (LPD 19)
- USS NEW ORLEANS LPD 18
- USS NEW YORK LPD 21
- USS NORMANDY CG 60
- USS OAK HILL LSD 51
- USS PELELIU LHA 5
- USS PORTER (DDG 78)
- USS RAMAGE (DDG 61)
- USS SAMUEL B ROBERTS FFG 58

- USS SAN ANTONIO LPD 17
- USS SIMPSON FFG 56
- USS SOMERSET (LPD 25)
- USS TAYLOR (FFG 50)
- USS THE SULLIVANS (DDG 68)
- USS THUNDERBOLT (PC 12)
- USS WASP LHD 1
- USS WAYNE E. MEYER DDG 108
- ASSAULT CRAFT UNIT FOUR
- ASSAULT CRAFT UNIT TWO
- COASTAL RIVERINE SQUADRON FOUR
- COASTAL RIVERINE SQUADRON EIGHT
- LITTORAL COMBAT SHIP SQUADRON ONE
- PRECOMMISSIONING UNIT AMERICA (LHA 6)

Aircraft Carriers

- USS ABRAHAM LINCOLN CVN 72
- USS CARL VINSON CVN 70
- USS DWIGHT D. EISENHOWER CVN 69
- USS ENTERPRISE CVN 65
- USS GEORGE H. W. BUSH CVN 77
- USS GEORGE WASHINGTON CVN 73
- USS HARRY S. TRUMAN CVN 75
- USS JOHN C. STENNIS CVN 74
- USS NIMITZ CVN 68
- USS RONALD REAGAN CVN 76
- USS THEODORE ROOSEVELT (CVN 71)



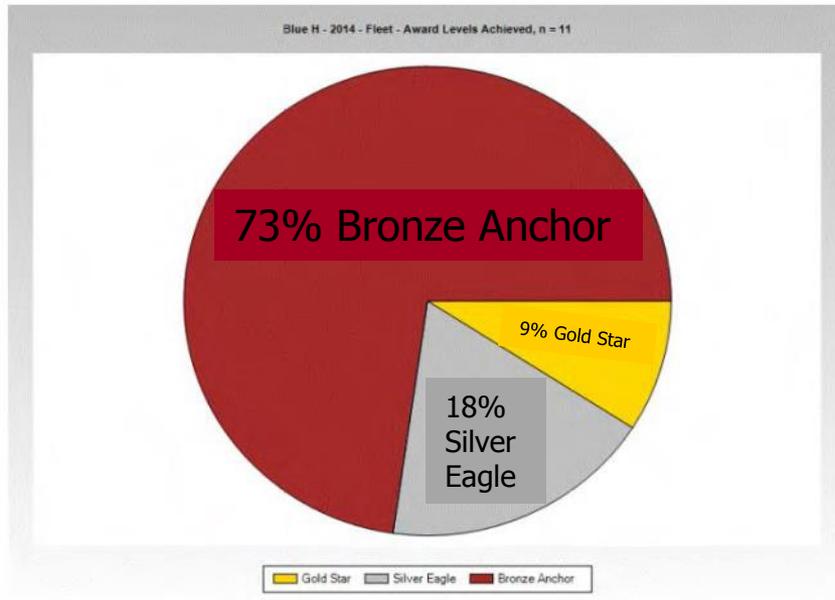
Green H and Blue M

- Green H (Force Commander Annual Health Promotion Unit Award)
 - SURFOR units that have excelled in establishing and promoting a command conducive to health promotion
 - Annual award, based upon the calendar year
 - Criteria reviewed and updated annually
 - Must be earned each year to maintain
- Blue M (For Naval Air Force, U.S. Pacific and Atlantic Fleets)
 - Gives recognition to those commands for meeting the Health Promotion award criteria
 - Part of the annual Medical Dept. award, the Blue “M”
 - Meeting the Blue “M” award criteria is included in the grading criteria for the Aircraft Carrier Battle “E” and the Squadron Battle “E”

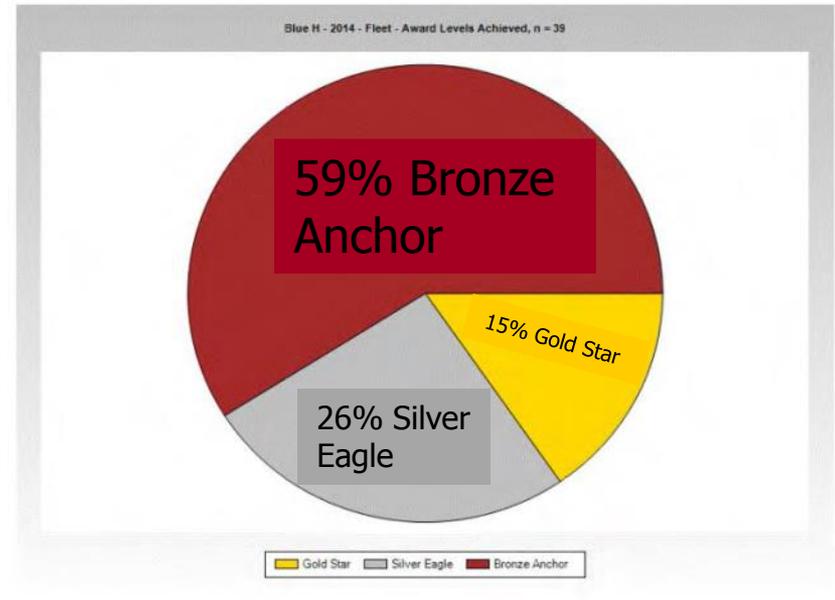


Key Consolidated 2013 Blue H Data Points

Carriers

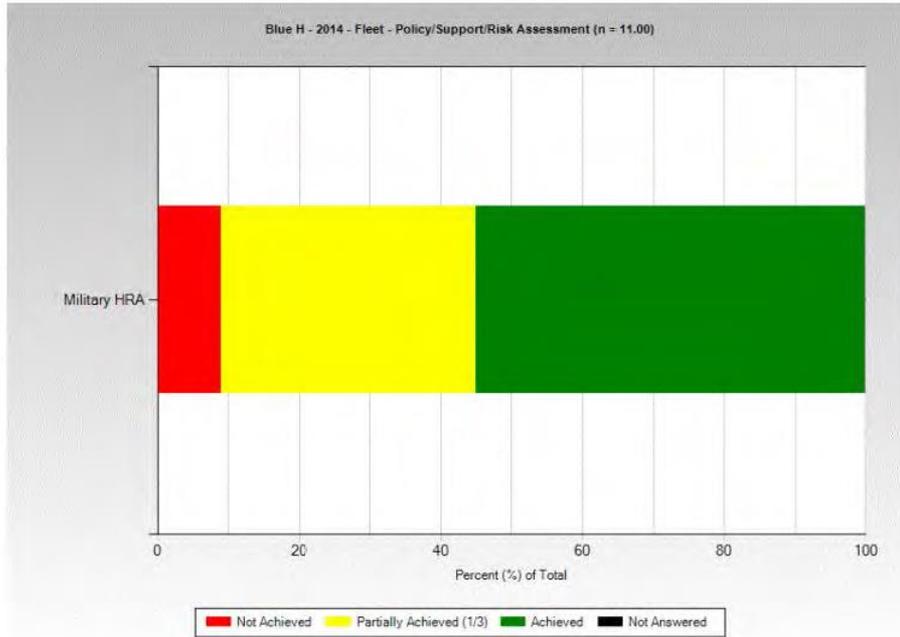


Surface Ships



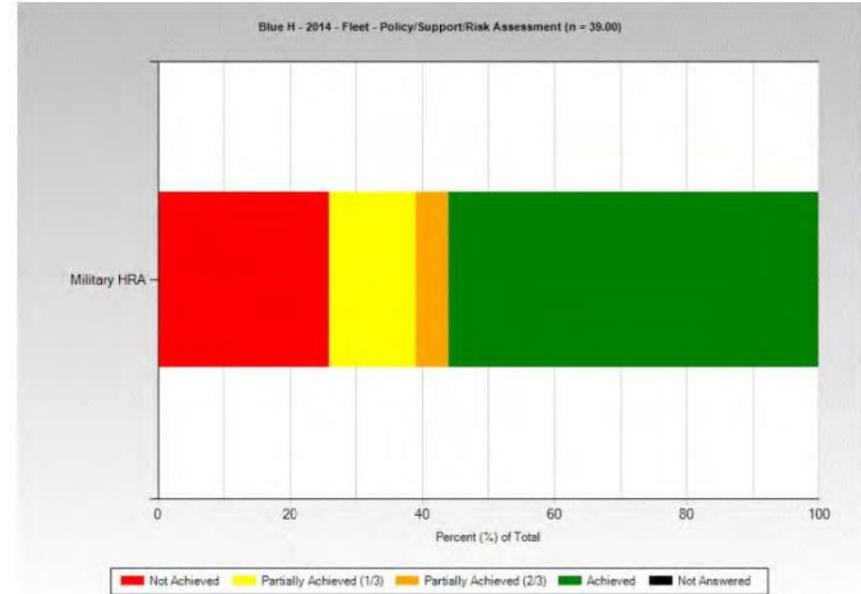
At least 50% of the crew completed the HRA

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Policy/Support/Risk Assessment	11	Military HRA	Not Achieved	1	11.00	9.00
Policy/Support/Risk Assessment	11	Military HRA	Partially Achieved (1/3)	4	11.00	36.00
Policy/Support/Risk Assessment	11	Military HRA	Achieved	6	11.00	55.00
Policy/Support/Risk Assessment	11	Military HRA	Not Answered	0	11.00	0.00

Surface Ships

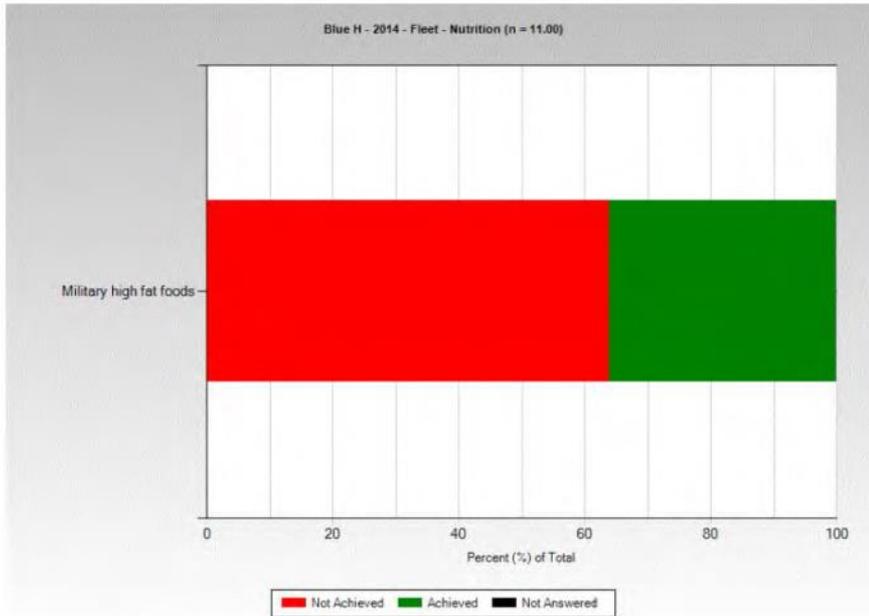


Category	No.	Question	Rank	Count	Total	% Total
Policy/Support/Risk Assessment	11	Military HRA	Not Achieved	10	39.00	26.00
Policy/Support/Risk Assessment	11	Military HRA	Partially Achieved (1/3)	5	39.00	13.00
Policy/Support/Risk Assessment	11	Military HRA	Partially Achieved (2/3)	2	39.00	5.00
Policy/Support/Risk Assessment	11	Military HRA	Achieved	22	39.00	56.00
Policy/Support/Risk Assessment	11	Military HRA	Not Answered	0	39.00	0.00



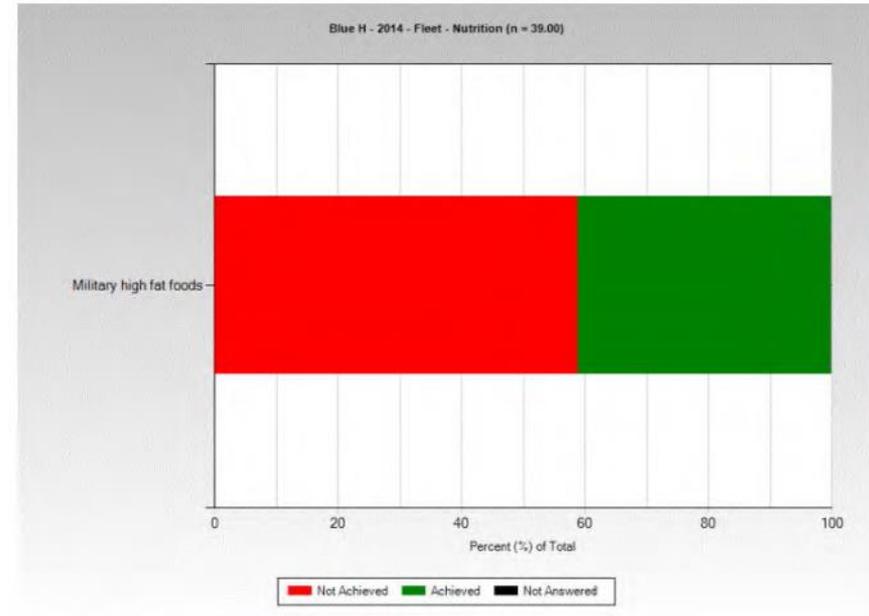
Not more than 50% of the crew eat high fat foods more than once per week

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Nutrition	28	Military high fat foods	Not Achieved	7	11.00	64.00
Nutrition	28	Military high fat foods	Achieved	4	11.00	36.00
Nutrition	28	Military high fat foods	Not Answered	0	11.00	0.00

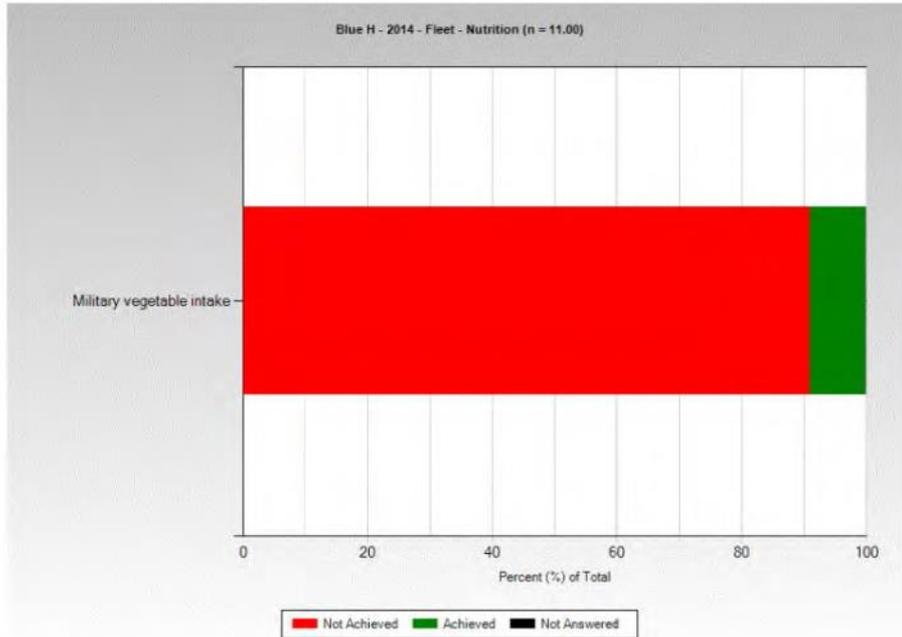
Surface Ships



Category	No.	Question	Rank	Count	Total	% Total
Nutrition	28	Military high fat foods	Not Achieved	23	39.00	59.00
Nutrition	28	Military high fat foods	Achieved	16	39.00	41.00
Nutrition	28	Military high fat foods	Not Answered	0	39.00	0.00

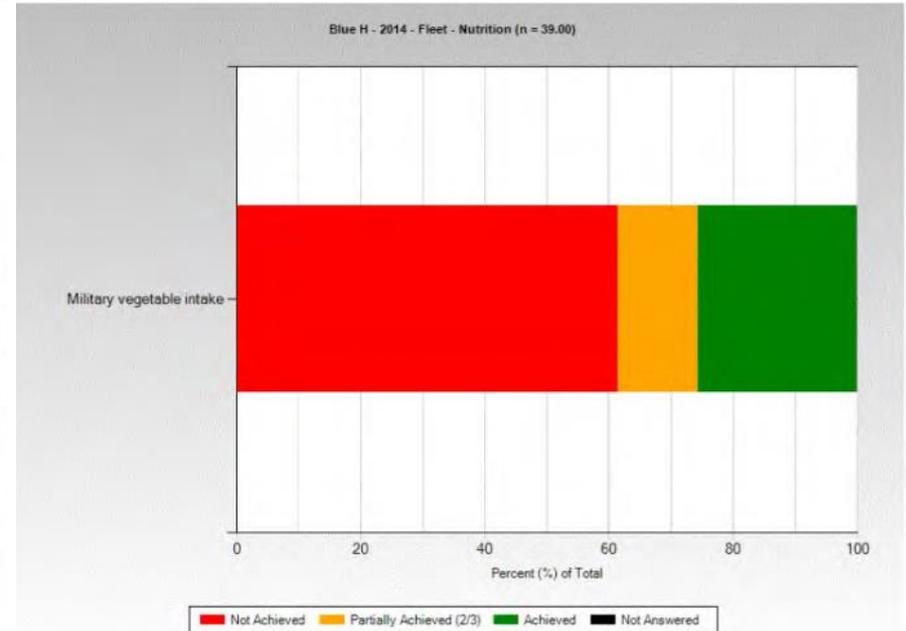
At least 35% of the crew eats three servings of vegetables daily

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Nutrition	32	Military vegetable intake	Not Achieved	10	11.00	91.00
Nutrition	32	Military vegetable intake	Achieved	1	11.00	9.00
Nutrition	32	Military vegetable intake	Not Answered	0	11.00	0.00

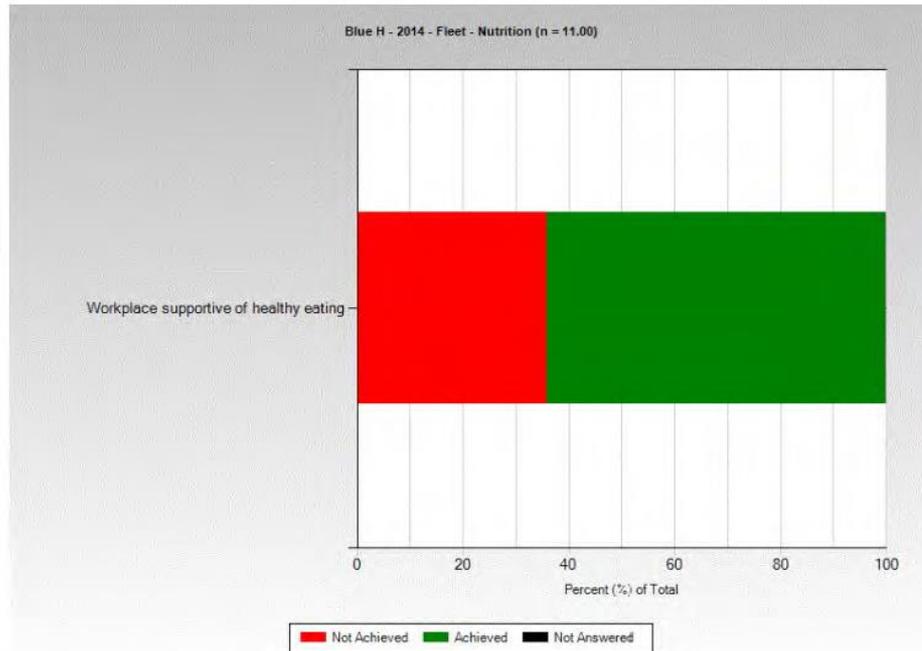
Surface Ships



Category	No.	Question	Rank	Count	Total	% Total
Nutrition	32	Military vegetable intake	Not Achieved	24	39.00	62.00
Nutrition	32	Military vegetable intake	Partially Achieved (2/3)	5	39.00	13.00
Nutrition	32	Military vegetable intake	Achieved	10	39.00	26.00
Nutrition	32	Military vegetable intake	Not Answered	0	39.00	0.00

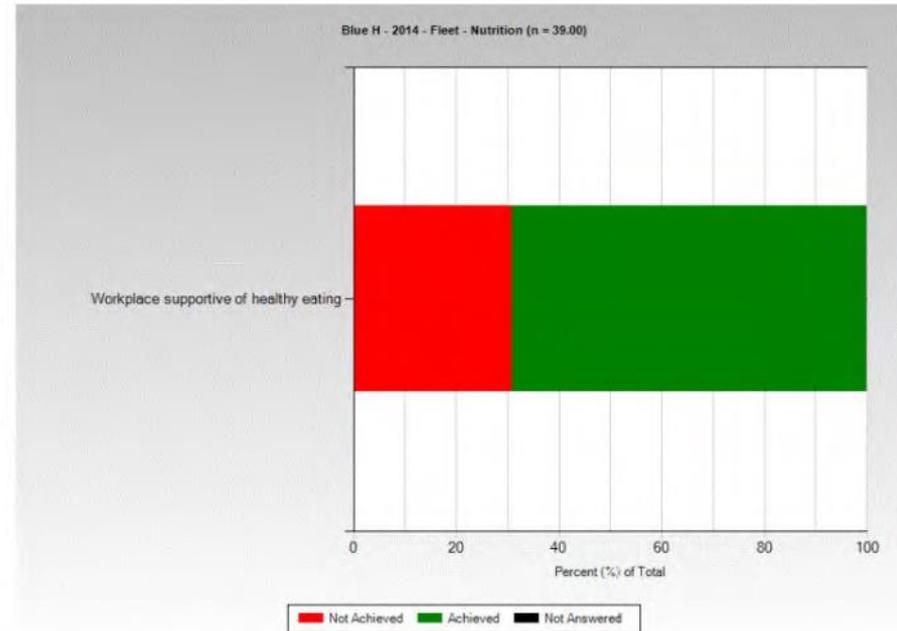
Workplace is “supportive” of access to health food options

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Nutrition	34	Workplace supportive of healthy eating	Not Achieved	4	11.00	36.00
Nutrition	34	Workplace supportive of healthy eating	Achieved	7	11.00	64.00
Nutrition	34	Workplace supportive of healthy eating	Not Answered	0	11.00	0.00

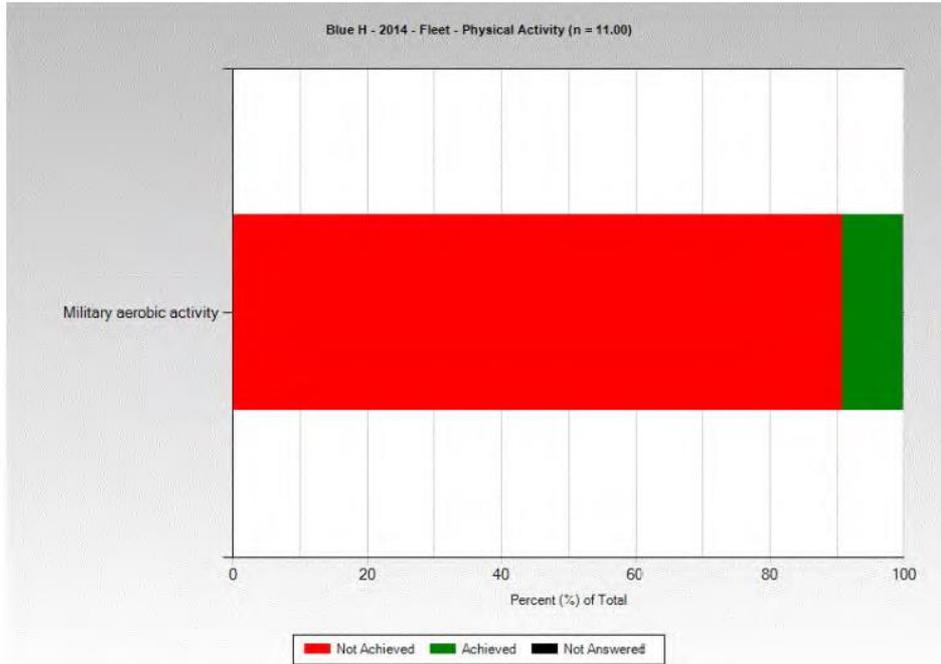
Surface Ships



Category	No.	Question	Rank	Count	Total	% Total
Nutrition	34	Workplace supportive of healthy eating	Not Achieved	12	39.00	31.00
Nutrition	34	Workplace supportive of healthy eating	Achieved	27	39.00	69.00
Nutrition	34	Workplace supportive of healthy eating	Not Answered	0	39.00	0.00

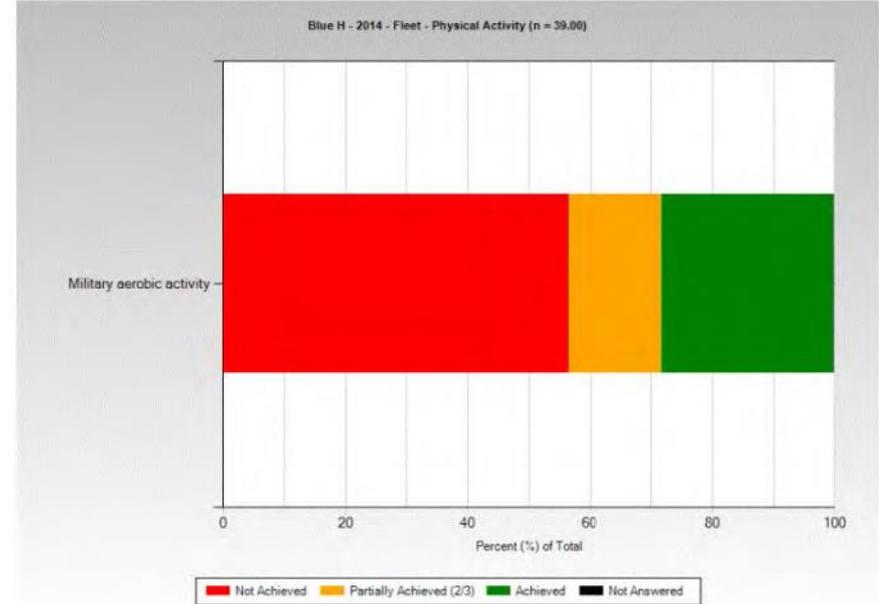
At least 70% of the crew report adequate aerobic activity

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Physical Activity	38.	Military aerobic activity	Not Achieved	10	11.00	91.00
Physical Activity	38.	Military aerobic activity	Achieved	1	11.00	9.00
Physical Activity	38.	Military aerobic activity	Not Answered	0	11.00	0.00

Surface Ships

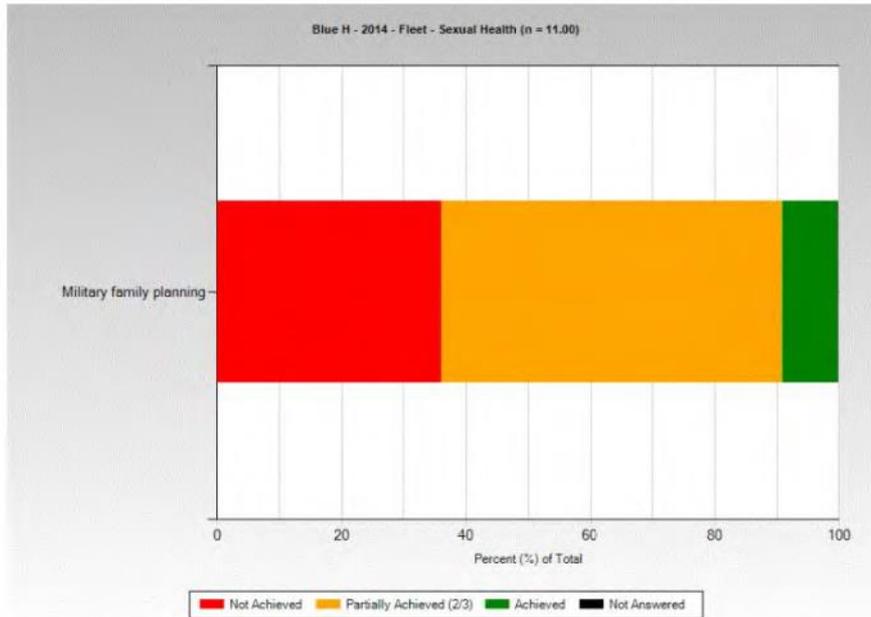


Category	No.	Question	Rank	Count	Total	% Total
Physical Activity	38.	Military aerobic activity	Not Achieved	22	39.00	55.00
Physical Activity	38.	Military aerobic activity	Partially Achieved (2/3)	6	39.00	15.00
Physical Activity	38.	Military aerobic activity	Achieved	11	39.00	28.00
Physical Activity	38.	Military aerobic activity	Not Answered	0	39.00	0.00



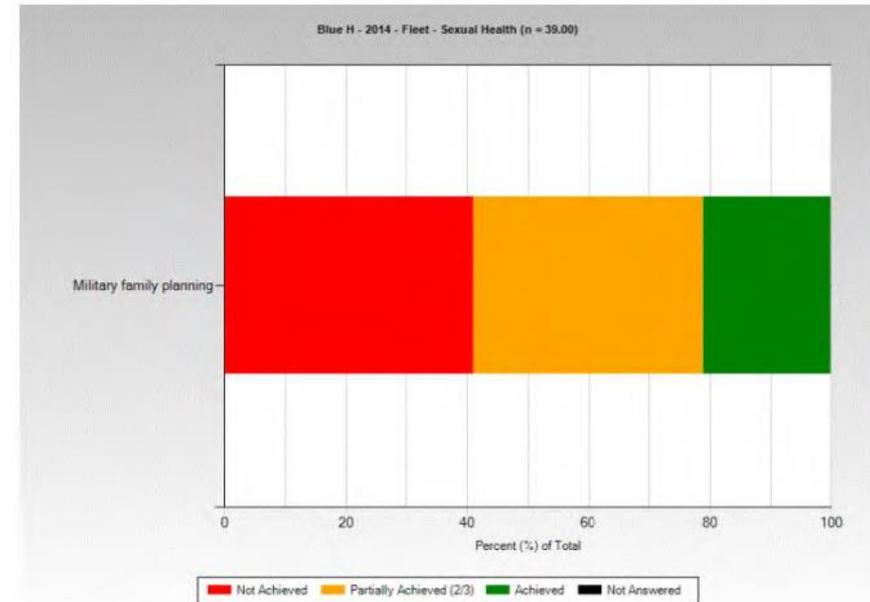
At least 80% at low risk of unplanned pregnancy

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Sexual Health	52	Military family planning	Not Achieved	4	11.00	36.00
Sexual Health	52	Military family planning	Partially Achieved (2/3)	6	11.00	55.00
Sexual Health	52	Military family planning	Achieved	1	11.00	9.00
Sexual Health	52	Military family planning	Not Answered	0	11.00	0.00

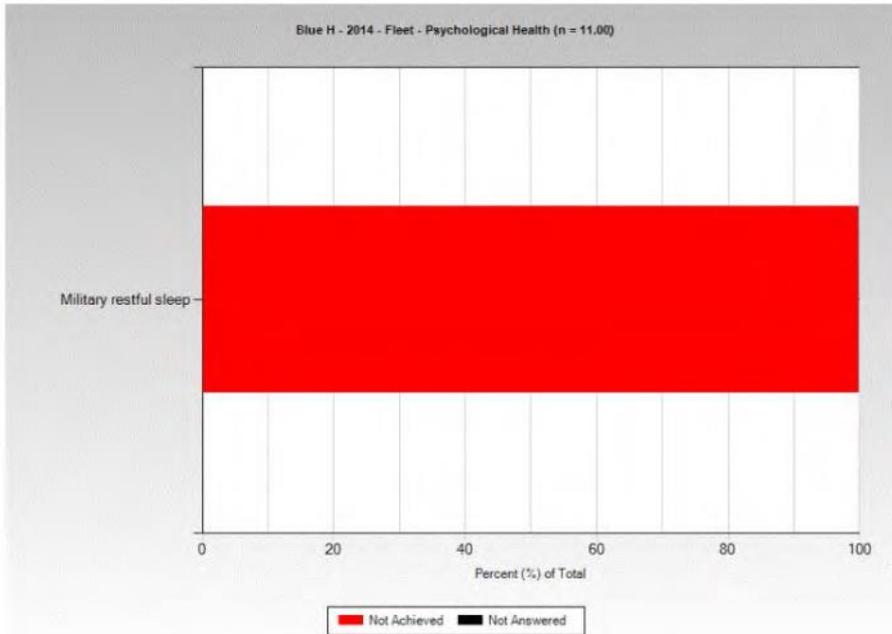
Surface Ships



Category	No.	Question	Rank	Count	Total	% Total
Sexual Health	52	Military family planning	Not Achieved	16	39.00	41.00
Sexual Health	52	Military family planning	Partially Achieved (2/3)	15	39.00	38.00
Sexual Health	52	Military family planning	Achieved	8	39.00	21.00
Sexual Health	52	Military family planning	Not Answered	0	39.00	0.00

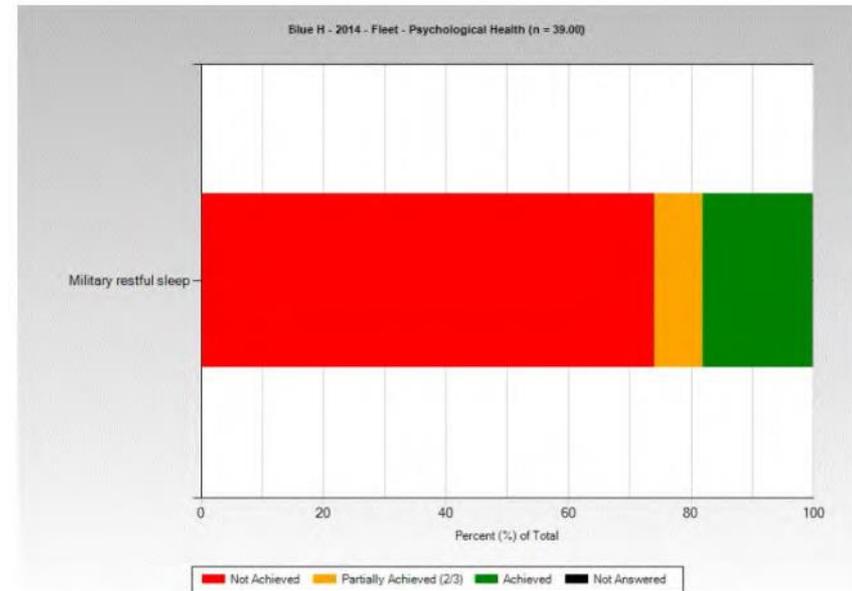
At least 60% of the crew get enough restful sleep

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Psychological Health	62	Military restful sleep	Not Achieved	11	11.00	100.00
Psychological Health	62	Military restful sleep	Not Answered	0	11.00	0.00

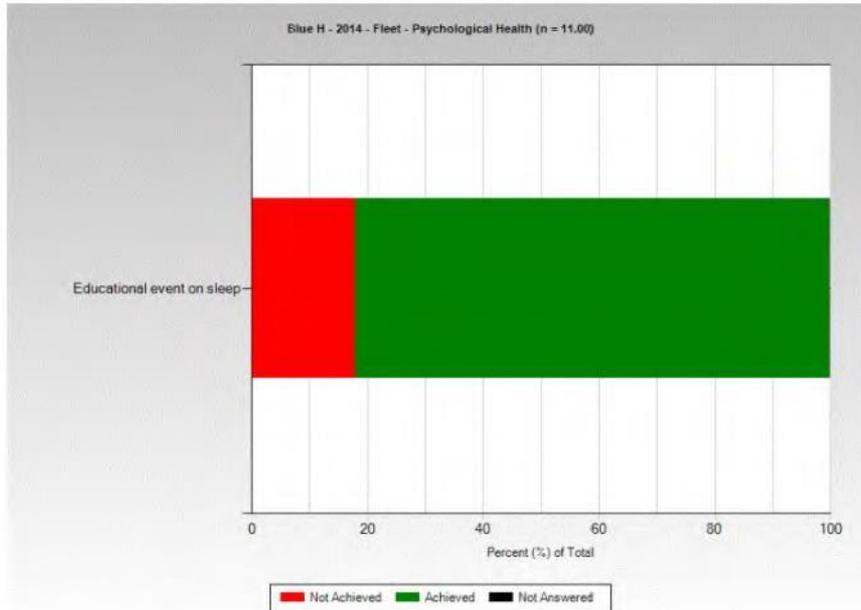
Surface Ships



Category	No.	Question	Rank	Count	Total	% Total
Psychological Health	62	Military restful sleep	Not Achieved	29	39.00	74.00
Psychological Health	62	Military restful sleep	Partially Achieved (2/3)	3	39.00	8.00
Psychological Health	62	Military restful sleep	Achieved	7	39.00	18.00
Psychological Health	62	Military restful sleep	Not Answered	0	39.00	0.00

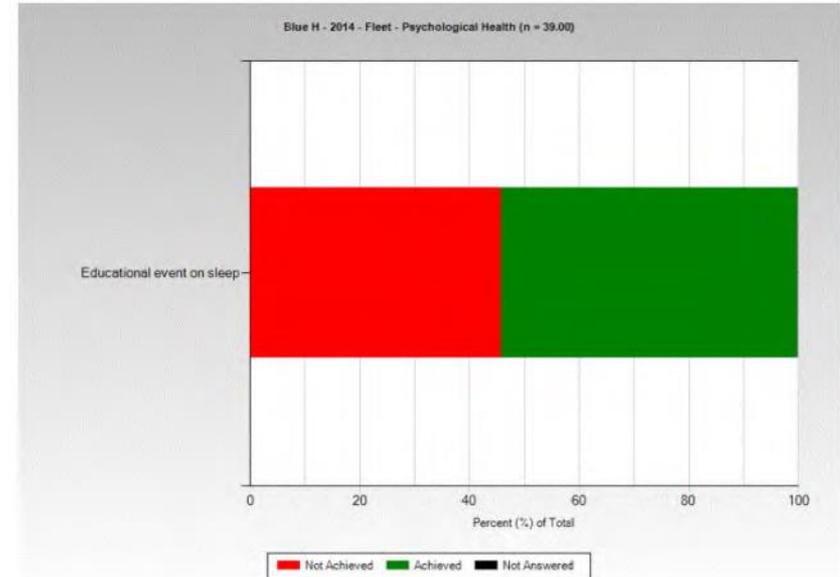
Conducted an educational event about sleep

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Psychological Health	65.	Educational event on sleep	Not Achieved	2	11.00	18.00
Psychological Health	65.	Educational event on sleep	Achieved	9	11.00	82.00
Psychological Health	65.	Educational event on sleep	Not Answered	0	11.00	0.00

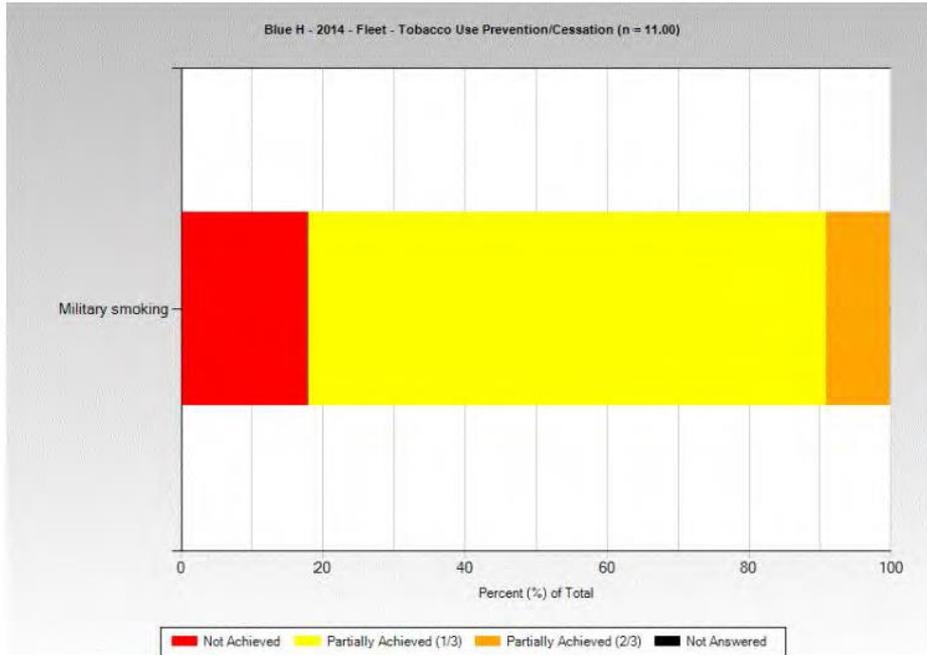
Surface Ships



Category	No.	Question	Rank	Count	Total	% Total
Psychological Health	65.	Educational event on sleep	Not Achieved	18	39.00	46.00
Psychological Health	65.	Educational event on sleep	Achieved	21	39.00	54.00
Psychological Health	65.	Educational event on sleep	Not Answered	0	39.00	0.00

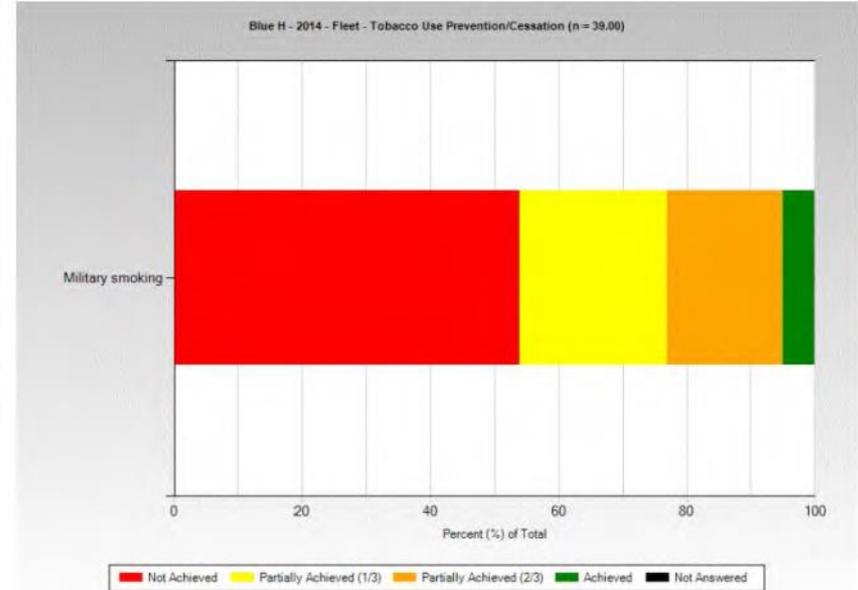
Not more than 35% of the crew smoke tobacco

Carriers



Category	No.	Question	Rank	Count	Total	% Total
Tobacco Use Prevention/Cessation	74.	Military smoking	Not Achieved	2	11.00	18.00
Tobacco Use Prevention/Cessation	74.	Military smoking	Partially Achieved (1/3)	8	11.00	73.00
Tobacco Use Prevention/Cessation	74.	Military smoking	Partially Achieved (2/3)	1	11.00	9.00
Tobacco Use Prevention/Cessation	74.	Military smoking	Not Answered	0	11.00	0.00

Surface Ships



Category	No.	Question	Rank	Count	Total	% Total
Tobacco Use Prevention/Cessation	74.	Military smoking	Not Achieved	21	39.00	54.00
Tobacco Use Prevention/Cessation	74.	Military smoking	Partially Achieved (1/3)	9	39.00	23.00
Tobacco Use Prevention/Cessation	74.	Military smoking	Partially Achieved (2/3)	7	39.00	18.00
Tobacco Use Prevention/Cessation	74.	Military smoking	Achieved	2	39.00	5.00
Tobacco Use Prevention/Cessation	74.	Military smoking	Not Answered	0	39.00	0.00

The Health Risk Assessment (HRA)

- When and How to Administer the HRA
 - All crew/staff complete once during the calendar year
 - Ensure the crew members know their UIC
- Stand-Alone vs. Web-Based
- Stand-Alone Process
 - DVD from NMCPHC
 - Load Onto Ship Server
 - Send Database to NMCPHC in Jan each Year



Leadership and the HPW Committee

- Active leadership engagement
 - Set clear goals and communicate to command leadership how they can support accomplishing those goals throughout the year.
 - Proactive planning
 - HRA
 - Health Fairs
 - Safety Stand downs
 - Policies
- Know your committee
 - Ensure they understand your requirements
 - Facilitate coordination among programs



Discussion and Questions



Blue H Webinars

- Blue H for NOSCs
 - 3 June 2014
- Blue H for Medical Treatment Facilities
 - 19 June 2014
- Blue H for Aircraft Carriers and Surface Ships
 - 18 July 2014
- Blue H for Leaders
 - 29 July 2014
- To access the archived Blue H webinar presentations, please visit:
<http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/webinars.aspx>



Get help or ask additional questions

Bob MacDonald

Blue H Project Manager

757-953-0974

DSN 377

Michael.r.macdonald@med.navy.mil

Blue H website:

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



Continuing Education

- NMCPHC is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) to receive 1 Category 1 CECH but only when viewed during the live webinar. If you are a CHES and you viewed the live webinar, E-mail your name and CHES number to: Melissa.cazaux@med.navy.mil
- If you have viewed the recorded version of the webinar online and would like to request Cat. II CECH, download the certificate for this webinar from the NMCPHC Webinar website, complete it and send it to the NCHCEC, Inc. for 1 Cat. II CECH



- The slides and audio will be archived on the NMCPHC webpage at: <http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/webinars.aspx>
- Thank you for joining us and if you have any questions, please email Bob MacDonald at michael.r.macdonald@med.navy.mil

