



Navy and Marine Corps Public Health Center
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2013
Blue H – Navy Surgeon General’s Health Promotion and Wellness Award
Instructions

12 March 2013 (REVISED 21 May 2013)

1. Background Information.

The **Health Promotion and Wellness Award** is an annual award sponsored by the Navy Surgeon General and managed by the Navy and Marine Corps Public Health Center, as directed in BUMEDINST 6110.13A. This award encourages and rewards the promotion of health in Navy and Marine Corps organizations. Specifically, the FLEET version recognizes excellence in workplace primary prevention policies, activities and outcomes. The MEDICAL version recognizes excellence in clinical primary prevention, community health promotion and medical staff health in Navy medical organizations. The SEMPER FIT version recognizes excellence in community health promotion by Marine Corps SEMPER FIT Programs.

The Blue H website is:

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

2. Reporting Period.

The reporting period is 1 January – 31 December. Commands should include only policies and activities which were in place or conducted during this time period when scoring their application. The application must be submitted by 1 February of the next year to qualify.

3. Eligibility.

All Navy commands and SEMPER FIT Health Promotion Programs may participate. Medical Treatment Facilities will use the “MEDICAL” criteria. SEMPER FIT Programs will use the “SEMPER FIT” criteria. All other commands, including Military Sealift Fleet Support Command (MSFSC), shore commands and Navy Reserve Navy Operational Support Commands (NOSC), will use the “FLEET” criteria.

4. Combined Applications:

Medical Treatment Facilities (MTF): any medical clinic, geographically separated from the parent MTF, which is led by an OIC or Department Head, must submit independently of their parent MTF. The spirit of this requirement is that geographically separated units must, of necessity, conduct their own community-level and staff-level wellness activities. The MTF and their respective Branch Health/Medical/Dental Clinics are free to take credit for any activity, policy, programs or staff training criterion that are truly "shared". The parent MTF will receive bonus points for each subordinate clinic that submits (3 points for each clinic).

Navy Fleet Commands: For geographically separated fleet commands and detachments, the Detachment Officer in Charge (rather than the geographically separated parent command) should validate the accuracy of the Blue H application and sign the "CO Letter".

Navy Reserve Commands: NOSC health promotion efforts (and their Blue H scores) should be based on policies and activities for all members of all UICs attached to that NOSC – not just the full time staff. Navy Reserve Operational Health Support Unit (OHSU) headquarters and detachments should support the NOSC health promotion efforts and support the NOSC Blue H application. OHSUs (or other Reserve

units) may not apply for the Blue H independently of their NOSC. If desired by the NOSC Commanding Officer, both the NOSC and OHSU detachment may be named in the award announcement. NOSC CO's may request exceptions to this rule for unique circumstances such as geographically isolated detachments.

5. Standards.

For each criterion, a minimal "pass" standard has been adopted. These thresholds were developed by a working group hosted by NMCPHC and are intended to be challenging but achievable. Commands are awarded points for achieving or exceeding these standards.

If a criterion is not applicable to a command, that command will be awarded the maximum number of points for that criterion. For example, if a command has no enlisted Sailors, the CSADD Chapter criterion would be non-applicable and the applicant should take the full points as if they do have a CSADD Chapter.

- **BRONZE ANCHOR:** Every organization that submits a report will receive at least the BRONZE ANCHOR level award.

- **SILVER EAGLE:**

To achieve the SILVER EAGLE level award, a **MEDICAL** command must accumulate at least 50% of the total available points for every topic and category and must earn a minimum of 50% of the total available points. The Medical-version categories are (1) Clinical Primary Prevention Practice (primary care health behavior assessment), (2) Community Health Services (community assessment and support), and (3) Staff Health. The topics within Staff Health are policy/risk assessment, alcohol abuse prevention, injury prevention, nutrition, physical activity, sexual health, mental health, tobacco use, and weight management.

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. The Fleet-version criteria topics are policy/risk assessment, alcohol abuse prevention, injury prevention, nutrition, physical activity, sexual health, psychological health, tobacco use, and weight management.

To achieve the SILVER EAGLE level award, a **SEMPER FIT** Program 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. The SEMPER FIT -version criteria topics are HP partnerships, assessment and evaluation, HP tools, nutrition, alcohol and drug abuse prevention, tobacco prevention and cessation, physical fitness, psychological health, sexual health, disease prevention, injury prevention, community outreach and staff training.

- **GOLD STAR:**

To achieve the GOLD STAR level award, a **MEDICAL** command must accumulate at least 50% of the total available points for every topic and category and must earn a minimum of 80% of the total available points. Additionally, the following criteria must be met:

A community-wide / base-wide health and wellness committee has been established and meeting minutes demonstrate the group met at least 3 times during the year.

All Health Promotion (HP) staff members (civilian and military E-6 and above) at all MTFs and branch clinics who are in a position as a Health Promotion Coordinator, Director or Health Promotion Department Head or are in a billet as a Public Health Educator must have successfully completed the three-day NMCPHC Navy HP & Wellness Course (or the previous Cooper-version Navy HP Director and Certification Course) within the past 10 years. HP staff E-5 and below must have completed the on-line Navy Health Promotion Basics Course, Level I on NKO within the

past 10 years. Information regarding either training can be found at:

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

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. Additionally, the lead Health Promotion Coordinator or Director must have successfully completed either the three-day NMCPHC Navy HP & Wellness Course (or the previous Cooper-version Navy HP Director and Certification Course) or the online Navy Health Promotion Basics Course, Level I on NKO within the past 10 years. Information about training can be found at:

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

To achieve the GOLD STAR level award, a **SEMPER FIT** Program 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.

6. Submission Process.

A blank criteria set / worksheet (MEDICAL, FLEET or SEMPER FIT) may be accessed from the Blue H website. A person designated by the Commanding Officer/ Officer in Charge (OIC) or Semper Fit Director of the participating command will **download and save** a copy of the Excel criteria set/worksheet. Use this worksheet during the year to plan and track your Blue H activities and scores.

When to submit your application: Submissions are accepted beginning on 1 January and are due by COB **1 February**. Requests for an extension of this due date may be granted but must be requested via email to NMCPHC at <mailto:Michael.r.macdonald@med.navy.mil> before the due date.

How to submit your application:

A. Send an email to the Blue H manager at <mailto:Michael.r.macdonald@med.navy.mil> with two attachments:

1. Your completed and CO-approved **criteria set/worksheet** (*in Excel format*).

2. A *signed/scanned letter from the Commanding Officer* (or SEMPER FIT Director; or Officer in Charge for geographically separated fleet commands) which validates the accuracy of the application. A sample "CO Letter" may be downloaded from the Blue H homepage.

3. Your HRA "CO Report".

4. For GOLD STAR applications:

- Medical: submit the name of all HPW full time staff members and HP Training Certificates appropriate for their military rank/civilian grade.
- Fleet: submit name of HP Coordinator and HP Training Certificate for Navy HP Basics Course, Level I or Navy HP & Wellness Course Certificate.

B. **In addition** to the e-mail described above, enter your scores into the official **on-line application** found on the Blue H home page. CaC card access is required. This on-line application will provide you with immediate feedback about your Blue H score. Commands lacking internet access may request a waiver for this step.*

C. Award submissions will be acknowledged by return email from NMCPHC. It is the responsibility of the applicant to **verify** that their application has been received by NMCPHC.

*Note: The purpose of the worksheet is to enable the applicant to plan and track activities during the year and to brief leaders on the state of their HPW program. The scores can then be easily transcribed into the official on-line application at the end of the year. The purpose of sending the worksheet to NMCPHC is to provide a back-up of the applicant's scores in case of missing or lost data in the official on-line application.

7. Quality Review Process for CY2013.

Using a random sampling process of 10% of the Blue H Award submissions for 2012 for both Fleet and Medical criteria, a Blue H Awards Quality Assurance (QA) committee conducted an informal QA review process of award applications for the Silver and Gold Level award recipients. In some cases, the QA committee found that, while the award recipients may have met the point eligibility for the award level that they received for 2012, they were unable to verify that the recipients met the HP Training requirement for the Gold and/or they were unable to locate and verify the points taken for the Fleet & Marine Corps HRA (FMCHRA) criteria and/or the Crews into Shape Challenge participation.

After discussion, the Blue H Award Working Group decided that, during 2013, more detailed guidance would be provided regarding the criteria for HP training and FMCHRAs, and a formal QA process will be put into place. For applications submitted for CY2013, 10% of all Silver and 25% of all Gold Level potential awardees for the Fleet and Medical award submissions will be randomly selected prior to the official announcement of award recipients, to allow any data gaps discovered during the QA review to be resolved.

The 2013 random sample selection process will be conducted using the following method: The Blue H Award Manager will forward the list of the 2013 Blue H Award applicants on 2 Feb 2014 to the QA committee. The list will be submitted alphabetically by command name. Using that list, the number of award packages that will need to be reviewed from both the Fleet and Medical categories to meet the selection pool of 10% Silver and 25% Gold Level submissions will be determined. The commands will then be numerically selected from the list, starting with the first command alphabetically, until the predetermined number of commands is reached. The initial QA process will be completed by the QA committee by 15 February. The criteria that will be reviewed for QA will be the following:

- -Fleet Criteria:
 - --HP Training Requirement for Gold level
 - --FMCHRA Completion Rate for Military and Civilian Staff (if appropriate) vs. points taken
 - --Crews into Shape Teams vs. points taken
- -Medical Criteria:
 - --HP Training Requirement for Gold level
 - --FMCHRA Completion Rate for Military and Civilian Staff (if appropriate) vs. points taken
 - --Crews into Shape Teams vs. points taken
 - --Command website links to Command HPW page
 - --Command HPW webpage links to other HPW resources (links) specifically identified in the Blue H Award criteria.

In instances where the QA committee is unable to verify the points taken for any of the selected criteria, the point of contact listed in the application will be contacted and given the opportunity to clarify and submit additional information no later than 1 March.

8. Notes about the Fleet and Marine Corps Health Risk Assessment (HRA).

- The criteria include health risk outcome measures which reveal the current risk behavior of command personnel. These criteria are based on the results of the Fleet and Marine Corps Health Risk Assessment (FMCHRA). This tool is web-based, free and completely anonymous. Ships may request the CD version if connectivity to the internet is a frequent issue. It takes an

individual less than 5 minutes to complete the questions. Members should complete the FMCHRA once each year. This should occur during the Periodic Health Assessment but if not, then it can also be completed at any time the command dictates, such as birth month, safety stand-down day, etc. Commands will designate an “administrator” who can retrieve the FMCHRA summary data and print a Commanding Officer’s Report.

- The Commanding Officer Report informs leaders and managers about the current levels of risk behavior among the command and can help direct future command-level efforts. Administrators can also measure changes in health risks over time. Risk is assessed as either “healthy” or “unhealthy.”
- Organizations which have more than one UIC may print either individual command reports or a consolidated report that includes multiple UICs. Commanding Officer Reports can be generated for military members, civilian employees, or both.
- Points are awarded separately for FMCHRA completion rates among a command’s military and civilian personnel.
- No points are awarded for any of the criteria which utilize MILITARY FMCHRA data unless 50% or more of the MILITARY members assigned completed the FMCHRA during the calendar year.
- No points are awarded for any of the criteria which utilize CIVILIAN FMCHRA data unless 25% or more of the CIVILIAN (not including contractor) members assigned completed the FMCHRA during the calendar year.
- NOTE: Reserve Health Risk Assessment (HRA) Reports. To generate a NOSC Commanding Officer’s Report, which includes both drilling members and full-time-staff, the HRA Administrator will log in using the NOSC’s 4-digit NRA number.
- Read more about the FMCHRA at:
<http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/hra.aspx>

9. A summary of changes to the criteria is attached.

10. For more information, please contact the Project Manager:

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Navy and Marine Corps Public Health Center

**Blue H
Navy Surgeon General's Health Promotion and Wellness Award**

Summary of Significant Changes in the 2013 Version

FLEET and MEDICAL:

Change to award submission instructions: Changed the criteria set/application to a "worksheet" and designated the on-line application as the "official" application. The submission process will still require the applicant to email to worksheet to provide a back-up in case of missing data or unforeseen problems with the new on-line application software.

Binge Drinking Scores:

For military members: Changed criterion from "Do no more than 38% of your MILITARY members engage in binge drinking of alcoholic beverages?" to "What proportion of your military members scored unhealthy for binge drinking?" Changed Scoring from 18-38%=4 points; 7-17%=8 points; 0-6%=12 points to:

28-36% = 4 points (higher than HP2020 for all adults (27) but lower than HP2020 target for college students (36%) and not higher than HRB average for USN (36%))

22-27% = 8 points (higher than 2012 Navy average HRA (22%) but lower than HP2020 baseline for all adults (27%))

0-21%=12 points (better than 2012 Navy average HRA)

For civilian staff: Changed criterion from "Do no more than 38% of your CIVILIAN members engage in binge drinking of alcoholic beverages?" to "What proportion of your CIVILIAN staff scored unhealthy for binge drinking?" Change Scoring from 18-38%=4 points; 7-17%=8 points; 0-6%=12 points to:

25-27%=4 points (better than the HP 2020 baseline for all adults (27%))

22-24%=8 points (met HP 2020 target for all adults (24%))

0-21%=12 points (better than 2012 Navy HRA average)

Added new criterion "Command has written indoctrination policy that all female sailors newly assigned have been offered an opportunity or referral to ensure she is satisfied with her current form of contraception (if any)"; 1 point for yes.

Added additional film options to sexual health criterion. Changed from "Have at least 50% of your MILITARY members viewed the Navy film "Contraception" or was this film shown on ship-TV? - OR - did the command conduct at least one iteration of NMCPHC's "For Ladies Only" - OR - one iteration of NMCPHC's "Reproductive Health"?" to "Have at least 50% of your MILITARY members viewed the Navy film "Reproductive Health – Types of Contraception (2012)" OR "Think Ahead – Pregnancy and Parenting (2013)" or was this film shown on ship-TV? - OR - did the command conduct at least one iteration of NMCPHC's group-intervention "For Ladies Only" - OR - one iteration of NMCPHC's "Reproductive Health"?"

Deleted motorcycle training criterion.

Changed the criterion "Does your workplace offer a weight management intervention to overweight members, either at the command or by referral, e.g., ShipShape or individualized counseling by a

physician, registered dietician, or certified health educator that consists of multiple encounters to support weight loss planning, implementation, and maintenance?" to "Does your command offer an intensive, multi-component, behavioral change intervention for weight management, including an extended weight loss maintenance component, such as ShipShape?" and changed "How to Calculate" section: deleted "Healthy Weigh" and made "Military One Source an "Acceptable Program" for all (not just for reservists).

MEDICAL ONLY:

Deleted criteria "Did least 1 HP staff member present a lecture or poster at the current year Armed Forces Public Health Conference" and "Did at least 1 HP staff member attend the current year Armed Force Public Health Conference?"

Changed the requirement from "HP&W website offers the minimum mandatory content " to "The MTF or HP&W website offers the minimum mandatory content OR links to the NMCPHC-HPW 'Additional Resources' page" and changed the list of minimum mandatory web links.

SEMPER FIT Only:

Removed reference to HRA from line item #26 and reference base-wide resource "incident rate data".

Deleted criteria for m-NEAT

Added criterion under Program effectiveness for completing a strategic plan – 6 points.

Added criterion under PARTNERSHIPS for partnering or offering recreation inclusion program/event / 3 points.

Adjust Crews Into Shape to award points for any promotion / "yes" = 5 points.

Changed tobacco cessation partnership to "Do you promote your local installation's Tobacco Cessation program?"

Added criterion under Health Promotion Tools "Do you promote Operation Supplement Safety across your installation?" yes=2 points.

Changed Health Screening criterion to "Do you offer Health Screenings/assessments on a quarterly basis?" / "yes" = 5 points.