



Promotional Kit Instructions: WII Caregiver Support

This guide is intended to introduce and familiarize you with the available resources to provide practical tools to aid wounded, ill, and injured (WII) service members in recovery. These resources are outlined below. You can use these products on an as-needed basis, or consider supplementing an existing health observance with a WII-specific focus.

Promotional Tools

Use the available promotional tools to reach the WII audience with relevant caregiver information. Below you will find a description of each tool and a “what to do” section explaining the actions you should take to use the tool.

Message for the Commanding Officer – Get leadership on board

- Description: Targets senior leadership, and communicates the theme, importance of the topic, and what they can do to help.
- What to do: Send this to the CO so he/she can disseminate it to the command to provide an overview of the health promotion focus area, a description of the topic, how it relates to caregivers, why it is important, and what they can do to help.



Social Media Messages – Get in touch with the target audience

- Description: Targets the caregivers by promoting products designed specifically to aid them in their day-to-day lives. These are ready-to-use messages to help promote the Caregiver [Guide to Battling Burnout](#).
- What to do: Work through your local POC for social media. Generally, this will be through the Public Affairs Office (PAO). These messages are developed for use on multiple platforms, such as Twitter, Facebook, and Plan of the Day/Week messages.





eCards – Get in touch with the target audience

- Description: An electronic postcard to be sent via email or used on social media to promote caregiver-specific products.
- What to do: Send via email to individuals who may benefit from the available caregiver products. Or post to Pinterest; feel free to pin the cards posted to the NMCPHC Pinterest page.



Promotional Plan

Follow the three simple steps below to capitalize on existing caregiver related health observances to address caregiver specific topics.

1. Select one of the health observances below
2. Plan to focus on caregiver specific concerns for one week during that month
3. Use the available tools outlined above to help promote awareness and provide practical tools to caregivers

Health Promotion Observances by Month

Select one or more of the following “Health Promotion Observances by Month” and plan a one-week caregiver focus during that month.

Health Observances

- March:
 - [National Sleep Awareness Week](#)
- April:
 - [Alcohol Awareness Month](#)
- May:
 - [Better Sleep Month](#)
- July:
 - Health Promotion and Wellness (HPW): Fruits and Vegetables
- September:
 - Health and Human Services (HHS): Fruits and Veggies – More Matters
- November:
 - [National Family Caregivers Association: National Family Caregivers Month](#)