



Promotional Kit Instructions: WII Relationships and Intimacy

These instructions aim to familiarize and arm you with the available resources to provide practical tools to aid wounded, ill, or injured (WII) service members in recovery. These resources are outlined below; you can utilize them 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 target the WII audience. 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 to provide an overview of the health observance, a description of the theme, how it relates to Wounded, Ill and Injured service members, why it is important, and what they can do to help.



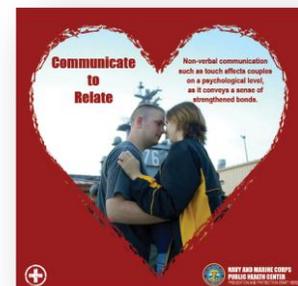
Social Media Messages – Get in touch with the target audience

- Description: Targets the WII service members by promoting products designed specifically to aid them in their day-to-day lives. These are ready-to-use messages to help promote the relationships and intimacy materials.
- What to do: Work with 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 use on social media to promote WII specific products.
- What to do: Email to individuals who may benefit from the available WII Toolbox products, or post to Pinterest; feel free to pin the cards posted to the NMCPHC Pinterest page.





Infographic – get in touch with target audience

- Description: A mix of information and graphics formatted to help individuals understand the data at a glance.
- What to do: Send a link via email to the infographic to WII members dealing with relationships and intimacy concerns. You can also print and post the infographic in common spaces by which WII service members may pass.



Promotion Plan

Follow the three simple steps below to capitalize on existing relationships and intimacy related health observances to address WII specific concerns.

1. Select from the health observances below related to relationships and intimacy.
2. Plan to focus on WII specific concerns for at least one week during that health observance.
3. Use the available tools outlined above to help promote awareness and provide practical tools to WII.

Health Promotion Observances by Month

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

Primary Health Observances:

- April:
 - NMCPHC Health Promotion and Wellness (HPW): Sexual Health
 - Health and Human Services (HHS): STI Awareness
- September:
 - NMCPHC HPW: Mental Health & Suicide Prevention
 - HHS: Suicide Prevention

Additional Health Observances:

- February:
 - (Feb 9-15) Bacchus Network: Reproductive and Sexual Health - Sexual Responsibility Week