



Promotional Kit Instructions: WII and CAM

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 can 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 materials on Complementary and Alternative Medicine (CAM).
- 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.





Promotion Plan

Follow the three simple steps below to capitalize on CAM related health observances to address WII specific concerns.

1. Select from the health observances below related to CAM.
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 service members.

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:

- June:
 - MHS: Men’s Health
- August:
 - Health Promotion and Wellness (HPW): Preventive Health
- September:
 - HPW: Mental Health & Suicide Prevention
- October:
 - MHS: Women’s Health
- November:
 - MHS: Warrior Care

Additional Health Observances:

- September:
 - Yoga Health Foundation: [National Yoga Awareness Month](#)