



# Promotional Kit Instructions: WII Nutrition

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 so they can disseminate it to their command to provide an overview of the health focus area, a description of the topic, how it relates to WII members, why it is important, and what they can do to help.



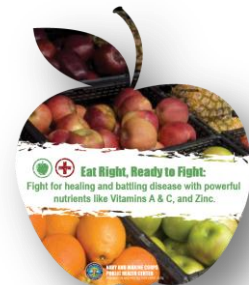
### Social Media Messages – Get in touch with the target audience

- Description: Targets the WII service members by promoting products designed specifically to aid them in their day-to-day lives, such as the [Healing Nutrients Fact Sheet](#), and the [Making Meals that Heal Guide](#).
- What to do: Work through your local POC for social media. Generally, this will be through the Public Affairs Office (PAO). These 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 WII specific products.
- What to do: Send as an email attachment 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.





## Promotional Plan

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

1. Select from the health observances below related to nutrition.
2. Plan to focus on WII specific concerns for 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.

### Health Observances

- March 2014
  - [Academy of Nutrition and Dietetics: National Nutrition Month®](#)
  - Health Promotion and Wellness (HPW): Healthy Eating
  - Military Health Services (MHS): Healthy Eating
- July 2014
  - NMCPHC HPW Toolbox: Fruits and Vegetables Month
- September 2014
  - [Produce for Better Health Foundation: Fruits and Veggies – More Matters Month](#)