

# *Designing Your Program*



## ***WORKBOOK***

*Coast Guard Health Promotion*

# Designing Your Program

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**Section A**  
**FACTORS CONTRIBUTING TO  
IMPROVED HEALTH**

*Q. What factors are necessary in order for personnel to change health behaviors?*

A. In the past health promotion programs used a change model that tended to focus only on individuals, attempting to motivate them to change behaviors. However, many people drop out or relapse because they are not in a wellness environment. A comprehensive model of change recognizes both individual and organizational factors. This model forms the basis for the Coast Guard Health Promotion Program. It recognizes that until their environment supports healthy lifestyles, individuals will find it hard to maintain healthy habits. Social attitudes, organizational policy, and "corporate cultures" have influence on individual behavior change. Individual motivation combined with organizational and environmental support lead to healthy behavior change.

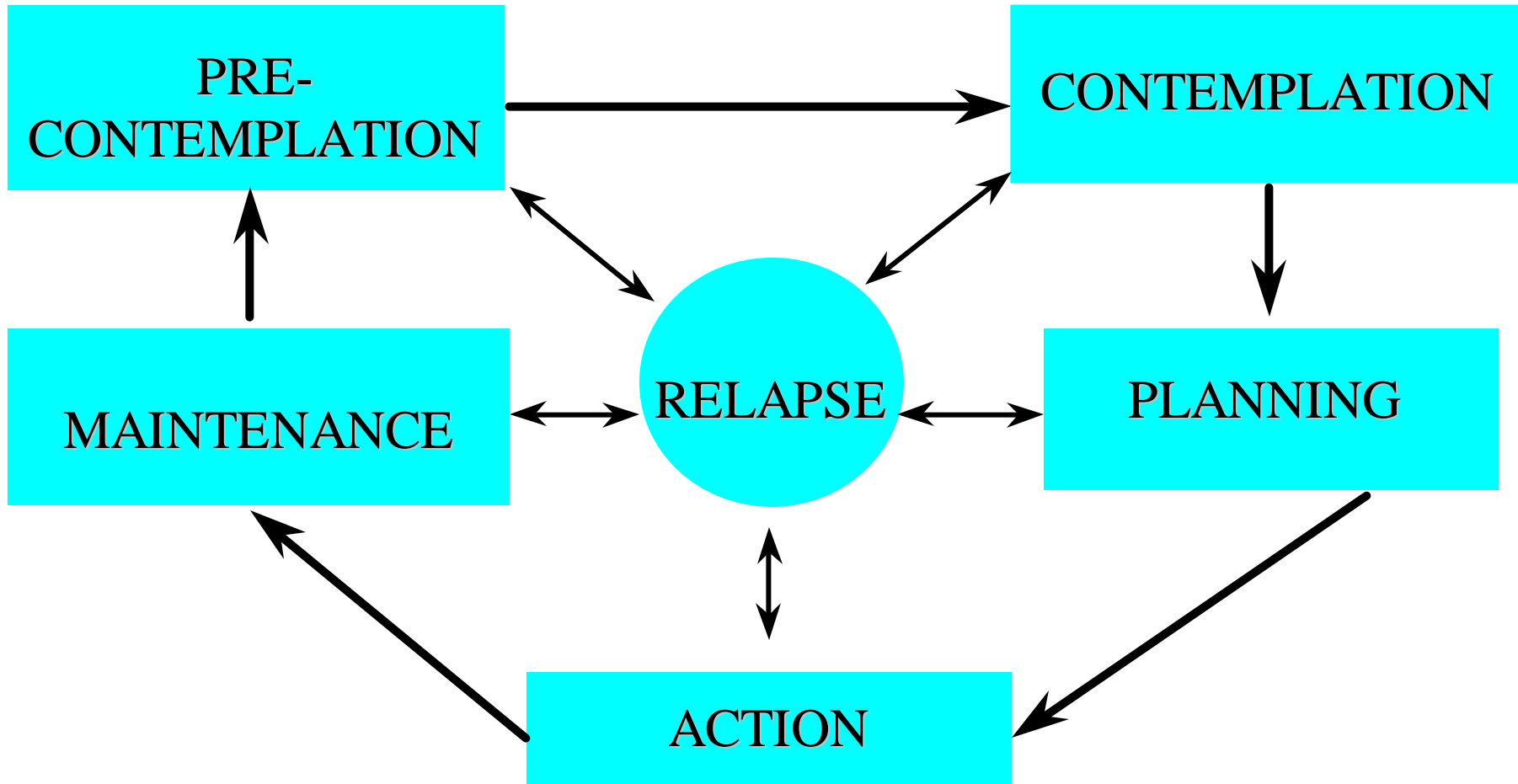
The chart below indicates *individual factors* affecting health behaviors and *organizational factors* affecting environmental conditions.

**FACTORS CONTRIBUTING TO HEALTH BEHAVIOR**

<b>INDIVIDUAL FACTORS</b>	<b>ORGANIZATIONAL FACTORS</b>
• Knowledge	• Policies
• Beliefs	• Programs
• Attitudes	• Equipment & facilities
• Skills	• Support systems

Section B

# The Stages of Change



# UNDERSTANDING THE STAGES OF CHANGE

## **1. *Pre-contemplation:***

- No intention to make changes
- Denial of the problem
- Blaming external factors

## **2. *Contemplation***

- Considering a change
- Identifying advantages / disadvantages
- Focusing on internal factors

## **3. *Preparation***

- Deciding to change
- Making small changes and significant changes

## **4. *Action***

- Setting goals
- Developing an Action Plan
- Seeking support
- Monitoring progress
- Obtaining rewards

## **5. *Lapse / Relapse***

- Returning to a previous stage
- Anticipating problems
- Planning for high risk situations
- Learning from the lapse
- Getting back on track

## **6. *Maintenance***

- Sustaining the change over time
- Using coping skills
- Monitoring progress
- Seeking support

**Section C**  
**HEALTH PROMOTION**  
**LEVELS OF IMPLEMENTATION**

The model for the Coast Guard Health Promotion Program has three levels- *Awareness*, *Education*, and *Intervention*. Each level describes a different environment and attitude. *Environment* refers to the command attitude, policies, and level of support for healthy lifestyle behavior. *Attitude* refers to the general mindset of the crew regarding healthy lifestyle. Each health promotion activity that is planned should match the intended goal level. There are numerous methods and activities to meet the goal level for each health promotion topic or module.

The table below summarizes the levels of program activities.

<b>LEVEL</b>	<b>DESCRIPTION</b>	<b>GOAL</b>	<b>EXAMPLES</b>
Level I- Awareness	Command & crew become conscious of how lifestyle affects well-being	Provide educational information on the benefits of well lifestyle.	Handouts, email, posters, POW articles, bulletin boards, pamphlets, fact sheets, flyers
Level II- Education	Command provides support for Wellness activities. Crew involved in structured learning activities to prepare for behavior changes.	Create a unit environment that promotes Wellness through policies, activities, and physical resources.	All-hands training, video-based programs, health fairs/screenings, HRA, Fitness testing, contests, smoking & workout policies, equipment, wellness committee, volunteers
Level III- Intervention	Command schedules ongoing activities that create behavior change	A supportive environment for healthy lifestyles.	Tobacco cessation classes, physical fitness sessions, healthy choices in galley, contests & incentive-based activities

## SAMPLE LEVELS OF IMPLEMENTATION

TOPIC	AWARENESS	EDUCATION	BEHAVIOR CHANGE
High Blood Pressure	Posters, POW articles, pamphlets, musters Email, bulletin board	Speaker, BP screenings, all-hands training	Quarterly screenings with referral & follow-up
Tobacco Cessation	Posters, POW articles, pamphlets, all hands, email, bulletin board	Self-help tapes, speaker, Great American Smokeout	Tobacco Cessation program at unit during work day, smokers helpline referral
Nutrition	Posters, POW articles, pamphlets, musters Email, bulletin board	Speaker, healthy brown-bag lunches, healthy food samples, recipe swap, pot lucks, posting menu breakdown	Cholesterol screening, healthy choices incorporated in the galley menu
Exercise	Posters, POW articles, pamphlets, musters Email, bulletin board	Speaker, fitness demos, sports days, new equipment, fitness testing,	Walking group, aerobic fitness challenge, fitness instruction, command policy, intramurals
Weight Management	Posters, POW articles, pamphlets, musters Email, bulletin board	Speakers, health screenings, healthy cooking demonstration	Weight Management class, healthy cooking class
Risk Reduction	Posters, POW articles, pamphlets, musters Email, bulletin board	Health Fair, screenings, HRA's, speaker	Semi-annual HRA's with follow-up and referral
Stress Management	Posters, POW articles, pamphlets, musters Email, bulletin board	All-hands training, speaker, stress assessment, relaxation training,	Yoga/meditation classes

Section D  
**ASSESSING YOUR UNIT HEALTH  
PROMOTION ENVIRONMENT**



**YOUR TURN!**

1. What is the current level of your unit health promotion program?  
(i.e. zealous, healthy, busy, indifferent, a poor model, etc.)
  - a. The Command
  
  
  
  
  - b. The Crew
  
2. List three *Strengths* that will help make health promotion at your unit more successful.
  
  
  
  
3. List three *Challenges* that need to be considered.
  
  
  
  
4. Identify all the Wellness activities that occurred at the unit within the past 12 months according to the following activity levels:
  - a. Awareness:
  
  
  
  
  - b. Education:
  
  
  
  
  - c. Intervention



## Section D

# COMMAND BUY-IN

*Q. What does the command expect from the Health Promotion Program?*

*A:* A sure way to find out what your command expects is to ask. The best strategy to determine specific expectations is *to interview* the "decision makers".

### SCHEDULE A COMMAND MEETING

Conduct a meeting with the command and your *immediate* supervisor. Arrange the meeting to be approximately 30-45 minutes. Explain that the purpose of the meeting is to brief the command about your training experience, present some ideas you had for unit programming, ask the command questions about his/her expectations for a unit Wellness Program, and to obtain information for planning and evaluation purposes.

### PREPARE FOR THE MEETING

- ***This is when you need to take advantage of the opportunity to educate the command on Wellness initiatives.***
- Prepare written and verbal information.
- Use presentation materials and equipment.
- Identify purpose of program.
- Highlight the benefits of the proposed program plan.
- Take a fact sheet or short articles about the Wellness Program for the command to read.
- Be prepared to probe and provide examples for the command to consider.

After the meeting write a brief summary and submit it to the command for review and approval.

## IDENTIFY A PROGRAM CHAMPION



YOUR TURN!

*Q. Who is the most influential person at the unit likely to champion the program?*

A. Consider these qualities:

- Is a healthy role model
- Has respect of the crew
- Is influential in the decision-making process

My unit's strongest health promotion program champion is

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## Section E

# CONDUCTING A CREW ASSESSMENT

### WHY?

- Shows commitment to designing a program FOR the crew
- Results are useful when planning activities and making decisions about resources
- Can include questions to use in future evaluations
- Promotes crew buy-in to the program

### WHEN?

- For planning purposes: either before the program “kick-off” or before an activity.
- For evaluation purposes: repeat after a pre-determined period of time to assess change.

### HOW?

- Pilot test the survey and make revisions if needed
- Get approval to distribute the survey
- Promote the survey in advance
- Develop a cover letter or distribute at an all-hands
- Plan distribution and collection methods
- Conduct a follow-up

## SAMPLE COVER LETTER

The Wellness Committee at *Station* \_\_\_\_\_ is planning a comprehensive health promotion program for our crew and we need your help. Please help us learn more about your health needs and interests by completing this anonymous and confidential survey. The survey has been reviewed by our command. It takes approximately 10 minutes to complete this survey.

Once you have completed the survey, place it in the envelope that is provided, seal it, and return the envelope to

\_\_\_\_\_NLT\_\_\_\_\_

—•

We sincerely appreciate your help with this important activity. The results will be provided in the POW next week. Your participation ensures that our health promotion program meet the unique needs of each crew member.

**STATION SMALLBOAT Health Promotion Program Program  
Interest Survey (sample)**

1. Which of the following Wellness topics would you like to know more about?  
(*Circle all that apply*).
  - a) Nutrition
  - b) Physical Activity and exercise
  - c) Blood pressure
  - d) Blood cholesterol
  - e) Stress management
  - f) Weight management
  - g) Tobacco
  - h) Heart attack / brain attack
  - i) CPR
  - j) Responsible alcohol use
  
2. From which of the following sources do you currently get most of your health information? *Circle all that apply*.
  - a) TV, radio
  - b) Newspaper, magazine
  - c) Reference books
  - d) Physician
  - e) Other health/fitness professional
  - f) Coast Guard Wellness Program
  - g) Friends, family, other sources
  
3. Which of following types of training would you be most interested?
  - a) Pamphlets, other written material
  - b) Videos
  - c) Guest Speakers
  - d) Discussion groups
  - e) Class or a course
  - f) Health and Fitness screenings
  - g) Contest and Incentive programs
  
4. How long should a Wellness training last? \_\_\_\_\_

5. What time of day would be best for you to participate in a Wellness activity?
- a) Before work
  - b) Lunch time
  - c) After work
  - d) Would not participate
  - e) other \_\_\_\_\_

6. Would be interested in joining one of the following groups?
- a) Tobacco cessation
  - b) Weight management
  - c) Walking club
  - d) Parenting Group
  - e) Other: \_\_\_\_\_

7. What kind of incentives would prompt you to participate in a Wellness sponsored activity? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. Please include any additional suggestions or comments you have:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Thank you for your time!*

## Health Promotion Program Survey

1. There are many ways to get health information at the worksite. Which of the following ways would you prefer? (CIRCLE ALL THAT APPLY)

1. PAMPHLETS AND OTHER WRITTEN MATERIALS
2. FILMS, SLIDES. VIDEOS. ETC.
3. TALKS BY EXPERTS (SEMINARS)
4. DISCUSSION GROUPS
5. CLASSES. COURSES
6. INTERNET

2. Which of the following health concerns would you like to know more about? (CIRCLE ALL THAT APPLY)

1. BEING OVERWEIGHT
2. HAVING A HIGH BLOOD CHOLESTEROL LEVEL
3. USING TOBACCO
4. EATING UNHEALTHY FOODS
5. LEADING A TENSE AND RUSHED LIFE
6. NOT GETTING ENOUGH EXERCISE
7. LACKING PHYSICAL STRENGTH
8. HAVING HIGH BLOOD PRESSURE
9. NOT GETTING ENOUGH SLEEP
10. PREVENTING OR REDUCING CANCER RISKS
11. SEXUALLY TRANSMITTED DISEASE
12. ALCOHOL/SUBSTANCE ABUSE
13. NONE OF THE ABOVE

How interested are you in the following? (CIRCLE ONE ANSWER CHOICE)

Subject	Not Interested		Very Interested		
Blood Pressure screening	1	2	3	4	5
Tobacco Cessation training	1	2	3	4	5
Nutrition training	1	2	3	4	5
Blood cholesterol screening	1	2	3	4	5
Weight Management training	1	2	3	4	5
Fitness Assessment	1	2	3	4	5
Stress Management training	1	2	3	4	5
CPR training	1	2	3	4	5

3. Do you know what your blood pressure is? Yes  No

4. Do you know what the systolic and diastolic numbers represent? Yes  No

5. Are you a: Smoker  Chewer/Dipper  Ex-User  Non-User

6. If you use tobacco, are you concerned about the impact on your health?  
 Yes  No  Not Applicable (N/A)

7. Would you attend a tobacco cessation training? Yes  No  N/A

8. Are you aware of the health risks involved with second hand smoke? Yes No

9. Do you know what your cholesterol number? Yes No

10. Do you know your body fat composition? Yes No

11. How satisfied are you with your weight/ body fat composition?

Very Satisfied \_\_\_ Satisfied \_\_\_ Somewhat Satisfied \_\_\_ Not Satisfied \_\_\_

12. Are you concerned about the impact your weight/ body fat composition has on your health?

Yes No

13. How often do you eat a healthy, well balanced diet that includes the recommended daily servings of each food group?

Always \_\_\_ Sometimes \_\_\_ Rarely \_\_\_ Never \_\_\_ Don't Know \_\_\_

14. How often do you limit your intake of high fat, high sodium and processed foods?

Always \_\_\_ Sometimes \_\_\_ Rarely \_\_\_ Never \_\_\_ Don't Know \_\_\_

15. Would you attend nutrition training? Yes No

16. Would you attend a weight management class? Yes No

17. How often do you exercise? (MARK ONE ANSWER CHOICE)

Daily \_\_\_  
3-5 times a week \_\_\_  
2-3 times a week \_\_\_  
rarely \_\_\_  
never \_\_\_

18. How long do you exercise? 1 hour or more \_\_\_ 30 min \_\_\_ 15-20 min \_\_\_

19. What activities do you participate in regularly? Check all that apply.

Walking \_\_\_  
Running \_\_\_  
Cycling \_\_\_  
Aerobic class \_\_\_  
Strength train \_\_\_  
Stretching \_\_\_  
Other \_\_\_\_\_



20. How often do you use the Gym?

Daily \_\_\_ 3-4 days weekly \_\_\_ 1-2 days weekly \_\_\_ Occasionally \_\_\_ Never \_\_\_

21. Do you know the early warning signs of a heart attack? Yes No

22. Would you attend CPR training? Yes No

23. Are you interested in helping others in pursuing health and wellness? Yes No

24. May we contact you to help with program planning and implementation? Yes No

Thank you for taking the time to complete this survey. Please feel free to make any additional comments.

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Optional items:

Male \_\_\_ Female \_\_\_ Age \_\_\_

Name:

Rate/Rank:

Phone extension:

## Section F

# RECRUITING OTHERS

Health Promotion programs that involve crewmembers in the planning, delivery, and evaluation of activities are more likely to be successful.

### SOME RECOMMENDATIONS:

*Q. What are some suggestions for involving the crew in the program?*

A. Here are some ways to get crew involvement:

- Conduct a Needs & Interest survey of the crew
- Establish a Health Promotion Committee
- Utilize volunteers and committee members effectively and reward them for their involvement.

*Q: How can a health promotion committee and volunteers help?*

A: Suggestions:

- Planning and evaluation - feedback from crewmembers and command regarding their interests and needs, likes/dislikes.
- Design and development - fresh, creative ideas to make activities fun and appealing.
- Marketing and promotion - strategies to publicize the activities with various members of the Coast Guard family members.
- Communication - a network of fellow crewmembers to answer questions about the activity.
- Implementation - extra help when the activity is being conducted.

### RECRUITING HEALTH PROMOTION COMMITTEE MEMBERS



### YOUR TURN!

*Q. Who might be on your unit health promotion committee?*

# LOCAL RESOURCES OF PROGRAM SUPPORT

\_\_\_\_\_ Wellness Committee (unit personnel)

\_\_\_\_\_ Morale Committee

\_\_\_\_\_ MWR

\_\_\_\_\_ Base Gym

\_\_\_\_\_ Auxiliary

\_\_\_\_\_ Reserves

\_\_\_\_\_ Spouse Club

\_\_\_\_\_ CEA

\_\_\_\_\_ Food Specialist

\_\_\_\_\_ Unit CDAR/ MLC DAR

\_\_\_\_\_ Chaplain

\_\_\_\_\_ Work Life Staff

\_\_\_\_\_ Environmental Health & Safety Officer

\_\_\_\_\_ DOD Services & Facilities

Health Promotion

Medical

## Local Non-Profits

\_\_\_\_\_ American Heart Association

\_\_\_\_\_ American Lung Association

\_\_\_\_\_ American Cancer Society

\_\_\_\_\_ CHAMPUS Tricare

\_\_\_\_\_ County Public Health Department

\_\_\_\_\_ Local Fitness Centers

\_\_\_\_\_ Parks & Recreation Department

## Section G

# UNIT PROGRAM GOALS & OBJECTIVES

### What are Goals?

- *Broad, general statements about the expectations of a program or activity.*
- *Goals are not measurable.*
- *Goals provide direction for the program.*

### What are Objectives?

- Specific statements
- Provide a standard of measurement to evaluate program effectiveness
- There are two type of objectives:
  - **Outcome Objectives** – state the expected change in personnel’s health, knowledge, attitudes, behaviors that will result from implementing a health promotion activity.
  - **Process Objectives** – state what strategy or activity must happen for the desired outcome to occur, i.e. participation rates, employee satisfaction, number of activities.
- Objectives are useful for:
  - Revising and improving program activities.
  - Documenting program effectiveness.
  - Evaluating program progress over time.

### SAMPLE GOALS & OBJECTIVES

**Goal:** Increase awareness among the crew of risk factors for cardiovascular disease (CVD).

**Obj:** At least 75% of the crew will know their blood pressure or in an all-hands training post test, at least 75% of the crew will be able to identify four major risk factors.

**Goal:** Provide a Health Promotion Program consistent with Commandant’s Policy.

**Obj:** Implement at least four wellness activities this year or conduct at least one stress management and one tobacco cessation activity this year.



**YOUR TURN!**

*Write a Measurable Objective in the following format.*

By \_\_\_\_\_, \_\_\_\_\_ will

\_\_\_\_\_ (when?)

\_\_\_\_\_ (who)

\_\_\_\_\_ as evidenced by

\_\_\_\_\_ (what?)

\_\_\_\_\_ (how will you know?)

**WRITING UNIT PROGRAM GOALS & OBJECTIVES**



**YOUR TURN!**

*Write some likely goals and objectives for your unit program:*

Goal: \_\_\_\_\_

—

Obj: \_\_\_\_\_

—

Goal: \_\_\_\_\_

—

Obj: \_\_\_\_\_

—

Goal: \_\_\_\_\_

—

Obj: \_\_\_\_\_

—

## Section H

# FUNDING STRATEGIES

*Q: How can I obtain funds to operate my program?*

A: Some commands are hesitant to spend money on health promotion programs. There may be some criticism when money is spent on new programs when crewmembers and/or the command feel other projects are priorities. Be ready to compete with other programs for funds. Don't assume that using funds for your program is self-evident to the command.

### WAYS TO SELL YOUR PROGRAM'S MONETARY NEEDS

- *Controlling health care costs through* the Health Promotion Program is one of the least expensive and potentially most beneficial economic strategies during difficult times.
- Health promotion programs are an investment in employees (the Coast Guard's most valuable and important asset!)
- Crews need to be healthy and "ready" to meet the challenges of the Coast Guard mission.
- Health promotion programs are partnerships between commands and crews, each assuming responsibility to maximize the Coast Guard's potential and meeting the goal to bring the organization into the 21<sup>st</sup> century.
- Health promotion programs don't have to be expensive. Emphasize that programs can use volunteers and low cost or free materials

### SUGGESTIONS TO OBTAIN FUNDS

- Do your homework- work out a spending plan.
- Be selective- choose your expenditure items carefully
- Start modestly- don't ask for everything the first year
- Show results- keep tabs on expenses and outcomes
- Involve others- the wellness committee and others can support your plan
- Timing- present your spend plan at the right time of the year or quarter

### Brainstorm Funding Sources

## Section I

# USING THE HEALTH OBSERVANCES AND PLANNING CALENDAR

*Q. What is the National Health Observances calendar?*

A. The calendar lists most of the nationally recognized health promotion themes. Related materials are mainly developed by voluntary and nonprofit health organizations.

*Q. How can the calendar be useful in planning my unit programs?*

A. Most of the observances occur at the same time each year. The information is generally very credible. Many of the materials are provided to work site programs free or for a very nominal fee. Your promotion efforts benefit from the additional publicity associated with the observance. The Great American Smokeout is an example. Other promotional activities- newspaper ads, radio & T.V. public service announcements, billboards, etc.- are usually occurring in the community at the same time.

*Q. How can I obtain the **2000 National Health Observances Calendar**?*

A. The calendar can be downloaded from the National Health Information Center's web site: <http://nhic-nt.health.org/>. You can also obtain a hard copy from your regional Health Promotion Program Manager.

Finally, you can order a calendar by mail from:

Office of Disease Prevention and Health Promotion  
National Health Information Center  
P. O. Box 1133  
Washington, DC, 20013-1133

# HOW TO USE THE HEALTH PROMOTION PLANNER

## SCHEDULING

- a. Plan your Wellness activities 6-12 months out. *If you don't schedule, it won't happen!*
- b. Coordinate the plan with your Command or division chief and training officer.
- c. Conduct a unit *Needs and Interest Survey*
- d. Brainstorm activities with your Wellness Committee and the regional Health Promotion Manager.
- e. Determine what *level* of activity is most appropriate- *Awareness, Education, or Intervention*

## LEVELS OF ACTIVITIES

Level	Purpose	Activities	Length	Target
Awareness	Provide Information & increase awareness of wellness	Pamphlets, bulletin boards, email, , POW's, morning musters	5-30 Minutes	70-100 % of population
Education	In-depth information & skills to prepare to change	All-hands trainings, health screenings, video-based training, health fairs, multiple sessions	1-4 Hours	40-70% of population
Intervention	Support behavior & lifestyle changes	Tobacco cessation class, exercise classes, weight management programs, incentive programs	1-6 Months	10-25% of population

## RESOURCES

- a. Refer to the following *2000 Health Promotion Program Planner* for monthly themes and suggested activities.
- b. Use the blank *2000 Health Promotion Program Planner* form to schedule unit activities.
- c. *See List of Healthy Web Sites at the end of this planning guide*



# 2000 HEALTH PROMOTION PROGRAM PLANNER

MONTH	THEME	POSSIBLE ACTIVITIES	RESOURCES
JANUARY	<i>New Year's Resolutions</i>	<ul style="list-style-type: none"> <li>• Survey Group Interests</li> <li>• Personal Wellness Goal Setting</li> <li>• Semi-annual health risk appraisals</li> <li>• Start Physical Fitness</li> <li>• Weight Management</li> <li>• Personal/Group Incentive Program</li> <li>• Tobacco Cessation</li> </ul>	
FEBRUARY	<i>Heart Health Month</i>	<ul style="list-style-type: none"> <li>• Blood Pressure Screenings</li> <li>• Cholesterol Screenings</li> <li>• CPR training/renewal</li> <li>• Health Risk Screening</li> <li>• Team Incentive Program</li> <li>• Stroke Awareness</li> </ul>	
MARCH	<i>Nutrition &amp; Weight Management</i>	<ul style="list-style-type: none"> <li>• Body fat composition screening</li> <li>• Dietary analysis</li> <li>• Galley Menu Changes</li> <li>• Healthy Eating themes</li> <li>• Food Pyramid education</li> <li>• Five-A-Day Program Information</li> <li>• Weight management programs</li> <li>• Cooking demos &amp; food sampling</li> </ul>	
APRIL	<i>Cancer Control Alcohol Awareness</i>	<ul style="list-style-type: none"> <li>• Self-examination information</li> <li>• Cancer Prevention Information</li> <li>• Alcohol &amp; Cancer Awareness</li> <li>• Am Cancer Society Local Speaker</li> <li>• Alcohol awareness training</li> <li>• Cancer warning signs</li> </ul>	
MAY	<i>Physical Fitness &amp; Sports</i>	<ul style="list-style-type: none"> <li>• Commandant's Physical Fitness Award Program</li> <li>• Fitness Assessment &amp; goal setting</li> <li>• Start Walking and Running Groups</li> <li>• Beginning Fitness Instruction</li> <li>• Fitness/Sports Competition Day</li> <li>• Sports Day- non competitive</li> <li>• Physical activity challenge</li> </ul>	
JUNE	<i>Summer Safety</i>	<ul style="list-style-type: none"> <li>• Rec. vehicle safety: motorcycles, bicycles, atv's, skateboards, blades</li> <li>• Boating safety: sailing, power, jet</li> <li>• All-hands safety training</li> <li>• Safety bullets in POW's</li> <li>• Safe travel tips</li> <li>• Family Swimming safety</li> </ul>	

# 2000 HEALTH PROMOTION PROGRAM PLANNER

MONTH	THEME	POSSIBLE ACTIVITIES	RESOURCES
JULY	<i>Safe Fun In The Sun</i>	<ul style="list-style-type: none"> <li>• Sun Protection</li> <li>• Hydration</li> <li>• Picnic health</li> <li>• Food health</li> <li>• First Aid kits for vacation</li> </ul>	
AUGUST	<i>Stress Management</i>	<ul style="list-style-type: none"> <li>• Stress Map assessment</li> <li>• Relaxation Techniques</li> <li>• Stress signals</li> <li>• Stress buster suggestions in POW</li> <li>• Yoga, Tai Chi, etc. demos</li> </ul>	
SEPTEMBER	<i>Cholesterol Education</i>	<ul style="list-style-type: none"> <li>• Cholesterol screening</li> <li>• Health risk assessments</li> <li>• Semi-annual health screenings or health risk appraisals</li> <li>• Low fat &amp; cholesterol cooking</li> </ul>	
OCTOBER	<i>Family Health</i>	<ul style="list-style-type: none"> <li>• Family Health Fair night</li> <li>• Family preventive care measures</li> <li>• Family sports &amp; activity picnic</li> <li>• Healthy family cooking and food sampling</li> </ul>	
NOVEMBER	<i>Tobacco Avoidance</i>	<ul style="list-style-type: none"> <li>• Great American Smoke Out Nov. 16</li> <li>• Tobacco cessation group</li> <li>• Adopt-a-smoker Day</li> <li>• All-hands tobacco awareness training</li> </ul>	
DECEMBER	<i>Wellness for the Holidays</i>	<ul style="list-style-type: none"> <li>• Drinking &amp; Driving Awareness</li> <li>• Holiday food management</li> <li>• Stress and the Holidays</li> <li>• Managing the <i>Holiday Blues</i></li> <li>• Healthy holiday food &amp; beverage recipes</li> <li>• HIV/STD awareness &amp; prevention</li> </ul>	

***For more information:***

- ◆ Contact your *ISC Work-Life Health Promotion Manager*
- ◆ Center for Disease Control: <http://www.cdc.gov/>
- ◆ 2000 National Health Observances <http://nhic-nt.health.org/>

## Section J

# ACTIVITY PLANNING, PROMOTION AND DELIVERY

### Activity topics and themes:

- ✓ Addictive/unhealthy behaviors
- ✓ Aerobic exercise programs
- ✓ Aging/extended quality of life
- ✓ AIDS/STD- awareness, prevention
- ✓ Alcohol Awareness
- ✓ Arthritis
- ✓ Back Fitness
- ✓ Blood Pressure
- ✓ Cardiovascular disease-
- ✓ Cardiovascular activities
- ✓ Cancer- awareness, prevention, types
- ✓ Cholesterol
- ✓ Dental Health
- ✓ Diabetes
- ✓ Diet- diary, analysis, planning
- ✓ Drugs- abuse
- ✓ Exercise/fitness
- ✓ Family- wellness, prevention, safety, fitness, diet
- ✓ Five-A-Day Program
- ✓ Food labels- awareness & education
- ✓ Food pyramid- education Nutrition
- ✓ Holidays- wellness during, survival kits, stress, diet, alcohol use, blues
- ✓ Men's and Women's self-care issues
- ✓ Nutrition- assessment, education, high performance meals
- ✓ Relaxation- classes, techniques
- ✓ Risk Factors- reduction
- ✓ Sports injuries- prevention, care
- ✓ Stress- assessment, management skills, burnout prevention
- ✓ Strokes- awareness, prevention
- ✓ Summer- water safety, vehicle safety, sun protection
- ✓ Tobacco- smoking, smokeless, cessation, risks
- ✓ Vision- care, sun
- ✓ Walking program
- ✓ Weight management- diet analysis, body composition, plannin

# HEALTH PROMOTION ANNUAL PROGRAM PLANNER

MONTH	THEME	POSSIBLE ACTIVITIES	RESOURCES
JANUARY	<i>New Year's Resolutions</i>		
FEBRUARY	<i>Heart Health Month</i>		
MARCH	<i>Nutrition &amp; Weight Management</i>		
APRIL	<i>Cancer Control</i>		
MAY	<i>Physical Fitness &amp; Sports</i>		
JUNE	<i>Summer Safety</i>		

# HEALTH PROMOTION ANNUAL PROGRAM PLANNER

MONTH	THEME	POSSIBLE ACTIVITIES	RESOURCES
JULY	<i>Safe Fun In The Sun</i>		
AUGUST	<i>Stress Management</i>		
SEPTEMBER	<i>Cholesterol Education</i>		
OCTOBER	<i>Family Health</i>		
NOVEMBER	<i>Tobacco Avoidance</i>		
DECEMBER	<i>Wellness For The Holidays</i>		

# STEPS TO MAXIMIZE PARTICIPATION

**Q.** What will help maximize participation?

**A.** There are a number of things you can do to maximize crew participation

## FOCUS ON ONE TOPIC AT A TIME

- ✓ Consider crew member work and personal demands
- ✓ Focus on a single health promotion topic at a time
- ✓ Consider unit, operational, and personal schedules- don't conflict
- ✓ Watch out for summer, holiday, and other seasonal schedules
- ✓ Plan activities in coordination with the Health Promotion Planner of National Health Observances
- ✓ Choose the appropriate *Level of Program Implementation*

## CONSIDER YOUR AUDIENCE

- ✓ Target individuals and groups that are most in need of the activity
- ✓ Consider results of interest surveys- command and crew
- ✓ Find out what values- family, health, social- would generate attention
- ✓ Assess organizational and individual readiness to change (stage of change)
- ✓ Don't program just for those already fairly fit and healthy
- ✓ Consider activities that include family members

## USE A VARIETY OF PROMOTION METHODS

- ✓ Identify the common methods by which crew members obtain information-
  - Morning musters, departmental meetings, all-hands meetings, POW's, email
- ✓ Use other promotional methods:
  - Posters, bulletin boards, newsletters, flyers
- ✓ Advertise, Promote, Repeat

## EMPHASIZE THE CREDIBILITY OF THE ACTIVITY

- ✓ Encourage the command, senior leadership, department chiefs, and key opinion leaders endorse the activity, either by attending or encouraging crew participation.
- ✓ Highlight the activity's connection with a nationally known organization or health promotion event, such as the *Great American Smokeout*

# THE USE OF INCENTIVES

*"Unfortunately crew members won't participate in a health promotion program just because it's good for them."*

## CAPITALIZE ON THE VALUE OF INCENTIVES

- ✓ Incentives influence behavior change through:
  - Morale-building
  - Motivation
- ✓ Incentives add extra value to activities
  - "What's in it for me?"
  - "What happens if I don't?"
- ✓ Incentives make participation in health promotion activities *fun*

## RECOGNIZE TWO TYPES OF INCENTIVES

- ✓ External Incentives
  - Important early on in behavior change
  - Based on *reward, award, recognition*
- ✓ Internal Incentives
  - Stem from self-image, values, emotions, wants, needs, desires
  - Emphasize
    - Feeling good, happy, healthy, energetic, upbeat, etc.
    - Improving health
    - Achieving goals
    - Decreasing risk and increasing quality of life

## EFFECTIVE USE OF INCENTIVES

- ✓ *Everyone who achieves a goal should receive something.*  
Incentives should be used to encourage crew members to adopt new positive behaviors or maintain existing ones.
- ✓ *Do not offer incentives for the "best" or the "worst":*
  - Encourages excessive behavior.
  - Can be perceived that only the elite are rewarded.
  - Competition should be directed at attaining positive goals, not by "beating" others.

## EFFECTIVE USE OF INCENTIVES (continued)

- ✓ *Consider the extent to which the reward is worthwhile and the goal achievable.*
  - Longer activities should have better rewards.
  - Schedule activities to last no more than two months before receiving award.
  - Consider a multi-layered or graduated award system
  - Goals should be realistic and achievable by most participants
  
- ✓ *Use a variety of incentive items:*
  - Coupons for local businesses
  - Gift certificates
  - Recognition in newsletter, POW, all-hands, etc.
  - Tangible items (t-shirts, water bottles, special bulletin boards, etc.)
  
- ✓ *Other ideas:*
  - Use organizational policies, rules and regulations
    - unit mandated exercise
    - tobacco use directives
    - Commandant's Fitness Award Program
    - work time for physical fitness or wellness activity participation
    - liberty
  - Create events that include teams
  - Make the appeal and the activity fun!
  - Social acceptance - family & peer support.
  - Evaluations - “code of behavior.”
  - Obtain participation and endorsement from higher ranking individuals.
  - Create *point system* for behavior change programs.
  - Conduct a focus group to determine what incentives appeal to the crew



# PLANNING ACTIVITIES & EVENTS

*Q. What are some tips and traps for planning successful health promotion activities?*

A. The success of a health promotion activity is influenced by the attention that goes into planning and conducting the activity. Here are some factors to consider:

## GENERAL PLANNING FACTORS

- ✓ Every activity should have a purpose, time line, and expected outcome (i.e. goals and objectives)
- ✓ Involve command and crew members in activity planning
- ✓ Activities should normally include every person who wants to participate
- ✓ Audience- who, how many, previous experience, expectations
- ✓ Identify resource needs- people, equipment, supplies, facilities
- ✓ Evaluation- obtain feedback from participants
- ✓ Follow-up- what things must be done afterwards?
- ✓ Conduct an after-action report- who should be informed?

## SOME COMMON PLANNING CONSIDERATIONS

- ✓ Use appropriate and legible visual aids
- ✓ Allocate adequate publicity and preparation time
- ✓ Environment- space, climate, sounds, comfort, convenience
- ✓ Same activity, same place, same time, same speaker?
- ✓ Have written agenda, time line, and tasking assignments
- ✓ Test equipment ahead of time
- ✓ Does activity include participant involvement and contribution?
- ✓ Give clear instructions- preferably written and verbal
- ✓ Meet with helpers, consultants and speakers ahead of time
- ✓ Set time limits for speakers, agenda items, participation
- ✓ Clearly communicate the activity's purpose to the audience
- ✓ Acknowledge the participation and contribution of others
- ✓ Have enough copies of printed materials available
- ✓ If materials are to be read, be sure to give enough time
- ✓ Be available to describe and explain displays and exhibits
- ✓ Is material too lengthy, technical or jargon-filled?

## HEALTH PROMOTION IDEAS

- ✓ 5-15 min. awareness announcement at morning musters
- ✓ Show a video
- ✓ Guest speaker- clinic, regional HP Program Manager, community health organization
- ✓ Hand out pamphlets to crew members
- ✓ Brown bag lunchtime speakers
- ✓ POW regular feature
- ✓ Wellness newsletter
- ✓ e-mail
- ✓ Wellness bulletin board or kiosk
- ✓ Posters
- ✓ Flyers
- ✓ All-hands monthly training
- ✓ Health screenings
- ✓ Wellness fair
- ✓ Team(work) activity with incentives
- ✓ Letters of appreciation
- ✓ Well crewmember of the month (quarter)
- ✓ Displays
- ✓ Health Risk Appraisals (HRAs)
- ✓ Group exercise activity (running, walking, aerobics, etc.)
- ✓ Workout group
- ✓ Team sports competitions
- ✓ Intramural sports program
- ✓ Wellness games- Scrabble, Pictionary, treasure hunts, spelling, etc.
- ✓ Healthy lunches at galley
- ✓ Fitness equipment demonstrations
- ✓ Healthy brown bag lunches
- ✓ Recipe exchange & healthy food sampling
- ✓ Healthy cooking demonstration
- ✓ Food label
- ✓ Fitness testing
- ✓ Wellness Education Training Kit
- ✓ Intervention programs- ongoing sessions
- ✓ Slide shows
- ✓ Contests
- ✓ Skills & education all-hands training (1-4 hours)

## Section K

# SAMPLE UNIT ACTIVITY: A Walking Program

- ◆ *Obtain command support*
  - ◆ *Determine program goal*
    - **Goal:** To encourage fitness through walking and increase overall participation in physical activity at unit.
  - ◆ *Implement Motivational Cues & Incentive for Participation.*
    - Cardio fitness walk assessment & marketing strategies.  
All participants will receive an award upon completion of their monthly walking program. Must show completion of monthly walking log.
  - ◆ *Choose a date, time & location*
  - ◆ *Coordinate any funding with Morale*
  - ◆ *Plan the route*
  - ◆ *Recruit volunteers*
  - ◆ *Set up a training to announce program.*
  - ◆ *Advertise event*
    - What:** A One Month Walking Program
    - Where:** On-site
    - When:** M/W/F - 0700
    - How:** Everyone walks at their own pace. Length of time, and intensity determined by fitness assessment results and individual goals.
  - ◆ *Advertise benefits of a walking program*
    - Reduce risk of heart disease
    - Improve overall fitness & endurance
    - Burn calories - lose/maintain weight
    - Relieve stress and tension
    - Improve self-esteem & body image
    - Improve energy levels & overall productivity
    - Look better!
  - ◆ *Evaluate event*
- Did Program Outcome Meet Expectations?**
- Re-Assess fitness levels
  - Distribute program evaluation surveys or solicit verbal feedback
  - Measure program participation numbers
  - Learn from evaluations and improve the program

# Healthy Cooking Class

A Six Week Course  
Nov. 13- Dec. 16, 1998



Learn to Cook For Health, Fun, and  
Enjoyment!

*Healthy Food can be appealing, appetizing and zesty!*

**Where:** Chief's Hut, Coast Guard Island

**When:** 1100-1300

**Dates:** Nov. 13, 18, 25  
Dec. 2, 9, 16



*The class is open to all CG personnel-  
active duty and civilian.*

**Space is limited-** register early!  
First come, first served basis

*There is a **fee** to cover the cost of food  
(Students get to eat the samples!)*

**Registration:** *Call or e-mail Dan Blaettler, Wellness Coordinator, Ext 2736*

## Section L

# CONDUCTING PROGRAM EVALUATION

Q. Why should I conduct program and activity evaluations?

A. Successful health promotion programs show accountability through sound evaluations  
There are a number of benefits to program evaluation.

## WHY SHOULD YOU EVALUATE?

- Assess if you are moving toward your goals
- Document program effectiveness
- Redefine program methods
- Make sure the program survives hard times
- Compare your program to others

## EVALUATION CAN PROVIDE ANSWERS

- Who is using the program?
- What is the level of program anticipation
- Are people satisfied with the program?
- Is there attitude, knowledge or behavior change?
- Are they staying with it?
- How do our people compare to the general populations?
- Are we saving money?
- What improvements should we make?

## STEPS FOR PLANNING AN EVALUATION

1. Define program objectives – outcome and process
2. Collect and analyze data
3. Report findings to the Command and the Health Promotion Manager

## HOW TO OBTAIN DATA

- Performance tests – fitness assessments
- Health Risk Appraisals
- Attendance/participation records/sign-in sheets
- Pre and post-testing

## Section M

# WELLNESS LINKS

Your Health Is Your Business: <http://www.siu.edu/departments/bushea/>  
National Council Against Health Fraud (NCAHF) <http://www.hcrc.org/ncahf/ncahf.html>  
2000 National Health Observances <http://nhic-nt.health.org/Pubs/2000healthobserv/nho.htm>  
MSN Website: <http://www.lifetel.com/msm>  
Desktop Yoga: <http://www.will-harris.com/yoga/rsi.html>  
Wt Mgmt & Body Composition: <http://www.education.mcgill.ca/fedwww/wac/nutriwell/Lect4/sld001.htm>  
Competitor Magazine: <http://www.competitor.com/>  
The Runner's Schedule: <http://www.TheSchedule.com>  
ISC Alameda Wellness Web Page:  
<http://www.uscg.mil/mlcpac/iscalameda/worklife/wellness/wellness.htm>  
Meals For You (<http://www.mealsforyou.com/>)  
ACSM Guidelines: <http://www.wwilkins.com/MSSE/0195-9131stands.html>NIHC  
National Health Information Center <http://nhic-nt.health.org/>  
Health Promotion: <http://www.ha.osd.mil/hmpm2.html>  
Hardin Meta Directory of Internet Health Sources. [www.arcade.uiowa.edu/hardin-www.md.html](http://www.arcade.uiowa.edu/hardin-www.md.html)  
Tufts University Nutrition Information: <http://www.tufts.edu/nutrition/>  
Nutrition Navigator: Rating the Websites: <http://www.navigator.tufts.edu/>  
Health Answers. [www.healthanswers.com](http://www.healthanswers.com)  
MedHelp Intl: <http://www.medhelp.org/>  
Index of Food and Nutrition Internet Resources: [www.nal.usda.gov/fnic/etext/fnic.html](http://www.nal.usda.gov/fnic/etext/fnic.html)  
ISC Boston Well Web Site: [www.ultranet.com/~worklife/health.shtml](http://www.ultranet.com/~worklife/health.shtml)  
Lifetime. <http://www.lifetimetv.com/>  
Time Magazine: Personal Time Your Health <http://cgi.pathfinder.com/time/personal/health.html>  
National Center for Chronic Disease Prevention and Health Promotion: [www.cdc.gov/nccdphp](http://www.cdc.gov/nccdphp)  
UPenn Cancer Center: <http://www.oncolink.org/>  
Dr Weil' Well Web Site: <http://cgi.pathfinder.com/drweil/>  
American Dietetic Association. <http://www.eatright.org/>  
Stress Management: [http://www.thriveonline.com/health/stress/smq\\_index.html](http://www.thriveonline.com/health/stress/smq_index.html)  
Thrive Online: <http://www.thriveonline.com/index.html>>UCI  
Health Promotion Center: <http://msie.yahoo.com/autosearch?p=UCI+Health+Promotion+Center>  
Wellness Web. [www.wellweb.com](http://www.wellweb.com)  
Food Facts. <http://www.cyberdiet.com/>  
Mayo Clinic. <http://www.mayo.iv.com/>  
Fast Food Facts. <http://www.olen.com/food/>  
American Heart Association. <http://www.amhrt.org/>  
Center for Science in the Public Interest. <http://www.cspinet.org/>  
Fitness Resources. <http://rampages.onramp.net/~chaz/>  
Lifetime. <http://www.lifetimetv.com/>  
Center for Disease Control. <http://www.cdc.gov/>  
Fitness Link. <http://www.fitnesslink.com/>  
Self-Care Central. <http://www.healthy.net/selfcare/>  
National Health Information Center. <http://nhic-nt.health.org/>  
National Dietetic Association. <http://www.eatright.org/>  
National Institute of Mental Health. <http://www.nimh.nih.gov/>  
Walking and Hiking. <http://www.teleport.com/~walking/hiking.html>  
Fitness World. <http://www.fitnessworld.com/fitworld.html>  
TRICARE Golden Gate Home Page <http://usafsg.satx.disa.mil/~region10/>  
Healing <http://healing.miningco.com/>  
National Institutes of Health. <http://www.nih.gov>  
Food and Nutrition Internet Resources [www.nal.usda.gov/fnic/etext/fnic.html](http://www.nal.usda.gov/fnic/etext/fnic.html)  
National Center for Chronic Disease Prevention and Health Promotion: [www.cdc.gov/nccdphp](http://www.cdc.gov/nccdphp)  
UCI Health Promotion Center: <http://msie.yahoo.com/autosearch?p=UCI+Health+Promotion+Center>  
John Hopkins University Health Info Center: <http://www.intelihealth.com/IH/ihtlH>  
Diabetes Information: [http://dir.yahoo.com/Health/Diseases\\_and\\_Conditions/Diabetes/](http://dir.yahoo.com/Health/Diseases_and_Conditions/Diabetes/)

Cooper Institute <http://www.cooperinst.org/Cholesterol>

AFAA <http://www.aerobics.com>

RDA Charts: Food and Nutrition Center (USDA): <http://www.nal.usda.gov/fnic/>

Information Center <http://www.nhlbi.nih.gov/nhlbi/cardio/chol/prof/cholhc.htm>

**Section N**  
**Your Turn!**  
**SMALL GROUP ACTIVITY**



**YOUR TURN!**

1. A health promotion topic is assigned to each group.  
Cover the following components in your presentation (approximately 10 minutes).
2. Present a unit activity for each of the Levels of Implementation -  
**Awareness-Education-Intervention.**
3. Indicate how you came to the activity decision (i.e. survey, health observance calendar, etc.)
4. Address the following for your *Education* or *Intervention* activity. Use *Quarterly Health Promotion Activity Worksheet* for guidance (page 41)
  - a. What is the chosen activity/program?
  - b. How did you obtain command/crew support?
  - c. Does your activity require a budget?
  - d. If applicable, what is your source of funding?
  - e. Who are you recruiting to assist you?
  - f. What is the marketing and promotion plan? Identify target audience
  - g. Present one goal and corresponding objective.
  - h. Do you have a planning time-line?
  - i. What resources are you using?
  - j. Present an incentive idea to use for your activity/program
  - k. How will you evaluate the program?
5. Use the “DYP” Workbook and references to plan your activity/program
  - a. Stages of Behavior Change
  - b. Developing Goals and Objectives Section
  - c. Levels of Implementation Guide
  - d. Health Promotion Planner
  - e. Suggested Activities List
  - f. Funding Ideas
  - g. Evaluation Guidelines



## QUARTERLY HEALTH PROMOTION ACTIVITY WORKSHEET

Goals & Objectives	Activity/Level (A-E-I)	Audience	Incentive	Evaluation
<i>G: Increase awareness of Health Risk Factors</i> <i>O: 50% of crew will know their B/P</i>	<i>B/P screening/education</i>	<i>Crew &amp; Family Members</i>	<i>Heart Keychain</i>	<i>By number of participants and verbal feedback</i>

