



UNITED STATES MARINE CORPS
MARINE CORPS BASE HAWAII
BOX 63002
KANEHOE BAY, HAWAII 96863-3002

BaseO 6200.4A
SSP

02 MAR 2004

BASE ORDER 6200.4A

From: Commander, Marine Corps Base Hawaii
To: Distribution List

Subj: HEALTH PROMOTION PROGRAM MARINE CORPS BASE HAWAII

Ref: (a) DODD 1010.10
(b) MCO P1700.29
(c) OPNAVINST 6110.1F
(d) MCO 5100.28
(e) MCO P10110.17C
(f) MCO P1700.24B
(g) SECNAVINST 5300.30C

Encl: (1) Goals and Performance Measures of Health Promotion Program

1. Situation. To provide guidance related to the Health Promotion Program at Marine Corps Base Hawaii (MCBH), consistent with the references.

2. Cancellation. BaseO 6200.4.

3. Mission. This Order has been substantially revised and should be reviewed in its entirety.

4. Execution

a. Commanders Intent. Health Promotion Programs support total organizational efficiency by optimizing the performance of human resources. Reference (a) establishes a comprehensive health promotion policy within the Department of the Navy and promotes individual and organizational intervention to achieve optimal military readiness. Reference (b) establishes Semper Fit and the Health Promotion Program. The Marine Corps is designed to promote healthy lifestyles by stressing the importance of reducing risk-associated behaviors that lead to illness, disability and premature death. Health Promotion Programs are now viewed as part of readiness strategies. The Semper Fit Program is viewed as a force multiplier, increasing the health and readiness of the individual Marine, units and families. Reference (c) is the Physical Readiness Program for the Navy.

b. Concept of Operation

(1) Background. The Semper Fit Program was established in 1992 as a comprehensive health promotion modeled after the Department of

Health and Human Services National Health Objectives outlined in Healthy People 2000, and in Healthy People 2010. While health programs in the past have focused on intervention, this program emphasizes prevention as a means to achieving optimum health. Thus, the goal of Health Promotion Programs is to improve the quality of life for the members of our community and enhance readiness through the mitigation or elimination of unhealthy lifestyles. The program uses a multidisciplinary and holistic approach in promoting wellness, integrating awareness, education, motivation, and intervention activities to modify or change behaviors that may be detrimental to health. Modifying personal health behaviors is the most effective way for an individual to prevent disease.

(2) Policy. MCBH will support Marine Corps and Navy total force and family readiness goals by implementing and integrating various programs and activities designed to promote healthy lifestyles and enhance the quality of life for the members of our community. The specific policy for each Semper Fit Program element is outlined in reference (b).

(3) Philosophy. The establishment of an effective Health Promotion Program requires institutionalization of the values associated with the philosophy and goals of the program. Institutionalization requires a conscious effort to have health promotion as an integral part of the organizational mission, philosophy, and culture. Leadership is the key to program success, as it will bring together the elements necessary for change: a sense of community, a shared vision, and a positive culture.

(4) Program Goal. The goal of health promotion is the prevention of avoidable illness and injury. The task of Health Promotion Program staff is to reduce the impact of disease and injury on the population by eliminating the exposure of individuals to those risk factors, which are known to contribute to illness and the incidence of disease.

(5) Promotion Elements. The Semper Fit Health Promotion Program consists of nine elements, which are categorized as health promotion, health protection or preventive services. References (d) through (g) provide guidance to accomplish the goals and performance measures as provided in the enclosure. The program elements are as follows:

- (a) Tobacco Use Prevention and Cessation
- (b) Physical Fitness
- (c) Nutrition Education
- (d) Alcohol and Substance Abuse Prevention and Control
- (e) Stress Management
- (f) Suicide Awareness
- (g) Injury Prevention

(h) Hypertension Education and Control

(i) Sexually Transmitted Disease (STD) and Human Immune Deficiency Virus (HIV) transmission prevention

(6) Program Planning. Health Promotion Program planning will be guided and implemented by reference (b). As with all other operations, health promotion must be part of a long-range strategic plan. The MCBH Strategic Plan will be used, focusing on Strategy 5.2 and Objective 5.2.1.

(7) Marketing. Marketing health programs is a tool that emphasizes educational sessions, classes, displays, lectures, and health fairs to primary audience, active duty Marines, and Sailors. Additionally, family members of active duty personnel, retired military and civilian employees are secondary audiences. Program planning, advertising, publicity, public relations, and educational classes are some of the key factors. The nine elements of Health Promotion Program will be integrated in all Semper Fit Programs at MCBH. They will be advertised in publications such as the Marine Corps Community Services (MCCS) Activity Guide, and the Print and Post. Other sources will be newspaper articles in the Hawaii Marine, on local TV Channel 2, and displays at the New Arrival Orientations, Semper Fit Center, Base Library, Mokapu Mall, Anderson Dining Facility, at special events, and activities.

(a) A key factor in the success of the Health Promotion Program is with the unit training sections at major subordinate commands. They have to ensure that Marines receive annual mandatory training and education in STD/HIV Transmission awareness and prevention, Alcohol and Substance Abuse awareness, Suicide Awareness and Prevention, and the effects of tobacco use/tobacco cessation. The Health Promotion Coordinator will meet with the training sections of major subordinate commands on a quarterly basis to ensure that the commands adhere to the policy. The Health Promotion Coordinator is available to assist with the training, and to obtain additional resources such as educators, lecturer's, and presenters, as needed.

(b) The annual calendar below focuses on monthly subjects that will be emphasized throughout MCBH.

- | | |
|----------|--|
| January | - Stress Management
- Weight Control |
| February | - Heart Disease (American Healthy Heart Month)
- Children's Dental month |
| March | - Nutrition |
| April | - STD/HIV Transmission Prevention
- Alcohol and Substance Abuse Awareness and Control |
| May | - Fitness
- Suicide Awareness |

- June - Skin Cancer Awareness and Protection
- July - Safety
- Water Safety
- August - Men's Health
- Prostrate Cancer
- Testicular Cancer
- September - Women's Health
- Reproductive Health
- October - Family Wellness
- Cancer Awareness
- November - Diabetes
- Tobacco Cessation (The Great American Smoke-Out:
Third Thursday of November)
- December - Drunk and Drugged Driving Awareness and Prevention
- Safe Toys Month

(8) Health Promotion Committee

(a) The Health Promotion Committee is an interdisciplinary committee comprised of members representing a cross-functional segment of Base services that are involved in health promotion. The committee will include representatives from each of the following departments, sections or activities:

1. Branch Medical
2. Personal Services Division
3. Base Chaplain
4. Public Affairs
5. Base Safety
6. Semper Fit Center
7. Base Food Services
8. Semper Fit Officer (SFO) from each major subordinate command and tenant unit (Third Marines, Headquarters Battalion, Third Radio Battalion, CSSG-3, MAG-24, MCAF, COMPATRECONWINGTWO, and H&S Battalion, Camp Smith).

(b) Responsibilities

1. Meet at least quarterly to coordinate, plan, and communicate on upcoming activities and events.

2. Develop a mission statement for the committee.

3. Assist in developing and implementing an annual plan for health promotion activities, events and programs.

4. Assist in marketing, cross-promoting and advertising various health and wellness programs, activities and events.

5. Review and implement potential health promotion activities and projects.

(9) Semper Fit Director Responsibilities

(a) Ensure Health Promotion Program Coordinator provide standardized educational material for unit level training in each of the nine program elements.

(b) Coordinate the distribution of Semper Fit information and resources to unit Semper Fit Officer's.

(10) Health Promotion Program Coordinator Responsibilities

(a) Coordinate the scheduling and conduct Health Promotion Program activities that meet identified program goals and objectives.

(b) Coordinate administrative and logistics support for training classes, sessions and events.

(c) Establish partnerships with the local community in order to share resources and avoid duplication of effort with regard to the availability and conduct of health promotion activities in the community.

(d) Develop and submit an annual budget.

(e) Assist the Semper Fit Director in marketing health promotion activities.

(f) Maintain a turnover folder.

(g) Plan health promotion activities that support and promote the National Health Observances campaign.

(h) Schedule and conduct quarterly Health Promotion Committee meetings.

(11) Unit Commanders' Responsibilities. Aggressively support Health Promotion Programs by following specific guidance contained in MCO P1700.29, paragraphs 11 and 12 of the Introduction Section 0014, as well

as through personal example and support of installation activities that promote healthy lifestyle choices.

(12) Incentives. The Semper Fit Director will ensure the provision of appropriate incentives to maximize participation in Health Promotion Programs. Incentives may include the award of certificates for those participating in running clubs, awarding of t-shirts for superior performance on the physical fitness test, etc.

5. Administration and Logistics

a. The Semper Fit Program is under the staff cognizance of the Assistant Chief of Staff (AC/S), Marine Corps Community Services (MCCS). The AC/S will support the Semper Fit Program with appropriate funding, implementation and marketing of healthy lifestyle programs.

b. The Director, Personal Services Division, through collaborative effort, will assist in the Base Semper Fit Program in such areas as stress management, substance and alcohol abuse awareness and prevention, and suicide awareness.

c. The Director, Branch Medical Clinic, will provide staff support for special health promotion activities such as health fairs or displays, as well as classes on effects of tobacco use, tobacco cessation programs, and hypertension education.

d. Unit commanders and department heads are encouraged to assist the Base Semper Fit Director by personal involvement in healthy lifestyle activities as well as scheduling health promotion activities for their personnel and families.

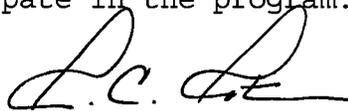
e. Chaplains are to work collaboratively with the Semper Fit staff to ensure suicide awareness training is conducted in accordance with reference (b).

f. The Public Affairs Officer will assist in publishing articles in the Hawaii Marine newspaper and promoting Semper Fit Program events and activities as part of overall production planning.

6. Command and Signal

a. Signal. This Order is effective the date signed.

b. Command. This Order is applicable to all Marine Corps and Navy personnel (active, reserve and retired), family members and DoD civilian employees desiring to participate in the program.



R. C. ROTEN

DISTRIBUTION: A

GOALS AND PERFORMANCE MEASURES OF HEALTH PROMOTION PROGRAM

Below are the nine elements of the Health Promotion Program, the goal(s) and the performance measure for each.

1. Tobacco Use, Prevention and Cessation

a. Goal. To provide effective, safe, and quality tobacco cessation education classes and programs.

b. Performance Measure

(1) MCBH will provide a minimum of one medically endorsed tobacco cessation program to Marines, Sailors, and family members, retirees, and DoD civilian employees.

(2) Continuously increase the number of Marines and Sailors who report on the DoD Survey of Health Related Behaviors that they do not use tobacco products. (When "the survey" is mentioned below, it refers to the DoD Survey of Health Related Behaviors, which is administered every three years.)

2. Physical Fitness

a. Goal. To provide fitness education programs.

b. Performance Measure. Continuously increase the number of Marines and Sailors who report on the survey that they are exercising a minimum of three hours per week.

3. Injury Prevention

a. Goal. To provide effective, quality injury prevention education to all Marines and Sailors.

b. Performance Measure. Continuously reduce work-related injuries resulting in hospitalization, medical boards, and physical evaluation boards.

4. Nutrition Education

a. Goal. To provide effective, quality nutrition education programs.

b. Performance Measure. Continuously reduce the number of Marines and Sailors who report on the survey that they have been told by a health professional that they had high cholesterol.

5. Stress Management

a. Goal. To provide quality, effective stress management programs.

b. Performance Measure. Continuously increase the number of Marines and Sailors who report on the survey that they experience no decrease in job performance due to stress at work or at home.

6. Suicide Awareness

a. Goal. To provide suicide awareness and prevention programs.

b. Performance Measure. Continuously reduce the number of Marine Corps and Navy suicides annually.

7. Alcohol and Substance Abuse Awareness

a. Goal. To provide quality, effective alcohol and substance abuse prevention programs.

b. Performance Measure

(1) Continuously reduce the number of Marines and Sailors who report on the survey that they are drug users/heavy drinkers.

(2) Continuously decrease the number of Marines and Sailors who report on the survey that their job performance was affected due to alcohol and/or substance abuse.

8. Hypertension

a. Goal. To provide quality hypertension awareness programs.

b. Performance Measure

(1) Continuously increase the number of Marines and Sailors who report on the survey the results of their blood pressure checks within the past two years.

(2) Continuously reduce the number of Marines and Sailors who report on the survey that they have been told by a health professional that their blood pressure was high.

(3) Continuously increase the number of Marines and Sailors who report on the survey that they understand what hypertension is and where to go for assistance in hypertension reduction.

9. STD and HIV Transmission Prevention

a. Goal. To provide quality, effective STD/HIV transmission prevention programs.

b. Performance Measure

(1) Continuously increase the reported use of condoms among sexually active unmarried Marines and Sailors.

(2) Continuously reduce the average incidence of new Marines and Sailors HIV cases annually.

(3) Continuously decrease the number of Marines and Sailors who report on the survey that they have had a sexually transmitted disease in their lifetime.