Headquarters U.S. Air Force

Integrity - Service - Excellence

Health Promotion Workshop 2006
Health Education Breakout #1

Group Project

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I like it when you're excited about . . .

- Using CDCynergy to plan and implement evidence-based health promotion programs
- To achieve the the AF and AF HPO vision

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Overview

- **Project Planning Approach - CDCynergy**
- **Project Purpose**
- **Timeline**
- **Introduce Group Members**
- **Deliverables**
  - Logic Model
  - Bullet Background Paper
  - Staff Summary Sheet
  - PowerPoint Presentation

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AFMOA/SGPP Vision & Mission

- **Vision Statement**
  - An Air Force environment that supports, promotes and sustains individual and organizational healthy lifestyle choices and behavior.
- **Mission Statement**
  - The mission of Health Promotion Operations is to provide and integrate evidence-based and cost effective community programs to optimize health and readiness.

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Why Don't We Plan

Email to the Social Marketing Listserv

- **Reading the thread of messages related to Disney and fruit raises for me these basic--and larger--questions (all of which could be prefaced by colorfully descriptive introductions):**
  - **How is it that we (editorially "we"--program people, their managers, funders, policy makers) got to the place of thinking that behavior change can happen quickly?**
  - **How is it that we think a single, time-limited intervention effort will move the needle on behavior change?**
  - **How is it that we think that communicating information is the panacea for all the world's ills?**

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Why Don't We Plan

- **How is it that we think that communicating information is the panacea for all the world's ills?**
- **How is it that we *do not/will not/are not supported to* take the time to plan, and reflect, and ask our audiences before we jump to an intervention tactic to roll out?**
- **I hear again and again, "We don't have the time" ...to do more, ...to do something different, ...to ask. Or, "Our [*fill in the blank:* grantor, manager, political body, partners] won't let us."**
- **Why the *heck* not?! We are talking about people's lives and societal well-being here. If those are not worth taking the time to do right by, then what is?!?!?!**

- Mike Newton-Ward, MSW, MPH Social Marketing Consultant North Carolina Division of Public Health

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CDCynergy's Competitive Advantage

- **Extremely pre/post tests**
- **Distills comprehensive best practices**
- **Vetted by major players in social marketing**
- **>700 resources**
- **CDC originated**
- **CDCynergy is almost a requirement for funding**
  - Looked on very favorably
- **Recognized nationally and internationally**

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- high ROIs

Questions?

Questions

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Extra Slides