



UNITED STATES MARINE CORPS
MARINE CORPS BASE HAWAII
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IN REPLY REFER TO:
MCBHO 6200.4C
MCCS

19 MAY 2017

MARINE CORPS BASE HAWAII ORDER 6200.4C

From: Commanding Officer
To: Distribution List

Subj: HEALTH PROMOTION PROGRAM

Ref: (a) DODD 1010.10
(b) MCO P1700.29
(c) OPNAVINST 6110.1J
(d) SECNAVINST 5100.13E
(e) MCO 10110.14M
(f) MCO 5300.17
(g) SECNAVINST 5300.30E

Encl: (1) Goals and Performance Measures

1. Situation. To provide guidance related to the Health Promotion Program at Marine Corps Base Hawaii (MCBH), consistent with the references.
2. Cancellation. Base Order 6200.4B.
3. Mission. This Order provides information on the goals and objectives of the Health Promotion Program to develop initiatives that positively influence total force readiness and resiliency, increase productivity, reduce health care costs, minimize illness/non-combat injuries, and improve the quality of life for military, family members and DoD civilian employees.
4. Execution
 - a. Commander's Intent and Concept of Operations
 - (1) Commander's Intent. Optimize human performance and promote healthy lifestyles while reducing risk-associated behaviors that lead to illness, disability and premature death.
 - (2) Concept of Operations
 - (a) Background. While health promotion programs in the past focused on intervention, this program emphasizes prevention as a means to achieving optimum health. The goal of Health Promotion Program is to improve the quality of life and enhance readiness through the mitigation or elimination of unhealthy lifestyles. The program uses a multidisciplinary 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.
 - (b) Policy. MCBH will support Marine Corps and Navy total force and family readiness goals by implementing and integrating various programs

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and activities designed to promote healthy lifestyles. The specific policy for each Semper Fit Program element is outlined in reference (b).

(c) 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, shared vision, and a positive culture.

(d) Program Goal. The goal of health promotion is the prevention of avoidable illness and injury.

(e) Task. The Health Promotion Program staff help 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 incidence of disease.

(f) Program Elements. The Semper Fit Health Promotion Program consists of seven elements, which are grouped under health promotion, health protection, or preventative services. The program elements are:

1. Tobacco Use Prevention and Cessation.
2. Physical Activity.
3. Nutrition Education and Dietary Supplements.
4. Weight Management.
5. Injury Prevention.
6. Chronic Disease Prevention.
7. Sexual Health and Responsibility.

(g) 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.

(h) Marketing. Marketing health programs is a tool that emphasizes educational sessions, classes, displays, lectures, and health fairs to the primary audience; active duty Marines and Sailors. Family members, retired military and civilian employees are secondary audiences. The seven elements of the Health Promotion Program will be integrated and advertised in all Semper Fit Programs at MCBH.

1. A key factor in the success of the Health Promotion Program is the unit training sections at major subordinate commands. They ensure Marines receive annual mandatory training and education in Sexual Health and Responsibility, Tobacco Prevention and Cessation, and a minimum of two of the remaining Semper Fit Health Promotion elements. The Health

Promotion Coordinator will meet with the training sections of major subordinate commands to ensure the commands adhere to the policy. The Health Promotion Coordinator is available to assist with training and obtaining additional resources such as educators and lecturers.

2. The annual calendar below focuses on monthly subjects that will be emphasized throughout MCBH.

- January - Healthy Weight
- February - Heart Health
- March - Healthy Eating
- April - Sexual Health
- May - Physical Fitness
- June - Men's Health
- July - Safety
- August - Preventive Health
- September - Mental Health and Suicide Prevention
- October - Women's Health
- November - Tobacco Cessation
- December - Drunk and Drugged Driving Awareness and Prevention

(i) Semper Fit Director Responsibilities

1. Ensure the Health Promotion Program Coordinator provides standardized educational material for unit level training in each of the seven program elements.

2. Coordinate the distribution of Semper Fit information and resources to unit Force Fitness Instructors, the Annual Training Coordinator and the Body Composition Program Coordinator.

(j) Health Promotion Program Coordinator Responsibilities

1. Coordinate the schedule and conduct Health Promotion Program activities that meet identified program goals and objectives.

2. Coordinate administrative and logistics support for training classes, sessions and events.

3. 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.

4. Develop and submit an annual budget.

5. Assist the Semper Fit Director in marketing health promotion activities.

6. Maintain a turnover folder.

7. Plan health promotion activities that support and promote the National Health Observance campaign.

(k) Unit Commanders' Responsibilities. Aggressively support Health Promotion Programs by following specific guidance contained in MCO P1700.29, as well as through personal example and support of installation activities that promote healthy lifestyle choices.

(l) 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 Director, MCCS. The Director, MCCS will support the Semper Fit Program with appropriate funding, implementation and marketing of healthy lifestyle programs.

b. 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 chronic disease prevention.

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

6. Command and Signal

a. 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.

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



S. C. KILLEEN

DISTRIBUTION: A

GOALS AND PERFORMANCE MEASURES

1. Tobacco Use, Prevention and Cessation

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

b. Performance Measure

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

(2) Continuously increase the percentage of Marines and Sailors who report on the Navy and Marine Corps Public Health Center's "Health Risk Assessment" (HRA) that they do not use tobacco products.

2. Physical Activity and Weight Management

a. Goal. Provide fitness education programs.

b. Performance Measure. Continuously increase the percentage of Marines and Sailors who report on the HRA that they are engaging in aerobic exercise and muscle strengthening exercise each week.

3. Injury Prevention

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

b. Performance Measure

(1) Continuously increase the percentage of Marines and Sailors who report on the HRA that they are using seat belts while driving and using proper personnel safety equipment while at work.

(2) Continuously decrease the percentage of Marines and Sailors who report injury while training or engaging in exercise.

4. Chronic Disease Prevention, Nutrition Education and Dietary Supplements

a. Goal. Provide effective, quality nutrition education programs.

b. Performance Measure. Continuously increase the percentage of Marines and Sailors who report on the HRA that they are reducing the amounts of fatty foods and increasing the amounts of fruits and vegetables they consume.

5. Sexual Health and Responsibility

a. Goal. To provide quality, effective Sexual Health and Responsibility programs.

b. Performance Measure. Continuously increase the percentage of sexually active unmarried Marines and Sailors who report on the HRA that they regularly use condoms.