



# Initiative to Improve Health and Readiness

**OPERATION**

★ **Live Well** ★

# OPERATION LIVE WELL OVERVIEW

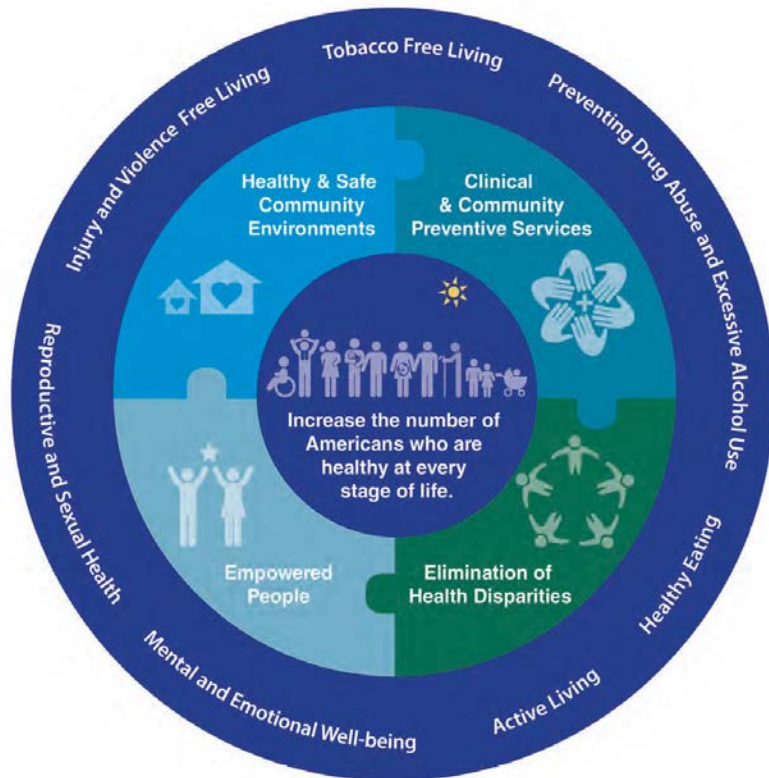
- **Operation Live Well** is a Department of Defense initiative designed to improve the health and well-being of members of the defense community.
- **Operation Live Well** aligns with the strategies of the Affordable Care Act and the National Prevention Strategy – efforts that aim to move the nation away from a health care system focused on sickness and disease, to one focused on wellness and prevention – as well as with the Military Health System Quadruple Aim
- **Operation Live Well** is specifically tailored to the unique environments and circumstances of military service.
- **Dr. Jonathan Woodson**, the Assistant Secretary of Defense for Health Affairs, is the DoD lead for implementation of the National Prevention Strategy.



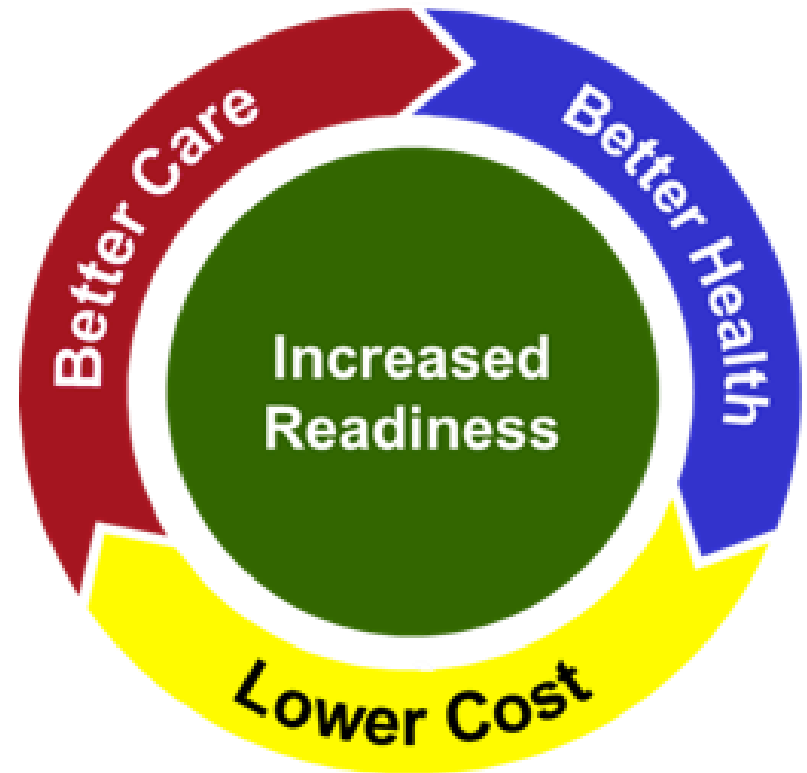
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# Aligns With National Prevention Strategy & Quadruple Aim

## National Prevention Strategy



## Quadruple Aim



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# OPERATION LIVE WELL

## Strategy:

- Encourage individuals to engage actively in every aspect of healthy living, including proper nutrition; exercise; improved mental health and resilience; sufficient sleep; and tobacco avoidance/cessation
- Provide information, educational tools and resources to promote personal health

## Tactics:

- **Measure and encourage behavior change** through the initiatives demonstrated at select military installations around the world through the “Healthy Base Initiative” (HBI)
- Encourage all members of the military community, starting at the HBI sites, to **develop personalized health improvement plans**
- Build a long-term, standardized and unit-driven approach to health that is intended to **optimize individual and unit readiness and performance**, through the Performance Triad
- **Replicate and expand** initiatives that effectively promote healthy behaviors
- **Provide a web portal** that showcases the most effective tools and resources available within the Defense Department and at other Federal agencies



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# THE INITIATIVE

**Operation Live Well** brings together the resources and capabilities of the entire military community to focus on the best ways to promote health and wellness.

- **Key Partners:**

- **On-base:** Commanders; Health and medical experts; Commissaries and dining facilities; Education resources; Places of worship; Morale, welfare and recreation programs
- **DoD-wide:** USUHS, Military Community & Family Policy , Human Performance Resource Center, Services, FHP&R, Service Public Health Centers, and Comprehensive Soldier & Family Fitness Program

- **Phases:**

- **Phase 1:** An information, education, and outreach campaign for the entire defense community, including the Healthy Base Initiative which launched in summer 2013 and the Performance Triad pilot program which wrapped up in April 2014.
- **Phase 2:** A rigorous process for evaluating and expanding those programs, services and tools that are shown to be most effective in supporting a healthy lifestyle
- **Phase 3:** Long-term effort that institutes permanent behavior change in which healthy living is the easy choice and social norm



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# OPERATION LIVE WELL

## Why is it unique:

- Brings together the resources and capabilities of the entire military community
- Creates a centralized clearinghouse for DoD and service initiatives with similar objectives, and encourages sharing of best practices and feedback from users
- Addresses the military community in a holistic fashion; for instance, it focuses on family health to support the readiness of the force
- Identifies through research and measurement, effective initiatives using the HBI and Performance Triad demonstration projects for increased efficiency



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# OPERATION LIVE WELL

## Tools and Methods

- **Web Portal**
  - **Health.mil is the home for digital information.**
  - It contains the latest **information, tools and resources** on health.
  - The web portal uses **analytics to gauge interaction**, as well as feedback tools so the community can engage with us...**active use of social media.**
  - Provides easy, one-stop access to the best health and well-being research within DoD, and spotlight the initiatives being tested at HBI sites, as well as the Performance Triad.
- **Collaborations**
  - **Collaborates** with military facilities , family programs, communities, schools and personnel. It engages every aspect of the military community.
  - **Creates partnering** opportunities among the services to combine resources for greater efficiency.
  - **Aligns** DoD with other Federal agencies which have embraced the National Prevention Strategy.
  - **Engages** with families and communities by asking for support and feedback.



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# HEALTHY BASE INITIATIVE

- **A demonstration project** that features customized, local approaches in support of Operation Live Well at select military installations around the world
- **Objectives:**
  - Optimize health and performance
  - Improve readiness and reduce health care costs
  - Provide DoD framework for best practices that support the improvement of Population Health
- **Methods:**
  - Assess and measure Population Health Initiatives for effectiveness
  - Focus on initiatives that improve nutritional choices, increase physical activity, promote healthy weight and decrease tobacco use
  - Enable installations to determine how best to allocate resources



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# HEALTHY BASE INITIATIVE



## Initiative Examples:

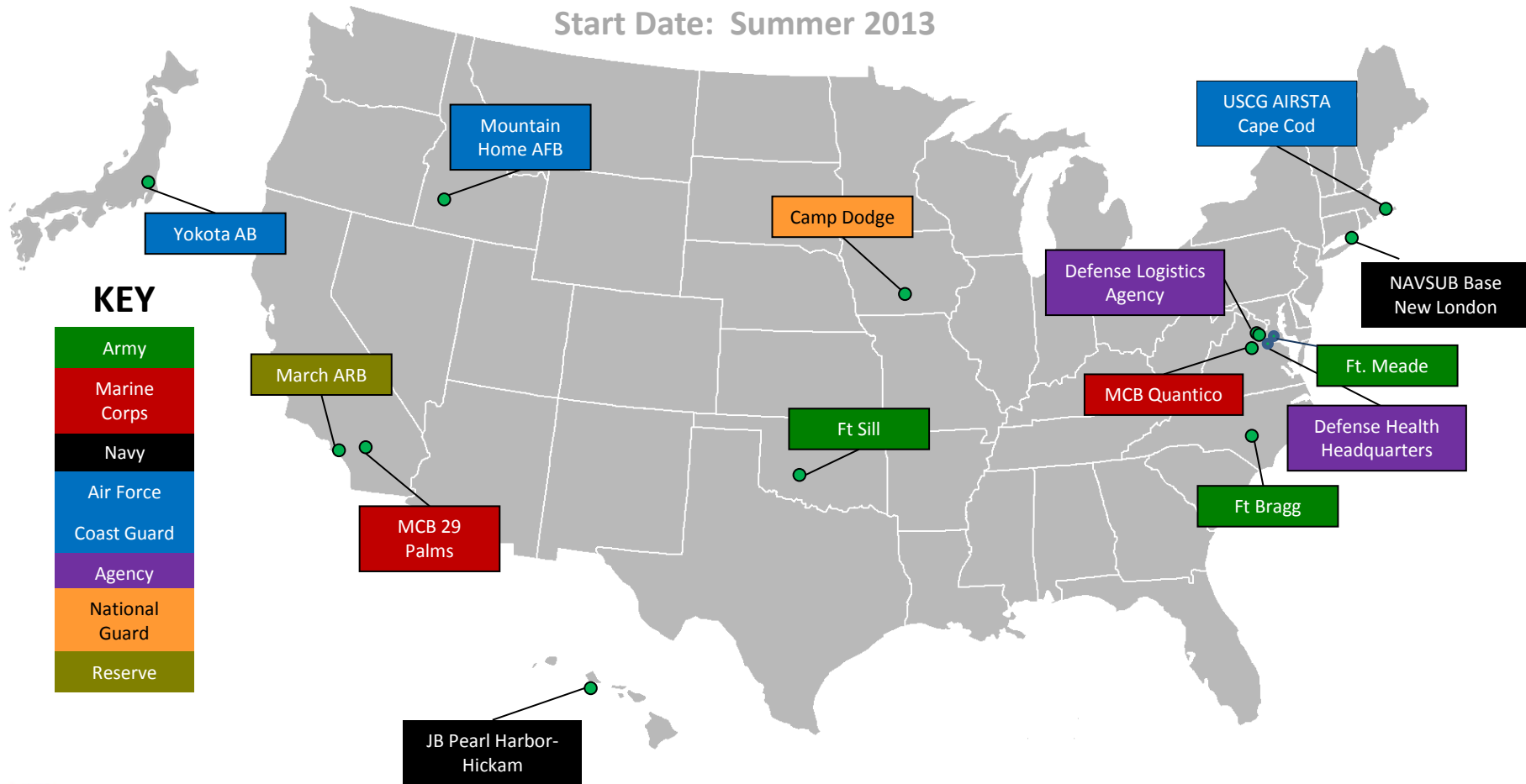
- Healthy Community Strategic Communication Campaign – with a Commander’s toolkit
- Health and Wellness Assessments
- Go for Green, a DoD-approved food categorization program designed to assist the military community in easily identifying the nutritional value of food choices
- m-NEAT nutrition assessment tool



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# HEALTHY BASE INITIATIVE LOCATIONS

Demonstration Sites  
Start Date: Summer 2013



## KEY

Army
Marine Corps
Navy
Air Force
Coast Guard
Agency
National Guard
Reserve

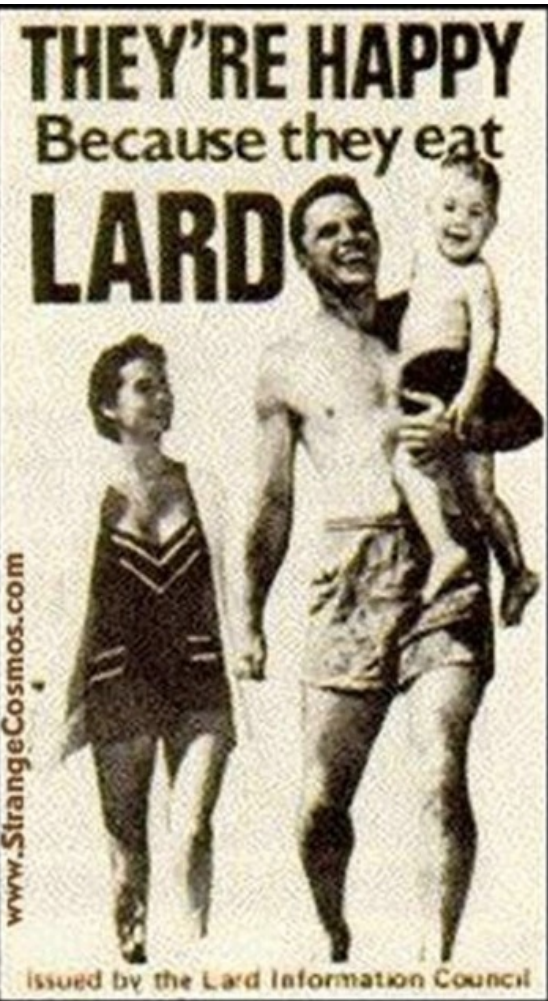


# PERFORMANCE TRIAD

- **Objectives:**
  - Goal is to build a long-term, standardized and unit-driven approach to health that is intended to optimize individual and unit readiness, and performance
  - Supports the Army's Ready and Resilient Campaign
- **Methods:**
  - Involves embedding healthy activity, nutrition and sleep behaviors into the Army's "DNA"
  - Families, retirees and DA civilians are partners in the endeavor
  - 26-week Army demonstration project wrapped up in April 2014 and will inform the full-scale Army implementation



# We have come a long way..... but have a ways to go!



For a better start in life  
start **COLA** earlier!

**How soon is too soon?**  
Not soon enough. Laboratory tests over the last few years have proven that babies who start drinking soda during that early formative period have a much higher chance of gaining acceptance and "fitting in" during those awkward pre-teen and teen years. So, do yourself a favor. Do your child a favor. Start them on a strict regimen of sodas and other sugary carbonated beverages right now, for a lifetime of guaranteed happiness.

**The Soda Pop Board of America**  
1515 W. Hart Ave. - Chicago, ILL.

- Promotes Active Lifestyle!
- Boosts Personality!
- Gives body essential sugar!

According to repeated nationwide surveys,

## More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have rich, cool nicotine, pack after pack, and a flavor unmatched by any other cigarette. Make this available now - Smoke only! Camels for 30 days and see how well Camels please your taste. How well they suit your throat on your smoky moments. You'll see how enjoyable a cigarette can be!

**THE DOCTORS' CHOICE IS AMERICA'S CHOICE!**

*For 30 days, test Camels in your "V-Zone" (V for Throat, V for Taste).*

Health problems in this country associated with weight, tobacco use, lack of sleep and other behaviors are well known. And, the military community is not immune from these trends.

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# THE MILITARY COMMUNITY

- **What Matters**
  - **Your Health**
  - **Your Engagement**
  - **Your Choices**
- **How Can You Help**
  - **Provide us with feedback**
    - **What are your challenges**
    - **What does the community need to be successful**
    - **What does work for you – success stories**

We will share lessons learned from across the selected sites and will work with you so we can set an example for our nation.



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# OPERATION LIVE WELL

## Summary

- Inspire individuals, including via social media, to engage actively in every aspect of healthy living
- Provides a Web portal that showcases the most effective tools and resources
- Encourage behavior change through the “Healthy Base Initiative” and the Performance Triad
- Assess programs for effectiveness
- Urge all members of the military community to develop personalized health improvement plans
- Replicate and expand approaches that work best
- Foster personal health accountability



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- ★ Stay connected with Operation Live Well
- ★ Learn how to maintain a healthy lifestyle
- ★ Use the #OLW hashtag to share information about healthy living



OLW Portals  
*health.mil/livewell*



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*facebook.com/operationlivewell*



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*twitter.com/dod\_olw*



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