

BE STRONG

Communications Guide

“Together, we encourage a culture of healthy living by making sure Army communities have the resources and healthier choices they need to pursue the healthy lifestyle they want.” Lieutenant General Becker, IMCOM Commanding

What is the BE STRONG Campaign? IMCOM G9 Family and Morale, Welfare and Recreation's consumer facing campaign for health and wellness. It identifies and aligns (Family and MWR) programs and services that promote healthier lifestyle choices.

Why are we implementing the BE STRONG Campaign? As a stakeholder in the Healthy Army Communities initiative the BE STRONG Campaign is Family and MWR's unified effort to help community members on Army garrisons, live healthier lives. **One identity aligned to one message.**

How do we implement the BE STRONG Campaign? Identify existing Family and MWR programs/events that advocate and promote active living, healthy eating or culture change. Consolidate these programs under the BE Strong umbrella. Educate community members using one voice consistent messaging. Make it easy for them to identify health and wellness opportunities within Family and MWR.

What are the BE STRONG Campaign components? Active Living, Healthy Eating and Culture Change.

Our BE STRONG audience? The BE STRONG Campaign is targeted towards all eligible Family and MWR patrons. To include, Service Members, Families, DOD Civilians and Retirees.

Getting Started

The following steps can be taken to jump start your garrison BE STRONG Campaign.

1. Identify existing Family and MWR programs and events that advocate and promote active living, eating healthy and culture change.
 - a. Example MWR Programs include:
 - i. STRONG B.A.N.D.S

- ii. Annual Community Runs
 - iii. MWR 25% Healthy Menu Items
 - iv. Fitness Classes/Demos
 - v. CYS nutritious meals
 - vi. Outdoor Recreation Classes
 - vii. BOSS Life Skills
 - viii. Resilience Classes
- 2. Consolidate BE STRONG programs under one umbrella.
 - a. Once programs are identified, work with key stakeholders to co-brand events/programs under the BE STRONG Campaign using the BE STRONG Branding Guidelines.
 - b. Develop a BE STRONG internal events calendar that lists all of the programs/events/classes available.
- 3. Communicate and promote your garrison's BE STRONG Campaign.
 - a. Create a BE STRONG webpage on your garrison MWR website that provides information about BE STRONG and includes garrison events and programs associated with health and wellness.
 - b. Distribute co-branded posters to participating BE STRONG locations.
 - c. Promote BE STRONG key messages and offerings via social media.
 - d. Use the #BESTRONG (hashtag) for all social media conversations.
 - e. Promote BE STRONG events at high trafficked locations and events (i.e. 4th of July, Community Health Fairs, annual garrison events).

Messaging

The following messages and talking points can be used when communicating about Family and MWR's BE STRONG campaign.

Marketing Messages

- The BE STRONG Campaign was designed to make patrons aware of health and wellness efforts, activities and events available within Family and MWR.
- BE STRONG focuses on bringing health and wellness offerings within Family and MWR to the forefront, so customers can make more informed decisions about living healthier lives.
- Family and MWR is making it easy for you to identify health and wellness programs and services through our #BESTRONG Campaign. Learn more at (*insert campaign webpage*)
- BE STRONG and EAT HEALTHY. Visit Family and MWR eateries for nutritious and delicious menu items. Look for the green apple heart.
- BE STRONG and GET ACTIVE. Check out these upcoming events to get you up and moving.
- BE STRONG and TAKE ACTION. Utilize the following Family and MWR facilities to create your personal health plan.

Senior Leader Talking Points

- The Army has an extensive network of programs and services to strengthen the resiliency and readiness of all-volunteer force.
- The Army is committed to helping families remain strong by offering a variety of programs and services through Family and Morale, Welfare and Recreation programs.

Sample Social Media

- Who said eating healthy has to be hard? Visit (*enter location*) and try one of our fresh new menu items. They can be identified by the green apple. #BESTRONG
- Try our fresh 500 calories or less menu items at (*enter location*) they can be identified by the green apple.
- Making healthy changes shouldn't be hard. We're working to bring you better options and more opportunities to support your health and wellness. See more at (*Link to garrison BE STRONG webpage*) #BESTRONG
- Family and MWR is committed to improving wellness in our #HealthyArmyCommunity. You can join the effort, you can change unhealthy habits. We're making it easier than ever. Visit our #BESTRONG webpage for a list of health and wellness events and activities on our garrison.

- Change out potato chips for veggie chips? With a small shift, you can make a big difference in your health walk. #BESTRONG
- Learn how we are helping Army Families #BESTRONG

Healthy Army Communities

What is BE STRONG Powered By Healthy Army Communities? It is important to understand that the BE STRONG Campaign is Family and MWR's outward facing campaign for consumers to recognize health and wellness efforts within the organization. It is a part of the bigger commitment of Garrison stakeholders to building Healthy Army Communities by shaping things like policy, education and physical surroundings.

What is HAC?

Healthy Army Communities (HAC) is our wide-ranging commitment to help everyone in our Army community live healthier lives. HAC focuses on improving the environment to make the healthy choice the easy and likely choice. It aims to provide healthier food options at multiple locations, easier access to active living alternatives, and reduced exposure to tobacco use.

Why are we doing this?

Our vision is that Army Communities at all levels are mission ready and resilient.

Who are our stakeholders?

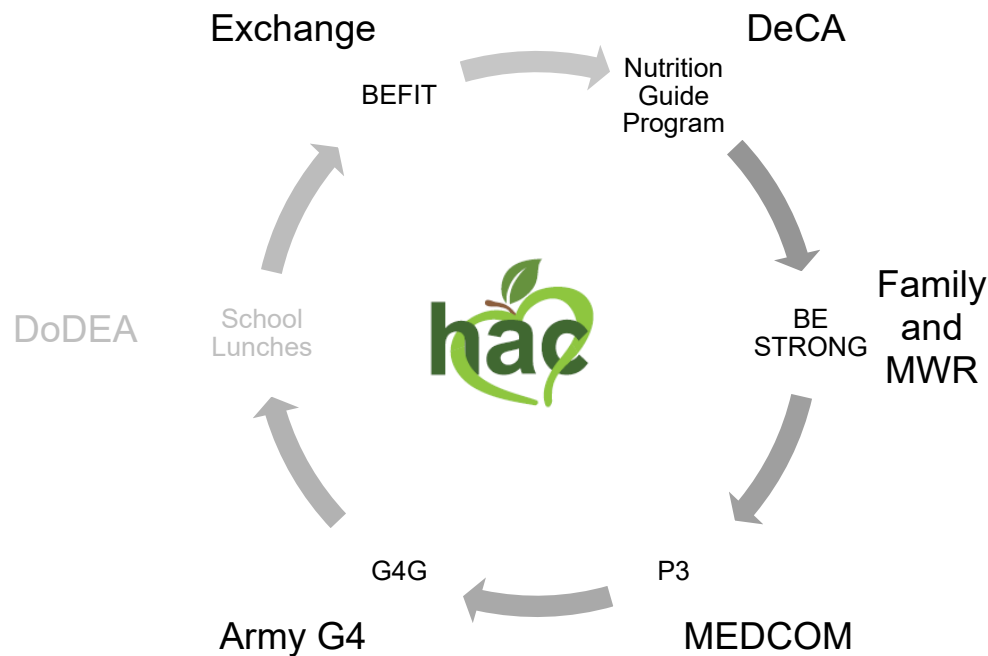
- The Office of the Secretary of Defense (OSD)
- Army G4
- Installation Management Command, G9
- Army and Air Force Exchange Services (The Exchange)
- Army Public Health Center (APHC)
- Army Medical Command (MEDCOM)
- Defense Commissary Agency (DeCA)
- Department of Defense Education Activity (DoDEA)

- Joint Culinary Center of Excellence (JCCoE)
- Family and Morale, Welfare and Recreation (Family and MWR)

How we are doing this?

All stakeholders have developed or are in development of short and long term innovations that promote healthy eating, increased physical activity, improved sleep and the reduction of tobacco products.

Stakeholders – Campaigns



See more about each individual campaign below.

Your Role

1. Identify your local stakeholder POC's.
2. Communicate stakeholder campaigns and cross promote events (where applicable).
3. Utilize stakeholder toolkits in available communication channels to bring awareness of offerings.



Performance Triad (P3)

Campaign Toolkit available at <https://eaphc.amedd.army.mil/PTCT/SitePages/Home.aspx>

Campaign website and graphics: <https://p3.amedd.army.mil/what-leaders-need-to-know/what-is-the-performance-triad>

What is P3?

P3 enhances readiness by promoting sleep, physical activity, and nutrition; which improves resilience and enhances performance, thus improving health readiness of the Total Army Family.

NOTE. Coordination, information and resources are available through the Army Wellness Center.



BEFIT/Healthier Choices

Campaign information available at <https://www.shopmyexchange.com/be-fit>

What is BE FIT?

An Exchange initiative to empower Military customers, their families and communities with fitness information, nutrition tips and tools to help them live healthy, Be Fit lifestyles. Be You. Be Healthy. Be Strong. BE FIT! The BEFIT webpage offers nutrition videos and articles, fitness talk and workout gear for purchase.



What is Healthier Choices?

Campaign information available at <http://publicaffairs-sme.com/PatriotFamily/wp-content/uploads/2018/08/Build-A-Better-You1.pdf>

Healthier Choices is another Exchange initiative to provide Better-For-You food options in their Express convenience stores and Food Courts. Participating restaurants include Muscle Maker Grill, Subway, Boston Market, Qdoba Mexican Eats, Popeyes Louisiana Kitchen, Taco Bell, Burger King, Pizza Hut, Charley's Philly Steaks and Freshens. Customers can look for the Healthier Choice logo at the Express and "Build A Better You"

signage for food court options. Online nutritional information is also available at participating Build A Better You locations.



Nutrition Guide Program

Campaign assets available at <https://www.commissaries.com/our-agency/business-resources/marketing-materials>

What is the Nutrition Guide Program?

The Nutrition Guide Program seeks to categorize healthier food choices by color-coded shelf tags in Commissary grocery stores across the Army. Labels identify food items that are low sodium, low fat, whole grain, no added sugar and great source of fiber. Good options can also be recognized by the thumbs up icon.



Go For Green

What is Go For Green?

The Go For Green program is the Army's dining facility nutrition education program. It is a nutritional recognition labeling system providing the Soldier with a quick assessment of the nutritional value of menu offerings and food products in the dining facility. The menu offerings and food items are labeled green, amber and red based on the impact the food can have on a Soldier's performance. The program has posters and menu cards for the serving line providing explanation of the Color coding system.

HAC Messaging

To Senior Leaders: Healthy Army Communities is the commitment of The Exchange, Defense Commissary Agency, Army Public Health Center, Army G4 and Installation Management Command to inspire and promote active solutions to increase Readiness and Resiliency through an Army culture of health.

To Owners/Staff Members: Healthy Army Communities is the commitment of The Exchange, Defense Commissary Agency, Army Public Health Center, Army G4 and Installation Management Command to empower and equip you to identify and promote healthier options in our mission to support Readiness and Resiliency.

To Consumers/Community Members: Healthy Army Communities is a commitment to making healthier choice easy.

FOR MORE INFORMATION ON HAC VISIT WWW.HEALTHYARMYCOMMUNITIES.COM

G9 BE STRONG CULTURE CHANGE INITIATIVES

BE STRONG Healthy Food Truck

Why?

The BE STRONG Healthy Food truck was designed to deliver healthy options fast and fresh.

How?

Have a food truck that you would like to wrap? To inquire about a BE STRONG food truck at your garrison, Mr. Tim Higdon. See contacts



BE STRONG Healthy Menu Items

Why?

Family and MWR Food and Beverage understands their role in providing options for community members to make healthier choices about food. As a result, all Family and MWR eateries have re arranged their offerings to help customers make fast, easy and informed decisions about which healthier options to choose. Items marked with the green apple heart are 500 calories or less, <40% total fat, <10% saturated fat.

How?

Healthy menu items are available on MWR Brand Central. Garrisons can download the green apple heart and recipe photos and templated menu board designs for use in their local marketing efforts.



BE STRONG Fuel Stations

Why?

The BE STRONG Fueling Station is packed with healthier vending options for customers on the go. This product is great for physical fitness centers, health and dental clinics and in/out processing locations where customers are waiting for long periods of time.

How?

To inquire about a BE STRONG Fuel Station at your garrison, Mr. Tim Higdon.



All BE STRONG assets, marketing collateral and photos are available at
<https://contentstage.mwrbrandcentral.com/search?keywords=Healthy+Army+Communities&filter=>

MORE INFORMATION

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