



## UNITED STATES ARMY PUBLIC HEALTH COMMAND

### Public Affairs Office

5158 Blackhawk Rd. Aberdeen Proving Ground, MD 21010-5403

410-436-1770

usaphcpao@amedd.army.mil

## Health Promotion Operations Program

### Mission

The Health Promotion Operations Program oversees Army health promotion officers and health promotion research assistants, who are charged with coordinating the senior commander's Community Health Promotion Council at Army installations.

### What are Health Promotion Officers?

Working for the senior commander on Army installations, health promotion officers integrate mission, medical and garrison assets to develop health promotion and wellness programs and market them to installation community members. Through Community Health Promotion Councils, which HPOs manage, HPOs also synchronize Army Ready and Resilient Campaign efforts on Army installations.

### Clients

The Health Promotion Operations Program serves senior commanders, garrison commanders, unit leaders and installation service providers. In collaboration with them, the program affects the physical, mental, spiritual, family and social well-being of Army communities.

Health promotion officers under the management of the Health Promotion Operations Program are assigned to all continental U.S. Forces Command installations, all European locations, and Aberdeen Proving Ground, Md., the home of the U.S. Army Public Health Command. Currently, Health Promotion Operations is implementing the program across Training and Doctrine Command installations. HPOs serve as advisors to the FORSCOM and TRADOC commanders. It is the program's goal to have HPOs assigned to senior commanders at all Army installations.

### Structure and Organization

The Health Promotion Operations Program is one of four programs in the Health Promotion and Wellness Portfolio at the Army Institute of Public Health. The AIPH is a subordinate unit of U.S. Army Public Health Command. These organizations are located at Aberdeen Proving Ground, Md. The USAPHC is a major subordinate command of the U.S. Army Medical Command.

### Health Promotion Officer Products and Services

Health promotion officers receive standardized training from the Health Promotion Operations Program to assess community health and wellness needs, identify the strengths and weaknesses of health and wellness programs and resources, and identify gaps and overlaps in installation programs and services. They develop community profiles and collect and analyze data that allow Community Health Promotion Council members to target their efforts on issues the community members face. Health promotion officers develop installation health promotion strategic plans, which allow installations to develop a coordinated and integrated approach to managing public health. Through development of a strategic communications plan, they assist with program marketing through partnerships, social media vehicles and Internet resource guides. Ultimately, HPO efforts and the coordinated efforts of installation health and well-being program staff enhance the quality of life of the community and reduce negative behavioral and social problems such as alcohol and substance abuse, domestic violence, and financial, legal and disciplinary issues.

### Health Promotion Operations Top Initiatives

- Army Ready and Resilient Campaign governance.
- Health Promotion Teams. HPTs focus on creating a holistic approach to mitigate behavioral risks and enhance resilience within their units. They provide early detection of risk behavior through systematic surveillance of their units; implement timely, targeted responses; enhance readiness and resilience to sustain operational tempo; and represent the interests of unit Soldiers and family members at their home installations. When in garrison, they represent their units on the installation's Community Health Promotion Council. The USAPHC's health promotion officers serve as process consultants and help to ensure the visibility of unit accomplishments through the CHPC, which aligns unit needs with installation and medical program service providers.
- Community Health Promotion Council dashboard integration with the Army's Strategic Management System.



## UNITED STATES ARMY PUBLIC HEALTH COMMAND

### Public Affairs Office

5158 Blackhawk Rd. Aberdeen Proving Ground, MD 21010-5403

410-436-1770

usaphcpao@amedd.army.mil

- Community Health Promotion Council support of Army Medicine 2020, the current Army surgeon general's long-term guidance, which describes the framework through which Army Medicine will achieve its strategic and operational objectives
- Integration with top Army surgeon general initiatives, the Performance Triad and Healthy Base Initiative.

### Health Promotion Operations Partnerships

Through its health promotion officers, the Health Promotion Operations Program integrates installation service providers participating in Community Health Promotion Councils so they approach community issues like suicide, substance abuse, financial problems, and marital and family problems holistically. Installation program directors and subject-matter expert's work together to provide needed services that are easily available and mutually supportive.

Examples of installation programs that may participate in Community Health Promotion Councils include Alcohol and Substance Abuse; American Red Cross; Army Community Services; Army Wellness Center; Health Promotion Teams; career and employment services; chaplaincy/spiritual health; Child, Youth and School Services; Employee Assistance; Family Advocacy Program; financial services; legal services; medical treatment facilities; relocation services; Sexual Harassment/Assault Response & Prevention; and Suicide Prevention, depending on the individual installation.

### Health Promotion Operations Contributions

Health Promotion Operations and health promotion officers are part of a broader public health effort that focuses on installation-level health promotion and wellness. They support an Army-wide health promotion strategy that also includes Army Wellness Centers (<http://phc.amedd.army.mil/organization/institute/dhpw/Pages/ArmyWellnessCentersOperation.aspx>), Health Promotion Teams, and public health assessments (<http://phc.amedd.army.mil/topics/healthsurv/phape/Pages/default.aspx>) of evidence-based health promotion/wellness program effectiveness.

As public health practitioners, health promotion officers are concerned with healthy communities—groups of people rather than individual patients. The focus is on bringing community resources together to help community members (Soldiers and retirees, their families, and Army civilians).

Health Promotion Operations is integral to the Army's Ready and Resilient Campaign plan and to Army medicine's goal of moving from a healthcare system to a system for health. The Community Health Promotion Council is the installation framework for managing the Ready and Resilient Campaign at the local level, and feeds into the overall governance process for this campaign for the Department of the Army. As a result, health promotion officers ensure that the Army's objectives for the Ready and Resilient Campaign are executed to standard. There are no other positions in the Army that have been trained to execute and monitor this process from a public health perspective.