

# HealthierUS Veterans

## A Guide to Implement and Promote the HealthierUS Veterans Initiative



June 2008

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## **Mission/Charge**

To improve healthy eating and physical activity among veterans and family members to reduce the risk of obesity and diabetes.

## **Overall Goals**

1. Integrate the HealthierUS Veterans message into VAMC activities and incorporate into policy and programs.
2. Reach out to non-VA veterans and family members.
3. Promote and establish community partnerships regarding obesity and diabetes.

## **Purpose of this Guide**

To provide the resources that will be helpful to Veterans Affairs Medical Centers and outpatient clinics in promoting the HealthierUS Veterans initiative. This guide will be updated as new materials and tools become available.

## **How to Use This Guide**

- Identify the goal you are addressing.
- Review the components of HealthierUS Veterans.
- Review implementation strategies.
- Determine what you want to do.
- Review and select the appropriate resources (available in this guide or on the website ([www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov))).

The VA National Center for Health Promotion and Disease Prevention Point of Contact for this initiative is Sue Diamond ([Sue.Diamond@va.gov](mailto:Sue.Diamond@va.gov)).

## Overview of HealthierUS Veterans

The U.S. Department of Veterans Affairs (VA) and the U.S. Department of Health and Human Services (HHS) have joined forces in an unprecedented manner in an effort to improve the health of the nation.

The focus of this joint initiative, HealthierUS Veterans, is to educate veterans, their families, and communities about the health risks of obesity and diabetes and help them eat healthy, be active and get fit for life.

By focusing on this population of veterans and their families, these two federal agencies can reach up to a quarter of the entire U.S. population, about 70 million people.

### Why HealthierUS Veterans?

- The Surgeon General issued a Call to Action to Prevent and Decrease Overweight and Obesity in 2001.
- There has been a steady increase in overweight/obesity over the last 20 years. That trend is continuing. The national prevalence of overweight/obesity is 64 percent. Maintaining a healthy weight is difficult for the general public and veterans.
- Overweight/obesity and their related health problems have a significant impact on the U.S. health care system (Department of Health and Human Services, 2001).
- Research studies show that overweight and obese individuals are at an increased risk for a number of health conditions; one of the foremost is diabetes.
- There are 20.8 million people in the United States who have diabetes. Diabetes is a problem for many veterans receiving care within VA.
- Initiatives to educate about the health risks of overweight/obesity and diabetes, such as HealthierUS Veterans are needed.

### What is HealthierUS Veterans?

The HealthierUS Veterans initiative is an effort to encourage veterans and their families to adopt a healthy lifestyle. It does this through the following components:

- *MOVE!* Weight Management Program
- Prescription for Health
- Fitness Challenges
- Steps to a HealthierUS and VA Medical Center Partnerships
- Fit for Life Volunteer Corps

These components are briefly described on the subsequent pages of this guide. To find out more about the program, please visit [www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov).

## Milestones

These are some of the major milestones of HealthierUS Veterans. Since 2006, there have been numerous local events, articles in newspapers, magazines and reports on television.

### 2006

- February 27: Press conference at the National Press Club in Washington, DC National Press Club in Washington, DC with former Department of Veterans Affairs Secretary R. James Nicholson; Department of Health and Human Services Secretary Michael O. Leavitt; former Surgeon General Richard Carmona, MD, MPH, FACS; and former Under Secretary for Health Jonathan Perlin, MD, PhD, MSHA, FACP.
- February: HealthierUS Veterans website launched.
- March 2: Press conference with VA Secretary R. James Nicholson and the Michael R. Bloomberg, Mayor of New York City.
- May 6: 50th anniversary celebration of the President's Council on Physical Fitness and Sports at RFK Stadium, Washington, DC, with Dr. Perlin and fitness expert Denise Austin.
- May 10: Memorandum announcing the initiative issued from Under Secretary.
- May 13: West Coast regional kick-off event in Seattle with the VA Puget Sound VA Puget Sound - Seattle Division and Steps to Health King County.
- May 19: East Coast regional kick-off event in Boston with the Boston Steps program and the Boston VA Healthcare System.
- July 5: exhibit at National Veterans Wheelchair Games in Anchorage, Alaska with Dr. Perlin and Dr. Ken Jones, MOVE! Program Manager
- September: Public Service Announcements featuring John Elway and veteran Bill Bloom filmed.
- September 26: VA national kick-off event at VA Central Office, with Secretary Nicholson and staff presentations.
- November: On-line Toolkit posted to website.
- November 16: VISN 8 Walk and Roll for a HealthierUS event in Bay Pines with the Pinellas County Steps to a HealthierUS program and VHA HealthierUS Veterans lead Dr. Linda Kinsinger

### 2007

- January: Public Service Announcements broadcast on network television stations.
- April 5: HealthierUS Veterans Celebration of Health event in Denver, with Secretary Nicholson and former Denver Broncos quarterback John Elway, spokesperson for initiative.
- May 16: HealthierUS Veterans activities held nationwide in conjunction with National Employee Health and Fitness Day.
- July 26: HealthierUS Veterans celebration event in New York City, with Secretary Nicholson and VHA Chief Patient Care Services Officer Dr. Madhu Agarwal.
- August: Get Fit for Life exercise DVD filmed featuring fitness expert Denise Austin and Miss America 2000 Heather French-Henry.
- September 27: VA Symposium on Obesity, Nutrition, and Fitness at the Veterans Affairs Medical Center in Washington DC, with Secretary Nicholson, Under Secretary for Health Dr. Michael Kussman, John Elway, and former baseball star Bob Feller, scientific presentations by VA researchers, and poster presentations by VA staff from across the country.
- November: The Champions Challenge, a challenge to walk 100 miles in 100 days, is launched in collaboration with Veterans Canteen Service.

**Eat Healthy. Be Active. Get Fit for Life**

- December: Get Fit for Life exercise DVD distributed to VA Medical Centers.

## 2008

- January 2008: Customized entry to the President's Challenge website from the HealthierUS Veterans website launched.
- May 2008: Mini grants awarded for HealthierUS Veterans projects at VA facilities and Community-Based Outpatient Clinics that encourage healthy eating, physical activity and getting fit for life.

## Components of the HealthierUS Veterans Initiative

### ***MOVE!* Weight Management Program**

The *MOVE!* Program is designed for veterans enrolled in the VA health care system who want assistance with managing their weight. *MOVE!* can help veterans lose weight, keep it off, and improve their health.



*MOVE!* is an evidence-based, patient-centered program that offers stepped-care services from minimal to intensive intervention; involves a multidisciplinary team; is based in primary and ambulatory settings; and features a computerized patient assessment, treatment planning process, and comprehensive focus on behavior, nutrition, and physical activity. For more information, visit [www.move.va.gov](http://www.move.va.gov).

### **Prescription for Health**

VA primary care providers are encouraged to give each veteran enrolled in *MOVE!* a pedometer, a brochure that explains how to use the pedometer, and an exercise prescription for recommended physical activity, such as a number of daily steps to walk.

For HealthierUS Veterans, activity prescription pads have been developed which tell patients their Body Mass Index (BMI), explain that an elevated BMI puts them at risk for health problems, and recommend increased physical activity. Providers can prescribe a pedometer with a goal of number of steps to walk each day or an odometer for distance rolled each day.

See [Appendix C](#) for the pedometer and odometer Prescriptions for Health.

**Rx Prescription For Health** 

Name \_\_\_\_\_

Your Body Mass Index (BMI) is \_\_\_\_\_

Your BMI is considered too high and places you at risk for health problems such as high blood pressure, heart disease, diabetes, and other conditions.

I strongly recommend that you increase your physical activity and use a pedometer to keep track of your progress.

\_\_\_\_\_ Number of steps to aim for most days of the week.

Signature of Healthcare Provider \_\_\_\_\_ Date \_\_\_\_\_

**Rx Prescription For Health for Veterans in Wheelchairs** 

Name \_\_\_\_\_

Your Body Mass Index (BMI) is \_\_\_\_\_

Your BMI is considered too high and places you at risk for health problems such as high blood pressure, heart disease, diabetes, and other conditions.

I strongly recommend that you increase your physical activity and use a wheelchair odometer to keep track of your progress.

\_\_\_\_\_ Number of miles to aim for most days of the week.

Signature of Healthcare Provider \_\_\_\_\_ Date \_\_\_\_\_

**Pedometer Prescription Guidance for Use**

First, determine current average number of steps/day over a 4-5 day baseline observation period.

Second, aim to increase daily total by 500-1,000 steps each week.

**If you are currently:**      **Aim for this many steps per day:**

Not active at all	3,500
Somewhat active	5,000
Moderately active	7,500
Very active	10,000 or more

IB 10-87  
P96164  
March 2006

**Wheelchair Activity Prescription Guidance for Use**

Mount a wheelchair or bicycle odometer to record distance. 1 mile rolled on flat ground is equivalent in intensity to 1 mile walked

Determine current number of miles rolled per day over a 4-5 day baseline observation period. Aim to increase daily total by ¼ - ½ mile each week.

**If you are currently:**      **Aim for this many miles per day:**

Not active at all	2
Somewhat active	2 ½
Moderately active	3
Very active	5 or more

IB 10-86  
P96164  
March 2006

## HealthierUS Veterans Fitness Challenges

There are many ways to inspire increased activity. The President's Challenge is a program that encourages all Americans to make being active part of their everyday lives. No matter what your activity and fitness level, the President's Challenge can help motivate you to improve. HealthierUS Veterans promotes the President's Challenge.

To find out more and to register, visit <http://www.healthierusveterans.va.gov/FitnessChallenges.asp>. Take the Challenge! Be a physically active role model for your family and friends. Participants can register and log fitness activities online. Participants, their families or coworkers can even form fun activity challenges by setting up groups on the website for local competitions. With that in mind, the Department of Veterans Affairs has formed HealthierUS Veterans Fitness Challenge groups for you to use. New President's Challenge users can click on the Find Your Group tab to select your group located on the President's Challenge registration page. Current users can find their HealthierUS Veterans Fitness Challenge group from the link on the Fitness Challenges page.

## Partnerships

### *Steps to a HealthierUS*

The HHS *Steps to a HealthierUS* program has provided funding to states, cities, and tribal entities for innovative community-based programs that seek to adopt proven measures to reduce the burden of obesity, diabetes, and asthma-related complications. The Centers for Disease Control's (CDC) Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases is designed to help states prevent obesity and other chronic diseases by

**Eat Healthy. Be Active. Get Fit for Life**



addressing two closely-related factors: poor nutrition and inadequate physical activity. The program supports states with developing and implementing science-based nutrition and physical activity interventions.

HealthierUS Veterans promotes the connection of the *40 Steps to a HealthierUS* communities and 28 states with CDC Nutrition and Physical Activity Programs to VISNs or local VA facilities in order to reduce health disparities and promote quality health care and prevention services. These partnerships will combine efforts to reduce the burden of diabetes, overweight and obesity and will address related risk behaviors - physical inactivity and poor nutrition.

Find out more about Steps Communities at [www.healthierus.gov/steps](http://www.healthierus.gov/steps) and the 28 state initiatives at [www.cdc.gov/nccdphp/publications/exemplary/](http://www.cdc.gov/nccdphp/publications/exemplary/).

### **Fit for Life Veteran Volunteer Corps**

The Fit for Life Corps is a volunteer group consisting of veterans, their families, friends, VSO groups and anyone interested in supporting the HealthierUS Veterans effort.

Corps members may promote HealthierUS Veterans special events, Fitness Challenges and the President's Challenge.

For further information on the Fit for Life Veteran Volunteer Corps, visit <http://www1.va.gov/volunteer/healthierusvets.cfm>.



## General Implementation Strategies

The information in this section is applicable in planning activities to meet each of the goals for HealthierUS Veterans. More specific and detailed information is listed under each goal.

- Review this guide for specific information and/or general guidance.
- Seek appropriate approvals through your supervisor to the appropriate Medical Center leadership.

## Local HealthierUS Veterans Initiative Points of Contact and Team

You are encouraged to name a Point of Contact and assemble a team who will then have the primary responsibility of coordinating the promotion and planning of any special events for the initiative.

Check with the Public Affairs Officer regarding his/her status as the Point of Contact (POC) for the HealthierUS Veterans initiative; some may have been named by the Medical Center Director as the POC. Potential team members (listed in alphabetical order) may include, but are not limited to:

- Canteen Service Chief
- Employee Wellness coordinator
- Librarian Chief and/or other team members
- Medical Media Chief and/or other representatives
- *MOVE!* Coordinator, Champion and/or other team members
- Nutrition & Food Service and/or other representatives
- Patient Health Educator
- Prevention Coordinator
- Primary Care Chief and/or other team members
- Nursing Leader and/or other team members
- Public Affairs Officer
- Voluntary Services Chief and/or other team members
- Extended outreach might include Veterans Service Organizations (VSOs) and other community resources. Participants may vary depending on the type of activity your facility plans.

## Plan a Special Event to Launch the Initiative

Special events for HealthierUS Veterans can include anything from a formal ceremony or presentation to a health fair, nutrition or fitness class or a Fitness Challenge. A sample template to advertise your event is included in [Appendix D](#). The [template](#) is also available in a version that allows for text to be inserted. Contact your Public Affairs Officer for additional guidance on planning special events and protocol guidelines.

- Form a general idea or plan for your proposed activity or event.
- Review and select the appropriate materials identified in this guide.

## After the Activity

- Contact [HealthierUSVeterans@va.gov](mailto:HealthierUSVeterans@va.gov) for guidance on submission of an article about your event for the VA National Center for Health Promotion and Disease Prevention HealthPOWER! Newsletter and HealthierUS Veterans website [www.HealthierUSVeterans.va.gov](http://www.HealthierUSVeterans.va.gov). For specific questions please call Sue Diamond at 919-383-7874 ext. 244.
- Complete the HealthierUS Veterans Field Reporting Form. For more information see the HealthierUS Veterans section on the Prevention intranet website.

## General Marketing Plan and Strategies

The following are suggested ways to promote the message of HealthierUS Veterans and *MOVE!*: "Eat Healthy. Be Active. Get Fit for Life."

- Place brochures ([Appendix E](#)) in patient waiting areas, exam rooms and other areas as appropriate.
- Display posters ([Appendix F](#)) in patient waiting areas, cafeteria/canteen, exam rooms and break areas.
- Post stairwell signs/prompts encouraging use of the stairs.
- Include HealthierUS Veterans announcement in "Hold" message of clinic phone lines.
- View and share the [HealthierUS Veterans Overview](#) presentation during staff/team meetings or a "lunch and learn" session or as a scheduled in-service.
- Share [HealthierUS Veterans Power Point for Veterans](#) presentation with veterans and/or community groups.
- Share HealthierUS Veterans Power Point for Staff presentation, located on the HealthierUS Veterans section on the Prevention intranet website, during staff/team meetings or a "lunch and learn" session or as a scheduled in-service.
- Work with *MOVE!* coordinator to access and distribute materials with the *MOVE!* logo.
- Post links to HealthierUS Veterans and *MOVE!* websites on VISN and facility websites.
- Consider these activities:
  - establishing walking trails on facility grounds
  - providing "lunch & learns" with information about good nutrition and physical activity
  - organizing a local farmers market ([Appendix O](#)) at the facility
  - hosting a community walk
  - partnering with already-organized veterans events

## Communication Implementation Steps

The following are examples of ways to maintain the visibility and momentum of the initiative.

- Plan a kick-off event and ongoing presentations to Facility Leadership and/or VISN Leadership. These events can be used to share information about the mission/charge and goals of the initiative, and proposed facility/VISN plans, timelines and expectations.
- Share the message, goals and plans with already established facility/VISN committees such as Patient Satisfaction, Employee Satisfaction, Patient Education, Employee Wellness, etc. to encourage participation.

**Eat Healthy. Be Active. Get Fit for Life**

- Coordinate with Public Affairs and Voluntary Services Offices to schedule presentations for the local Veterans Service Organizations (VSO), media advisories, Public Service Announcements and other promotional events.
- Create partnerships whenever possible.

## **Media Issues**

Consult your facility or network Public Affairs Officer/Department prior to planning any event.

Public Affairs Officers should field media inquiries regarding the HealthierUS Veterans initiative or any of its components including *MOVE!* Follow your local policies regarding permission for contact and correspondence with the press. A fact sheet is available for HealthierUS Veterans ([Appendix G](#)). Talking points are also available for *MOVE!* ([Appendix H](#)).

## **Veteran Inquiries**

Veteran inquiries about HealthierUS Veterans activities at your local facility should be handled following local protocol.

## **Basic Materials/Handouts Package**

These materials are appropriate for use when planning activities. Additional materials and handouts are available for download on the [HealthierUS Veterans](#) and [MOVE!](#) websites.

- [HealthierUS Veterans brochure](#)
- [HealthierUS Veterans poster](#)
- [MOVE! Brochure](#)
- [MOVE23! Patient Questionnaire brochure](#)
- [Finding Your Way to a Healthier You brochure](#)

## **Goal 1: Integrate the HealthierUS Veterans message into VAMC activities and incorporate into policy and programs**

Please refer back to the [General Implementation Strategies](#).

- Incorporate into new patient orientation.
- Include in disease self-management classes.
- Include information in nurse-patient interaction, as appropriate.
- Incorporate into patient health education classes.
- Consider including the message in appointment reminder letters ([Appendix I](#))
- Consider modifying on hold message to highlight the HealthierUS Veterans initiative ([Appendix J](#)).
- Also consider including information when sending out other reminders/notices, etc., i.e. flu shot reminders.
- Consider planning an event specific to this initiative ([Appendix B](#)).
- HealthierUS Veterans, as appropriate, can be incorporated into activities that revolve around the monthly Prevention Topics.

Materials/Handouts Needed:

- o [Basic Materials/Handouts Package](#).
- o Downloadable materials on obesity and diabetes (also available in Spanish) are located on the HealthierUS Veterans website at [www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov).
- o Downloadable materials on overweight and obesity (also available in Spanish) are located on the *MOVE!* website at [www.move.va.gov](http://www.move.va.gov).
- o Computer terminal and printer for *MOVE!23* and patient reports.

**Goal 2: Reach out to non-VA veterans and family members by promoting the HealthierUS Veterans message.**

**Please refer back to the General Implementation Strategies**

- Capitalize on planned facility or VISN outreach activities (such as Homeless Outreach).
- Participate in Golden Age, Wheelchair Games, and any other activities where veterans are gathered.
- Participate with VSO organizations.
- Participate in local community health fairs.
- Participate in Vet Center activities.

Materials/Handouts Needed:

- [Basic Materials/Handouts Package](#)
- [Online Obesity and Diabetes Resources Brochure](#)
- [MyPyramid Poster](#)
- [MyPyramid Tips for Families](#)
- [More Than 50 Ways to Prevent Diabetes](#)
- [Helping Your Overweight Child](#)
- [Take These Small Steps Now to Prevent Diabetes](#)
- Downloadable materials on obesity and diabetes (also available in Spanish) are located on the HealthierUS Veterans website at [www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov).
- Downloadable materials on overweight and obesity (also available in Spanish) are located on the *MOVE!* website at [www.move.va.gov](http://www.move.va.gov).

### **Goal 3: Promote and establish community partnerships regarding obesity and diabetes**

Please refer back to the **General Implementation Strategies**

General Considerations:

- Explore state and local health promotion programs in Health Departments as potential partners.
- Other agencies to consider as potential partners include the local Parks and Recreation Department, YMCA, local health care agencies and other government, non-profit or private organizations focused on a healthy lifestyle.
- Before approaching potential partners, make sure you have support and agreement within your own organization about working with others.
- Clarify objectives: what are you trying to achieve?
- Identify the stakeholders: who has the key interest, who can help or hinder the project or program?
- Start small:
  - Keep track of progress.
  - Stay flexible.
  - Enjoy what you can gain/learn from moving outside your work environment.
- Communicate with your partners in language they will understand – focusing on what they may want to achieve.
- Remember partnerships take time to evolve.
- Identify goals, objectives and measurable outcomes.
- Determine publicity plan.
- Utilize strengths of each partner.
- Build upon identified strengths and assets – also address areas that need improvement
- If you will need funds/budget, discuss with leadership.
- If part of a Steps Community, contact your local Steps Program Manager.
- Find out more about Steps Communities at [www.healthierus.gov/steps](http://www.healthierus.gov/steps) and the 28 state initiatives at [www.cdc.gov/nccdphp/publications/exemplary/](http://www.cdc.gov/nccdphp/publications/exemplary/). By following these links you will be leaving the VA website.

Materials/Handouts Needed:

- o [Basic Materials/Handouts Package](#).
- o Downloadable materials on obesity and diabetes (also available in Spanish) are located on the HealthierUS Veterans website at [http://www.healthierusveterans.va.gov/Get\\_Fit\\_for\\_Life.asp](http://www.healthierusveterans.va.gov/Get_Fit_for_Life.asp).
- o Downloadable materials on overweight and obesity (also available in Spanish) are located on the *MOVE!* website at [www.move.va.gov](http://www.move.va.gov).

## Evaluation

In order to offer opportunity for program refinement and determine resource allocation, program activities for the HealthierUS Veterans initiative must be measured.

How can you help?

- Complete the online reporting form. An online reporting form has been developed and will be used to track HealthierUS Veterans national, regional and local special events. See [Appendix K](#) for questions in the Reporting form.
- To report a special event and to access the HealthierUS Veterans Field Reporting Form see the HealthierUS Veterans section on the Prevention intranet website.

## Toll-Free Numbers and Online Inquiries

Toll-free numbers have been set up to answer questions from veterans, family members, community members and others regarding the HealthierUS Veterans initiative: 1-877-222-8387 or TDD 1-800-829-4833. These numbers are directed into the VA Health Revenue Center (HRC) in Topeka, KS. HRC operators have scripts that enable them to field inquiries. Callers who wish to become involved with the Fit for Life Veterans Volunteer Corps are referred to Volunteer Services at the VA medical facility closest to them. For further questions regarding *MOVE!*, callers are referred to the VA National Center for Health Promotion and Disease Prevention (NCP). NCP staff field direct calls per an established protocol referring to *MOVE!* Coordinators at the VA medical facility closest to the veteran, as appropriate.

For callers with general questions about the HealthierUS Veterans initiative, a Frequently Asked Questions page is available on the HealthierUS Veterans website, [http://www.healthierusveterans.va.gov/HUSV\\_FAQ.asp](http://www.healthierusveterans.va.gov/HUSV_FAQ.asp). This page provides information and answer questions regarding the various components of the initiative and how one can become involved. Website visitors can also query the Q & A page. If an answer is not found regarding a particular question, visitors should call 1-877-222-9397 or TDD 1-800-829-4833.

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## Appendix A

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### Department of Veterans Affairs

# Memorandum

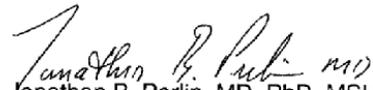
Date: MAY 10 2006  
From: Under Secretary for Health (10/11)  
Subj: HealthierUS Veterans  
To: All VA Medical Center Directors (00) and Network Directors (10N1-23)

1. The Veterans Health Administration (VHA) has recently launched an exciting new initiative, which we are calling HealthierUS Veterans. The initiative is designed to combat the growing problems of obesity and diabetes among veterans in the United States. If this initiative is to succeed, I will need your help.
2. VHA is partnering with the Department of Health and Human Services (HHS) to encourage veterans, their families, and their communities to adopt healthy lifestyles, to eat nutritious foods and limit calories, and to increase physical activity every day. By making good choices such as these, veterans can improve their health and decrease the burden of chronic illness.
3. The HealthierUS Veterans initiative, as designed by the Office of Patient Care Services and the Office of Communications, has several components. One component encourages physical activity through friendly competitions among patients, veterans service organizations, medical facilities and their leadership, and others. You can find information about fitness challenges at the HealthierUS Veterans website ([www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov)). I encourage you to challenge staff within your facility to see who can walk the most steps or miles, or to compete in other fun activities.
4. Another component we have developed is to collaborate with Steps to a HealthierUS, an HHS-funded grants program in 40 communities around the country, to decrease rates of obesity and diabetes by improving nutrition and physical activity. Those of you who direct facilities located in Steps communities will be contacted soon about partnering with the Steps program in your area. Activities are already planned in Seattle (on May 13) and Boston (on May 19). More joint events are planned in other cities over the coming months.
5. A corps of veteran and family member volunteers, called the Fit for Life Corps, will also be created. These volunteers will perform a number of duties within medical centers and in the communities to promote this initiative. They will also serve as ambassadors to those we want to reach.

2.

6. Finally, HealthierUS Veterans will promote the *MOVE!* weight management program for veterans. The program will not only be offered to veterans who come to our facilities for care, but also to veterans in the community who have other health care providers and their family members. The information and resources *MOVE!* offers will be valuable to all who are interested in controlling their weight.

7. I encourage you to work with your staff, including Chiefs of Voluntary Service, Chief Nurse Executives, Public Affairs Officers, *MOVE!* Coordinators and others, to develop plans for leading and supporting HealthierUS Veterans activities. Thank you for your support and for helping veterans to lead healthier, more active lives—and to have fun while doing so!

  
Jonathan B. Perlin, MD, PhD, MSHA, FACP

## Appendix B

### Sample Planning Checklist to Use with Special Events and Programs

Task	Person Responsible	Date Complete
Seek appropriate approvals through your supervisor to the appropriate Medical Center leadership		
Form a general idea or plan for your proposed activity or event		
Assemble your working team		
Determine target audience		
Determine dignitaries to be invited		
Secure the date and establish a timeline		
Decide if there will be other exhibitors – who and how many, space		
Decide on 'give-aways' such as educational resources, handouts, patient literature		
Food/Beverage (healthy snacks)		
Recruit volunteers and staff to help		
Estimate budget and seek budget approval		
For the event:		
Objectives		
Theme/name		
Content Outline		
Identify speakers		
Agenda/Schedule		
VIP Protocol		
Contingency Plans (weather, space, speakers)		
Marketing/Media		
Reserve meeting space		
Determine equipment needed (e.g. AV-equipment, podium, etc)		
Photography/video		
Signage		
Create marketing plan		
Select color scheme, décor (balloons, flowers, etc)		
Displays (for example: <i>MOVE!</i> , HealthierUS Veterans ) – logistics for obtaining		
Reminder/confirmation of event		
Reminder/confirmation to special guests/speakers		
Dry Run		
Post event – Thank you acknowledgements		

Appendix C

<b>R<sub>x</sub></b>	<b>Prescription For Health</b>	 Department of Veterans Affairs
	Name _____	
	Your Body Mass Index (BMI) is _____	
<p>Your BMI is considered too high and places you at risk for health problems such as high blood pressure, heart disease, diabetes, and other conditions.</p>		
<p><input type="checkbox"/> I strongly recommend that you increase your physical activity and use a pedometer to keep track of your progress.</p>		
_____ Number of steps to aim for most days of the week.		
_____ Signature of Healthcare Provider		_____ Date

<b>R<sub>x</sub></b>	<b>Prescription For Health for Veterans in Wheelchairs</b>	 Department of Veterans Affairs
	Name _____	
	Your Body Mass Index (BMI) is _____	
<p>Your BMI is considered too high and places you at risk for health problems such as high blood pressure, heart disease, diabetes, and other conditions.</p>		
<p><input type="checkbox"/> I strongly recommend that you increase your physical activity and use a wheelchair odometer to keep track of your progress.</p>		
_____ Number of miles to aim for most days of the week.		
_____ Signature of Healthcare Provider		_____ Date

**Eat Healthy. Be Active. Get Fit for Life**

**Pedometer Prescription  
Guidance for Use**

First, determine current average number of steps/day over a 4-5 day baseline observation period.

Second, aim to increase daily total by 500-1,000 steps each week.

If you are currently:      Aim for this many steps per day:

Not active at all	3,500
Somewhat active	5,000
Moderately active	7,500
Very active	10,000 or more

IB 10-87  
P96164  
March 2006

**Wheelchair Activity Prescription  
Guidance for Use**

Mount a wheelchair or bicycle odometer to record distance. 1 mile rolled on flat ground is equivalent in intensity to 1 mile walked

Determine current number of miles rolled per day over a 4-5 day baseline observation period. Aim to increase daily total by  $\frac{1}{4}$  -  $\frac{1}{2}$  mile each week.

If you are currently:      Aim for this many miles per day:

Not active at all	2
Somewhat active	2 $\frac{1}{2}$
Moderately active	3
Very active	5 or more

IB 10-86  
P96164  
March 2006

These are VA approved forms. The order number is on the lower right-hand corner.

**Eat Healthy. Be Active. Get Fit for Life**



**HealthierUS  
Veterans**

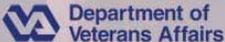


**Get  
Fit For  
Life**

***What:***

***When:***

***Where:***



Department of  
Veterans Affairs

[www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov)



DEPARTMENT OF HEALTH & HUMAN SERVICES • USA

**Eat Healthy. Be Active. Get Fit for Life.**

## Appendix E

### HealthierUS Veterans Printed Brochure

The HealthierUS Veterans brochure, in color and black and white, English or Spanish, can be downloaded from the website, [http://www.healthierusveterans.va.gov/Materials/Toolkit/HUSV\\_Brochure\\_Color.pdf](http://www.healthierusveterans.va.gov/Materials/Toolkit/HUSV_Brochure_Color.pdf). The brochure is designed to be printed as "8 1/2 x 11" and tri-folded. VA medical facilities can work with local Medical Media and/or Acquisition and Material Management services to print the brochures.

The brochure can be customized by adding local contact information via a sticker or stamp to the back middle panel, below the national toll free numbers listed.

**VETERANS**  
*Get Fit for Life*

**Take the Challenge!**  
Participate in fun fitness challenges, such as Walk & Roll (wheelchair) events, at your local VA medical center or in your community. Also, take the President's Challenge for fitness at: [www.presidentchallenge.org](http://www.presidentchallenge.org)

HealthierUS Veterans  
Want More Information?  
Check out the HealthierUS Veterans website.  
[www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov)  
or call 1-877-222-8387  
TDD - 1-800-629-4833

HealthierUS Veterans

Department of Veterans Affairs

---

**Eat Healthy • Be Active • Get Fit For Life**

- Aim for at least 5 servings of colorful vegetables or fruit each day
- Have 3 servings of lowfat milk, yogurt, cheese or other calcium-rich foods each day
- Make half your grains whole grains
- Know the limits on fat, salt and sugar
- Control calories
- Drink water or other low calorie beverages

**Obesity: A Major Risk Factor**  
If you are overweight or obese, you are at an increased risk for diabetes, hypertension, heart disease and many other diseases that could threaten your health.

**There is Help!**  
The U.S. Department of Veterans Affairs (VA) and the U.S. Department of Health and Human Services (HHS) are on your side. We've created HealthierUS Veterans, an initiative to help you get fit.

**Here is What You Can Do**  
Stay active and eat healthy. Regular physical activity and good nutrition helps you:  
• Have more energy  
• Reduce body fat and weight gain  
• Control your blood sugar  
• Lower blood pressure  
• Decrease "bad" (LDL) cholesterol and raise "good" (HDL) cholesterol

**The HealthierUS Veterans Initiative Can Help You**

**MOVE!**  
MOVE! is VA's national weight management program. MOVE! can help you lose weight, keep it off and improve your health. Find out more at: [www.move.va.gov](http://www.move.va.gov)

**Be Active**  
Ask your medical provider about a "Prescription for Health" to encourage you to be more active. This prescription includes recommended steps to walk or distance to roll in a wheelchair.

**Find Health Information**  
Use My HealthVet as an important source for information about veterans' health and wellness.  
[www.myhealth.va.gov](http://www.myhealth.va.gov)

**Connect with Community Programs**  
HHS's Steps to a HealthierUS Program target diabetes, obesity and asthma by addressing physical inactivity, poor nutrition and tobacco use. Many VA medical facilities and Steps Communities are forming partnerships to help you, your family and neighbors to lead healthier lives. Find out if your community has a Steps to a HealthierUS Program and how you can get involved.  
[www.healthierus.gov/steps](http://www.healthierus.gov/steps)

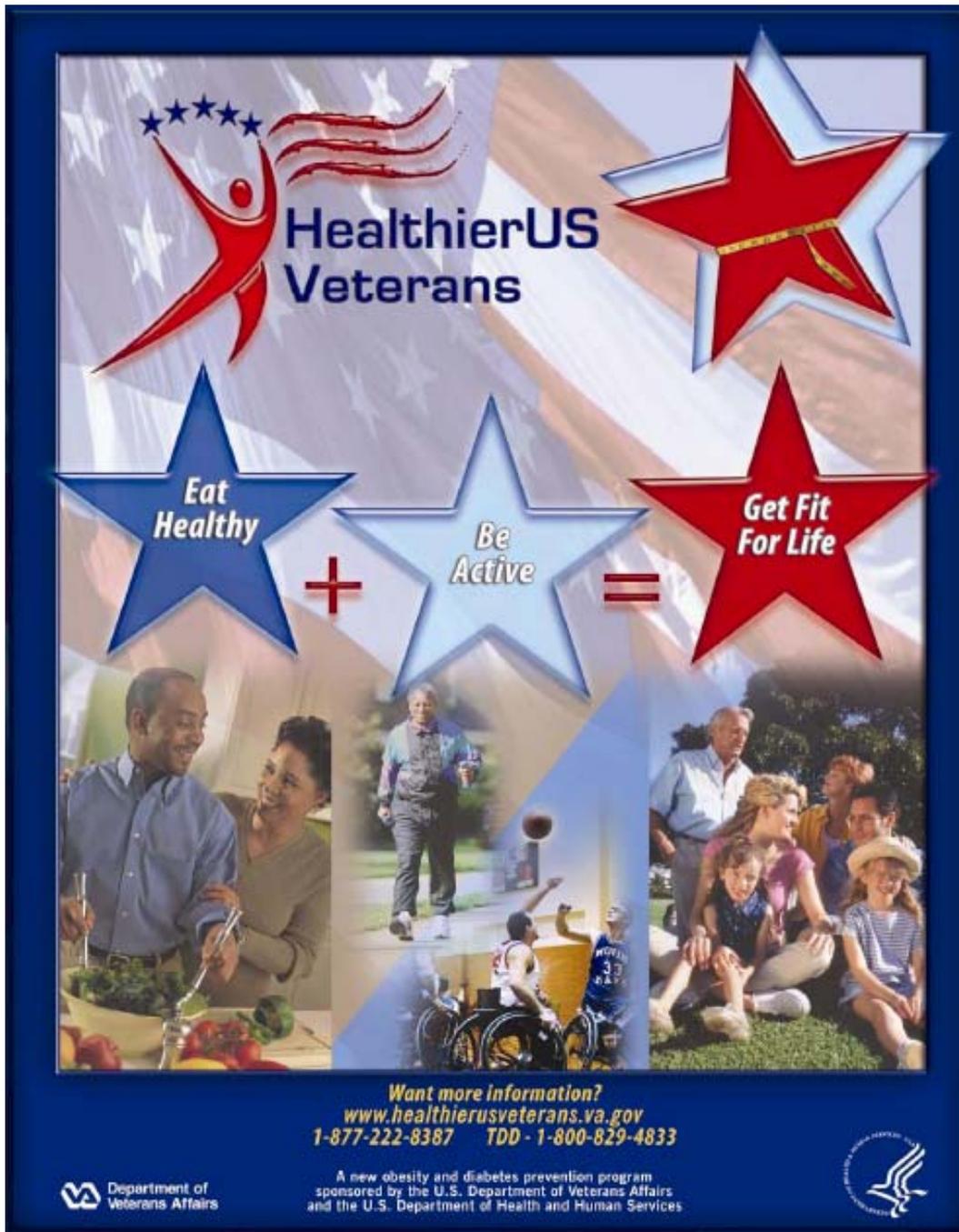
**Eat Healthy • Be Active • Get Fit For Life**

- Use the stairs instead of the elevator if possible
- Take a walk (or roll) each day
- Park further away from your destination
- Stretch while watching TV
- Move your body every chance you get

**Eat Healthy. Be Active. Get Fit for Life.**

**Appendix F**  
**HealthierUS Veterans Printed Poster**

The HealthierUS Veterans poster, in color, English or Spanish, can be downloaded from the website, [http://www.healthierusveterans.va.gov/Materials/Toolkit/HUSV\\_Poster.pdf](http://www.healthierusveterans.va.gov/Materials/Toolkit/HUSV_Poster.pdf). The poster is designed to be printed as 8 ½ x 11". VA medical facilities can work with local Medical Media and/or Acquisition and Material Management services to print.



**Eat Healthy. Be Active. Get Fit for Life.**

## **Appendix G**

### **Facts about HealthierUS Veterans**

The prevalence of overweight and obesity in the United States is 64 percent and continues to increase. Maintaining a healthy weight is difficult for the general public and veterans. One of the foremost medical complications of being overweight is diabetes.

- There are 20.8 million people in the United States or 7 percent of the population who have diabetes. Diabetes remains a problem for many veterans receiving care in VA.

The U.S. Department of Veterans Affairs (VA) and the U.S. Department of Health and Human Services (HHS) have joined forces in an unprecedented collaboration to improve the health of the nation by increasing healthy eating and physical activity among veterans, their families and communities and slowing the increase in obesity and diabetes. The efforts of these two federal agencies and this initiative can reach up to one quarter of the U.S. population, about 70 million people.

HealthierUS Veterans has five main components:

1. VA's MOVE! Weight Management Program
2. Prescription for Health
3. Fitness Challenges
4. Collaboration between VA medical facilities and "Steps to a HealthierUS," as well as other HHS programs
5. Fit for Life Volunteer Corps

The VA National Center for Health Promotion and Disease Prevention (NCP) has developed the MOVE! Weight Management Program to address overweight and obesity among veterans receiving VA health care. MOVE! is evidence-based; offers services from minimal to intensive intervention; involves a multidisciplinary team; is based in primary and ambulatory care settings and features a computerized patient assessment, treatment planning and a comprehensive focus on behavior, nutrition and physical activity. Primary care providers outside of VA can access *MOVE!* materials and resources at [www.move.va.gov](http://www.move.va.gov).

The Prescription for Health is a paper prescription that states BMI and notes health risks if the BMI is high. It then prescribes daily physical activity to reduce health risks. The Prescription for Health encourages use of a pedometer or an odometer and includes a recommended number of steps to walk or distance to roll if in a wheelchair.

HealthierUS Veterans will bring together the 40 communities participating in Steps to a HealthierUS and the 28 states participating in the Centers for Disease Control and Prevention (CDC) Nutrition and Physical Activity Program with local VA facilities. They will implement chronic disease prevention activities to reduce the burden of diabetes, overweight and obesity, and address related risk behaviors, including physical inactivity and poor nutrition.

HealthierUS Veterans promotes the President's Challenge, a program that encourages all Americans to make being active part of their everyday lives. No matter what your activity and fitness level, the President's Challenge can help motivate you to improve.

The HealthierUS Veterans "Fit for Life Volunteer" Corps is a volunteer group consisting of veterans, their families, friends, Veteran Service Organization groups and anyone interested in supporting the effort.

**Eat Healthy. Be Active. Get Fit for Life.**

## **Appendix H**

### ***MOVE!* Talking Points**

The prevalence of overweight and obesity in the United States is 64 percent and continues to increase. Maintaining a healthy weight is difficult for the general public and veterans.

Overweight and obesity increase risk for heart disease, hypertension, stroke, cancer, and diabetes.

#### **Three Key Points**

1. VA has developed the *MOVE!* Weight Management Program to address overweight and obesity. The *MOVE!* Program is being initiated in all VA medical facilities.
2. *MOVE!* is designed to help veterans lose weight, keep it off, and improve their health.
3. *MOVE!* is an evidence-based, patient-centered weight management program with a comprehensive focus on behavior, nutrition, and physical activity.

#### ***The MOVE! Weight Management Program has the following features:***

- The *MOVE!* Program uses a public health approach to screen all overweight veteran patients and provide counseling about health risks.
- As part of *MOVE!*, patients complete an online questionnaire, the *MOVE!23*. It asks them about their medical history, what they eat, how active they are and other issues that may be affecting their ability to manage their weight. The *MOVE!23* produces a detailed individual profile with self-care recommendations for the veteran (the Patient Report) and a Staff Report, with a brief summary and guidance for staff in treating and counseling the veteran. Both reports can be automatically imported into the VA computerized medical record.
- Over 100 hundred *MOVE!* patient handouts have been developed that address behavior, nutrition and physical activity. The user-friendly handouts offer practical, economical tips for weight management. From the *MOVE!23*, a tailored set of handouts is recommended for the veteran. Spanish versions of the handouts are available.
- The *MOVE!* website, [www.move.va.gov](http://www.move.va.gov), provides access to the *MOVE!23*, patient handouts, public service announcements as well as links to many other federal health resources, including the Dietary Guidelines for Americans and MyPyramid. The *MOVE!* website is also available via a link from the home page of My HealthVet [www.myhealth.va.gov](http://www.myhealth.va.gov).
- The implementation of the *MOVE!* Program makes VA the first federal agency to provide a comprehensive, evidence-based, clinical intervention program to treat obesity.

Primary care providers outside VA, veteran family members and other adults can access *MOVE!* materials as resources for managing weight through [www.move.va.gov](http://www.move.va.gov).

**Eat Healthy. Be Active. Get Fit for Life.**

## **Appendix I**

### **Sample Appointment Letter/Card Reminder Messages**

#### **HealthierUS Veterans**

The U.S. Department of Veterans Affairs (VA) and the U.S. Department of Health and Human Services (HHS) have joined forces in an unprecedented manner in an effort to improve the health of the nation.

The focus of this joint initiative, HealthierUS Veterans, is to educate veterans, their families, and communities about the health risks of obesity and diabetes.

To find out more, visit [www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov). You may also call 1-877-222-8387 or TDD 1-800-829-4833.

#### **MOVE!**

The VA has a weight management program for veterans called *MOVE!* If you are interested, you can take the first step by completing a 23-item web-based questionnaire.

Here is how:

- 1) The address for the *MOVE!* website is [www.move.va.gov](http://www.move.va.gov).
- 2) Click on the *MOVE!23* button and answer all of the questions.
- 3) Once you have completed the questionnaire, print the patient report and bring it with you to your scheduled visit.

#### **Fit for Life Veteran Volunteer Corps**

The Fit for Life Corps consists of volunteers made up of veterans, their families, friends, and anyone interested in supporting the effort.

To find out more information or to become a member of the Corps, contact the Voluntary Services office at the \_\_\_\_\_ VA Medical Center.

To find out more information or how you can become a member of the Corps, contact the Voluntary Services office. You can also go to [www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov).

#### **Prescription for Health**

Ask your VA medical provider for a Prescription for Health. The Prescription for Health encourages you to be more active by recommending a number of steps to walk or a distance to roll in a wheelchair each day.

#### **Fitness Challenges**

Take the Challenge! HealthierUS Veterans promotes the President's Challenge, a program that encourages all Americans to make being active part of their everyday lives. No matter what your activity and fitness level, the President's Challenge can help motivate you to improve. Be a physically active role model for your family and friends.

To participate, you can register and log your fitness activities online. You, your family or coworkers can even form your own fun activity challenges by setting up groups on the website for local competitions. Register for the President's Challenge today by going to the HealthierUS Veterans website, <http://healthierusveterans.presidentschallenge.org/>.

**Eat Healthy. Be Active. Get Fit for Life.**

## **Appendix J**

### **Sample Telephone on Hold Messages**

#### **HealthierUS Veterans**

Thank you for holding. The U.S. Department of Veterans Affairs and the U.S. Department of Health and Human Services have joined forces in an unprecedented manner in an effort to improve the health of the nation.

The focus of HealthierUS Veterans is to educate veterans, their families, and communities about the health risks of obesity and diabetes. To find out more, visit [www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov). You may also call 1-877-222-8387 or TDD 1-800-829-4833.

#### ***MOVE!***

Thank you for holding. Did you know that \_\_\_\_\_ VA Medical Center has a weight management program called *MOVE!?* *MOVE!* is designed to help veterans lose weight, keep it off and improve your health.

*MOVE!* emphasizes health and wellness with changes in what you eat and what you do. *MOVE!* has a lifetime and lifestyle focus and offers individual tailoring to meet your needs. Your VA healthcare team provides regular follow-up and support in helping you set and meet your goals.

If you are interested, ask your nurse or provider for more information. Get into *MOVE!* today.

#### **Fit for Life Veteran Volunteer Corps**

Thank you for holding. Did you know about the Fit for Life Veteran Volunteer Corps?

The Corps consists of volunteers made up of veterans, their families, friends, and anyone interested in supporting the effort.

To find out more information or to become a member of the Corps, contact the Voluntary Services office at the \_\_\_\_\_ VA Medical Center.

#### **Prescription for Health**

Thank you for holding. Ask your VA medical provider for a Prescription for Health. The Prescription for Health encourages you to be more active by recommending a number of steps to walk or a distance to roll in a wheelchair each day.

#### **Fitness Challenges**

Thank you for holding. HealthierUS Veterans promotes the President's Challenge, a program that encourages all Americans to make being active part of their everyday lives. No matter what your activity and fitness level, the President's Challenge can help motivate you to improve.

Take the Challenge! Be a physically active role model for your family and friends. To participate, you can register and log your fitness activities online. You, your family or coworkers can even form your own fun activity challenges by setting up groups on the website for local competitions. Register for the President's Challenge today by going to the HealthierUS Veterans website, [www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov).

**Eat Healthy. Be Active. Get Fit for Life.**

## Appendix K

### HealthierUS Veterans Field Reporting Form

This form is for demonstration purposes only. Please submit information directly at Reporting Website: <http://vaww.survey.va.gov/cgi-bin/qwebcorporate.cgi?YY6ET3>

Thank you for visiting the HealthierUS Veterans Reporting Website. This site is used to collect information that will be used as part of the evaluation of the initiative.

Please contact the VA National Center for Health Promotion and Disease Prevention, Office of Patient Care Services, if you have any questions about this form or the HealthierUS Veterans Initiative. Our email is: [HealthierUSVeterans@va.gov](mailto:HealthierUSVeterans@va.gov)

You may save your responses and close this form at any time by selecting the "SAVE" button, then "bookmarking" the web page to your Internet Browser's "Favorites" List. You may then return to the form using the link you have saved. Your responses will not be submitted until you have selected the "FINISH" button on the last page of the form.

You will be able to print or save a copy of your submitted response at the end of the form.

Please provide your name and contact information in the event that we need to contact you for additional information.

1. Name:
2. Phone Number:
3. E-mail:
4. City/State:
5. Please select the type of information that you would like to report. {Choose one}
  1. HUSV event (e.g., health fair, publicity event, commemoration/celebration event, awareness event)
  2. HUSV exhibit or presentation (e.g., talk, presentation, exhibit at meeting or conference)
  3. HUSV item in print or broadcast media (e.g., VA memos, proclamations, newsletter articles, newspaper, magazine, TV or radio spots)
  4. Establishment of a partnership with a non-VA organization (e.g., ongoing collaborations or partnerships with community groups [i.e., STEPS to a HealthierUS], veteran service organizations, or other agencies)
  5. Other item or activity that cannot be put into one of the above categories

You will be given a chance to report up to two (2) additional items at the end of this form.

6. Name of event:
7. Please provide location of the event:  
(either name of VA facility or city/state of event)
8. Please provide date of the event:
9. Was this event primarily a local, VISN/regional, or national event?  
{Choose all that apply}  
Local event

**Eat Healthy. Be Active. Get Fit for Life.**

VISN/regional event  
National event

10. Please describe the event:

11. This event:

{Choose all that apply}

1. Involved Fit for Life Corps volunteers
2. Included a STEPS to a HealthierUS community
3. Included a collaboration with one or more community partner(s)

11a. Please list the name(s) of the community partner(s):

11b. Please list role/function of Fit for Life Corps Volunteers at this event:

12. Please describe any special outcomes of your event (i.e., new collaborations, additional resources identified, etc.)

13. Please estimate the approximate number of participants at your event. Include VA staff, patients, veterans, family members, and community partners who were in attendance or staffing the event.

{Choose one}

Less than 10

10-50

51-100

101-500

501-1,000

Greater than 1,000

14. Please list any items, handouts, or brochures that were distributed at your event and the approximate quantities. Please note if any specific item was popular or well liked.  
{Enter answer in paragraph form}

15. Please use this space for any additional comments about your event.  
{Enter answer in paragraph form}

16. Would you like to enter any information about print or broadcast media coverage of this event?

(For example, facility newsletter articles about the event, newspaper coverage of the event, radio or TV spots that reported on the event.)

Yes

No

You can always report media coverage related to this event at a later time by coming back and entering the article or media coverage as a new item.

A link to a "HUSV Story" template will be provided at the end of this form to assist you with writing a newsletter article related to your HUSV event.

In this section, you can report on print, internet or broadcast communications related to the HealthierUS Veterans Initiative.

For example, VA staff memorandums, facility or VISN newsletter articles that discuss events or activities related to HUSV, local newspaper articles, radio, TV or internet news coverage of the HUSV initiative or select activities.

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17. Please indicate which kind of item(s) you are reporting:  
{Choose all that apply}  
Internal VA communication such as memo, proclamation, letters  
Newsletter article (VA or non-VA)  
 Newspaper article (VA or non-VA)  
 Magazine article (VA or non-VA)  
 Radio news story  
 TV news story  
 Press releases  
 Internet news stories

Provide any of the following details that are applicable to your item:

18. Title/headline of item:  
(e.g., A new front on the War on Diabetes)  
{Enter answer in paragraph form}
19. Name of publication/media outlet/issuing office or source:  
(e.g., VAnguard Magazine)  
{Enter answer in paragraph form}
20. Date of item:  
(e.g., March/April 2006)
21. Provide link to item here:  
{Enter answer in paragraph form}

If no link available, then please send a copy to: [HealthierUSVeterans@va.gov](mailto:HealthierUSVeterans@va.gov)

In this section, you can report on HealthierUS Veterans talks, exhibits, or presentations at meetings, conferences or similar settings. Include internal VA meetings in addition to non-VA meetings or conferences.

22. Please provide name of meeting or conference where HUSV was presented or exhibited at:  
{Enter text answer}
23. Describe the audience of this meeting or conference:  
{Choose one}  
Mainly a healthcare or public health professional audience  
Mainly a lay audience  
Mixture of both a professional and lay audience  
Other, please specify
24. Please provide the date of the meeting or conference where HUSV was presented or exhibited at:  
{Enter text answer}
25. This presentation or exhibit was staffed in whole or part by Fit for Life Corps volunteers.  
{Choose one}  
Yes  
No  
Other, please specify

**Eat Healthy. Be Active. Get Fit for Life.**

26. Please describe the presentation or exhibit. {Enter answer in paragraph form}

In this section, you can report on partnerships with organizations outside of the VA. For example, partnerships that were established with community organizations, local veteran service organizations, or other local, state, or federal branches of government.

27. Is the collaboration/partnership you are reporting on with a Centers for Disease Control and Prevention funded STEPS to a HealthierUS community?

Yes

No

28. Please describe the partnership:  
{Enter answer in paragraph form}

29. Please list the name of the partner:  
{Enter text answer}

In this section, you can report on HealthierUS Veterans activities that don't fall into any other category.

30. Please describe your item or activity below:  
{Enter answer in paragraph form}

31. Do you have more items to report?

Yes.

(Selecting yes will take you to the beginning of the reporting form and allow you to enter additional items)

No.

(Selecting no will take you to the last page and allow you to 'review' and make corrections before submitting your item(s))

Please use the buttons below to save, review, and finish submitting your responses.

Click here to send a copy of an article or a link to media coverage of your local HUSV initiative or event.

[Link to the HUSV Story Template](#)

(This template will help you write and design appealing stories related to the HUSV initiative that can be reprinted in a newsletter or e-mailed as an attachment.)

Description of Navigation Bars:

(Finish) - Survey has been completed; you are ready to submit your responses. You will be able to print or save your submitted responses.

(Save) - Answers are saved, but not submitted. You may return to survey for completion at a later date by adding this webpage to your Internet Browser "Favorites" or "Bookmarks".

(Review) - Survey has been completed. You would like to review your responses but are not ready to submit them.

## Appendix L HealthierUS Veterans Logo and Branding



### **The name HealthierUS Veterans**

- Permission is granted to use of the name HealthierUS Veterans with publicity focusing on the initiative.
- The name HealthierUS Veterans cannot be used to promote companies, services or products not associated with HHS or VA.
- The words HealthierUS Veterans cannot be altered in any way.
- There is no space between “Healthier” and “US” and the US should appear in uppercase letters, with no periods after the “U” and “S”. The “V” in Veterans should always be capitalized in HealthierUS Veterans.

### **The logo for HealthierUS Veterans**

- Permission is granted to for use of the HealthierUS Veterans logo for use with publicity focusing on the campaign.
- The HealthierUS Veterans logo cannot be used to promote companies, services or products not associated with HHS or VA.
- No entities outside HHS and VA, with the exception of Steps Communities, can use the HealthierUS Veterans logo.
- The logo should be in two color (blue and red ink) as originally designed or in one color blue ink (Pantone 274 – Blue), red ink (Pantone 202 – Red) or black ink.
- There are no size restrictions for the HealthierUS Veterans logo.

### **Using the HealthierUS Veterans Logo with Partner Logos**

- The HealthierUS Veterans logo should be featured prominently on all materials developed as a part of the joint partnership.
- Partner logos should be the same size or smaller than the HealthierUS Veterans logo.

### **Using the HealthierUS Veterans Messages**

- HealthierUS Veterans has been designed with the following campaign messages: “Eat Healthy. Be Active. Get Fit for Life”.
- Messages developed for the HealthierUS Veterans initiative have been based on the Dietary Guidelines for Americans and MyPyramid.

### **Sharing Information Regarding Activities and Use of HealthierUS Veterans Name, Logo, Messages and Materials**

- You are encouraged to share how the HealthierUS Veterans name, logo, messages and materials were used.
- Details and photos are welcomed.
- Success stories may be posted on the HealthierUS Veterans website and promoted in the VA National Center for Health Promotion and Disease Prevention HealthPOWER! newsletter by contacting [HealthierUSVeterans@va.gov](mailto:HealthierUSVeterans@va.gov).

**Eat Healthy. Be Active. Get Fit for Life.**

## Appendix M

### Sample Press Release Template for a Local VAMC Event



Department of  
Veterans Affairs

Office of Public Affairs  
Media Relations

Washington, DC 20420  
(202) 273-6000  
www.va.gov

# News Release

FOR IMMEDIATE RELEASE  
(Month, day, 2006)

## VA Medical Center Holds (Kind of Event)

### *Health Campaign Targets Obesity and Diabetes through Healthier Lifestyles*

(CITY) – Aiming to curb overweight and diabetes among veterans and other Americans, the (hospital or city name) Department of Veterans Affairs Medical Center will host a HealthierUS Veterans (fitness festival, seminar, workshop, health fair, or whatever) on (day, date, time, location).

Visitors can participate in a variety of educational and fun activities (list examples).

“We’re encouraging everyone to eat healthy, be active and get fit for life,” said Medical Center Director (name). HealthierUS Veterans is a national obesity and diabetes prevention campaign that targets veterans, their families and communities.

One component of this initiative, the *MOVE!* Program helps veterans to lose weight, keep it off and improve their health. The local VA hospital has begun counseling and following up with patients who express interest in managing their weight. Patients enrolled in VA care can fill out an interactive on-line questionnaire with 23 questions about their health status, eating and exercise by logging into [www.move.va.gov/move23](http://www.move.va.gov/move23). Based on their responses, veterans receive a tailored report with recommended handouts and instructions for follow-up with VA medical center staff. Individuals who do not receive healthcare from VA can also take the *MOVE!23*.

On the HealthierUS Veterans Website, [www.healthierusveterans.va.gov](http://www.healthierusveterans.va.gov), there’s a wealth of information about the campaign – including links to nutrition and fitness resources.

The prevalence of overweight and obesity in the United States is 64 percent and continues to increase. Maintaining a healthy weight is difficult for the general public and veterans. One of the foremost medical complications of being overweight is diabetes.

There are 20.8 million people in the United States or 7 percent of the population who have diabetes. Diabetes remains a problem for many veterans receiving care in VA.

For more information, contact the (insert name of VA facility with telephone number).

**Eat Healthy. Be Active. Get Fit for Life.**

## **Appendix N**

### **Suggested Fit for Life Volunteer Activities**

As you plan activities, consider volunteers for certain roles. With the team, volunteers may HealthierUS Veterans special events, Fitness Challenges and the President's Challenge. Work with your local Voluntary Services department.

Listed below are some ideas for volunteer activities:

- Promote walks/runs.
- Recruit additional volunteer members.
- Ensure the visibility of all health and wellness promotion materials.
- Together with Voluntary Service Offices and HealthierUS Veterans team to help develop a volunteer orientation for all wellness programs and activities that are a part of the campaign.
- Help place volunteers in various wellness programs, events and initiatives.
- Assist team and community/veterans service organizations to schedule health and wellness programs.
- Distribute health and wellness information from subject matter experts to attendees during meetings with veterans' service organizations and local community groups.
- Provide encouragement to veterans and their family members as they make changes in their lifestyle behaviors.
- Register participants for all health and wellness events.
- Provide assistance with the set-up and tear down for all health and wellness events and programs.

## **Appendix O**

### **Tips for Starting a Farmers Market**

**Introduction:** The HealthierUS Veterans (HUSV) initiative aims to educate veterans about the health risks of obesity and diabetes and their underlying risk factors. One way to promote health is to increase the consumption of fresh fruits and vegetables. HHS/USDA stated in their Dietary Guidelines for Americans 2005, "eating fruits and vegetables has been associated with a decrease in chronic diseases and eating at least 5 servings is recommended." Many Americans, however, find it difficult to increase their consumption of fresh produce due to high prices and/or limited access to fresh produce. Farmer's markets offer fresh, healthier shopping alternatives at a discount through vendors that participate in the WIC (Women, Infants, and Children) program and in the food stamp program.

#### **Farmers Market Success Stories:**

Minneapolis, MN VAMC held weekly farmers markets between July 06 and September 06. They partnered with St. Paul's Farmers Market. The goal was to encourage healthy eating for employees and patients. They had five vendors who offered a variety of fresh produce. As an incentive to encourage employee participation, the VAMC Canteen Service issued a voucher called "Carrot Dollars" for use at the farmers market. Five employees were selected weekly. The feedback was very positive among staff and they are in the process of evaluating a satisfaction survey administered at their end of year close out market.

Kaiser Permanente initiated farmers markets at centers in California, Hawaii, and Oregon. Through a survey conducted at 22 of their farmer's markets, Kaiser Permanente found that more than 70% of those who shopped at their markets increased their consumption of fruits and vegetables.

Duke University reports an increased consumption of fruits and vegetables among Duke staff since the start of their farmers market. In satisfaction surveys, 89 percent of those who responded to a questionnaire reported that the Duke Farmer's Market motivated them to consume more produce.

NIH, Bethesda, MD reports that through their farmers' market program, there has been increased community, staff and patient access to healthy foods and that the farmer's market has encouraged the incorporation of healthy foods into the diet of those who shopped there.

#### **Tips for Starting a Farmers Market:**

- Established planning team with key players/departments represented
- Determine specific goals and tasks
- Investigate insurance and permit requirements
- Partner with local vendors and institutions such as hospitals, churches and universities
- Settle on a location
- Provide for orderly traffic flow around market
- Provide well-defined parking spots and access to public transportation
- Promote the farmers' market concept
- Explore the mechanics of direct marketing
- Market management and organization
- Publicize to your consumers days and hours of operations
- Promote the farmers' market peak season
- Do sell fresh fruits, vegetables, flowers, shrubs, Christmas trees, plants,

**Eat Healthy. Be Active. Get Fit for Life.**

- Do not sell home canned goods, dairy products, fresh meat, antiques, or purchased items
- Do not share a location with vigorous non-produce sales activities
- Organize and solidify farmer-consumer association
- Solicit and evaluate suggestions from farmers and consumers

#### **Additional Resources**

- Department of Veterans Affairs <http://www.healthierusveterans.va.gov/Nutrition.asp>;  
Department of Health and Human Services, Center for Disease Control and Prevention (CDC) <http://www.cdc.gov/steps/>
- Kaiser Permanente's Farmers' Patron Survey Summer of Cross-Site Results  
[http://xnet.kp.org/communitybenefit/chi/tools/docs/farmers\\_market/KPFMCrossSite%20SurveySum.doc](http://xnet.kp.org/communitybenefit/chi/tools/docs/farmers_market/KPFMCrossSite%20SurveySum.doc)
- Kulick, M., the Institute for Agriculture and Trade Policy. "Healthy Food, Healthy Hospitals, Healthy Communities: Stories of Healthcare Leaders Bringing Fresher, Healthier Food Choices to their Patients, Staff and Communities, 12-14, May 2005.
- National Center for Health Promotion & Disease Prevention (NCP)  
[http://www.prevention.va.gov/Resources\\_Healthy\\_Eating\\_for\\_Veterans\\_and\\_the\\_Public.asp](http://www.prevention.va.gov/Resources_Healthy_Eating_for_Veterans_and_the_Public.asp)
- Department of Health and Human Services, Centers for Disease Control and Prevention (CDC).  
<http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/gardenmarket/index.htm>