

HEALTH PROMOTION & PREVENTION INITIATIVES NEWSLETTER

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Initiative Spotlight



Mom2Mom Peer Support for Breastfeeding



The issue

Breastfed infants are healthier and less expensive for families and the healthcare system. Peer volunteers trained to help new mothers are an optimal means of sustaining a mother's breastfeeding efforts and serve as an MTF staff multiplier.

The proposed solution

This initiative trained volunteers to help new mothers with simple breastfeeding issues and to recommend medical intervention if substantial problems arose. The program had two goals: 1) to improve breastfeeding sustainment, especially among first-time mothers; and 2) to produce a "program in a box" that could be distributed to other MEDDACs.

Innovative approach for this initiative

Mom2Mom is unique in that each new mom is assigned a "buddy." This trained volunteer helps to bridge the critical gap between newborn discharge from the hospital and successful breastfeeding. Other peer support breastfeeding programs do not provide one-on-one support.

Lessons learned

Program success depended on making it easy for new mothers and volunteers to enter the program. Referrals to a breastfeeding support program may come from the hospital obstetric and postpartum units and/or from the local WIC office.

For more information, visit **HPPI Project Profile #2106** at <http://chppm-www.apgea.army.mil/dhpw/Population/HPPI.aspx>. The complete Mom2Mom program will be available soon on the DHPW web page.

Healthy Steps

Small Steps to a Healthier Life

- Eat half your dessert.
- Avoid food portions larger than your fist.
- Walk a dog.
- Don't eat late at night.
- More carrots, less cake.
- Fetch the newspaper yourself.
- Sit up straight at work.
- Play outside with your kids 30 minutes a day.
- Dance.
- Grill fruits or vegetables.
- Don't skip breakfast.
- Drink lots of water.
- Switch to skim milk.
- Go for a half-hour walk instead of watching TV.

Go to www.smallstep.gov for more small steps toward health.

Prevention Resources

Steps to a HealthierUS

This Health and Human Services conference addressed the four pillars of the Steps to a HealthierUS initiative: physical activity, nutrition, healthy choices, and preventive screening. The agenda focused on the establishment of model programs and policies that foster healthy behavior changes, encourage healthier lifestyle choices, and implement effective programs to impact health. For more information, visit: http://www.healthierus.gov/steps/summit/summit2004/2nd_National_Summit_Program.pdf

Program Pointers

Writing Effective Program Goals: Tips for Getting Started

Developing program goals can be a tough task but program goals are essential. Frequently, the hardest part is just getting started. The following tips should help you get started writing program goals.

- Begin by asking, “What would we like to see happen as a result of the program or intervention?” In other words, “What is the ultimate program outcome we desire?”
 - Keep in mind that the number of goals you set depends on the scope of your program. It may be appropriate to have only one goal, or you may have several. For example, a comprehensive health promotion program may have several goals. A focused program, such as tobacco cessation, may have only one goal.
 - Your goal(s) should be reachable. Be sure to consider your resources and make a realistic appraisal of your program’s potential impact.
 - Realistic goal: Reduce smokeless tobacco use among Soldiers in XYZ Battalion.
 - Unrealistic goal: Eliminate all tobacco use among Soldiers in XYZ Battalion.
 - Goals do not need be written as complete sentences. They should contain two basic elements:
 - Who will be affected – in the example above: *Soldiers in XYZ Battalion*.
 - What will change as a result of the program – in the example above: *reduce smokeless tobacco*.
 - Goals are broad, long-term visions and do not need to be stated in explicitly measurable terms.
 - This is an example of a well-written goal: To improve the fitness level of Soldiers assigned to XYZ Brigade.
- Remember: the objectives that accompany your goals must be more specific and clearly state the desired outcomes in **measurable** terms.

HPPI News & FAQs

Lessons Learned from HPPI Programs

- New programs must be adapted to existing infrastructures. Don’t try to force a square peg into a round hole!
- Buy-in from all levels and all program stakeholders is critical.
- Cooperation between line/medical or medical/medical personnel is dependent upon communication and solid relationships. Build relationships now anticipating that you **will need to** interact with other personnel later.
- Feedback from program implementers, participants, and healthcare providers should be consistently solicited. This feedback should be incorporated into the program itself as soon as possible.

Have a marketing plan in place *well in advance* of beginning a program or creating a new product that requires distribution.

For more information about HPPI, or to see past issues of the HPPI newsletter, visit <http://chppm-www.apgea.army.mil/dhpw/Population/HPPI.aspx>.

To subscribe to this newsletter or send comments/suggestions send email to: Marcella.Birk@apg.amedd.army.mil or call DHPW at (410) 436-4656, DSN 584-4656.

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Don’t Reinvent the Wheel!

Freedom Cards: Deck Stacked for Health

The USACHPPM Freedom Cards are a great resource for deploying soldiers. The deck contains standard playing cards with a health tip in the center of each card, such as:



- “Wear hearing protection in high noise areas.”
- “Ask for help when lifting heavy or awkward objects.”
- “Are you flossing?”

To obtain Freedom Cards, contact Lola Daniels at (410) 436-8074, DSN 584, or lola.daniels@us.army.mil.