



Healthy Base Initiative



Healthy Base Initiative Inception

National Prevention Strategy



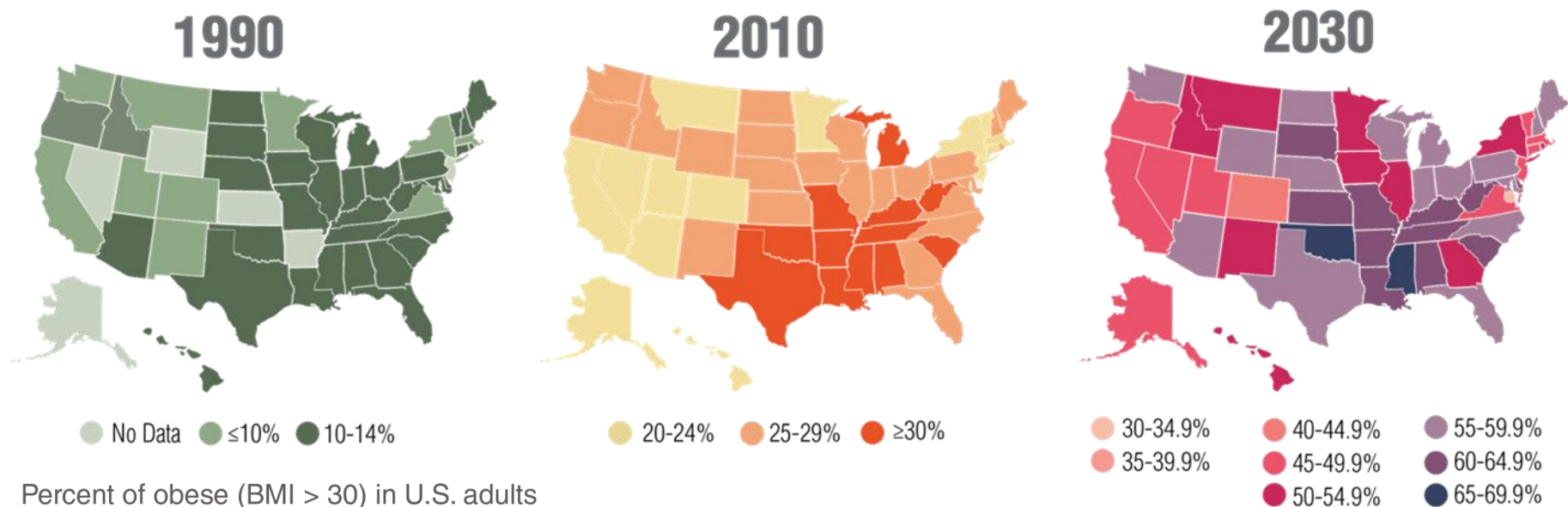


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Burning Platform



Obesity in the US has risen dramatically and is a threat to our national security



36% of American adults are obese

27%

of potential military candidates cannot qualify for the military due to their weight



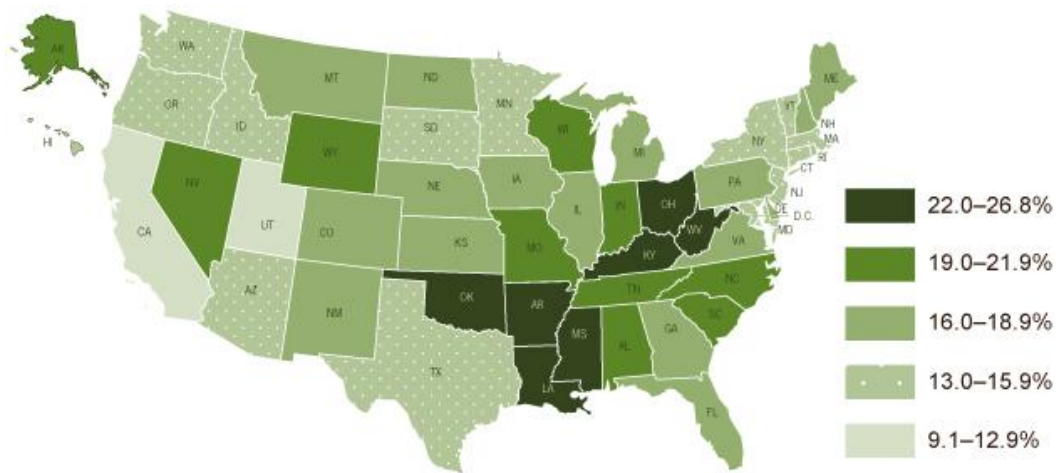
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Burning Platform



Tobacco is the leading cause of death in the United States

Smoking in the US



<http://www.cdc.gov/VitalSigns/AdultSmoking>

In the US military

- 37%** of personnel younger than 25 smoke
- 40%** of enlisted personnel smoke
- 40%** of enlisted smokers initiated tobacco use while on active duty



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Objectives



Create an environment which encourages sustainable healthy lifestyles

4 Rs

Recruitment. Readiness. Resilience. Retention.

practical solutions

for service members to
increase physical activity,
improve eating habits
& reduce tobacco use



COST

Long-term DoD costs

sustainable solutions

to reduce total lifetime
costs to the military

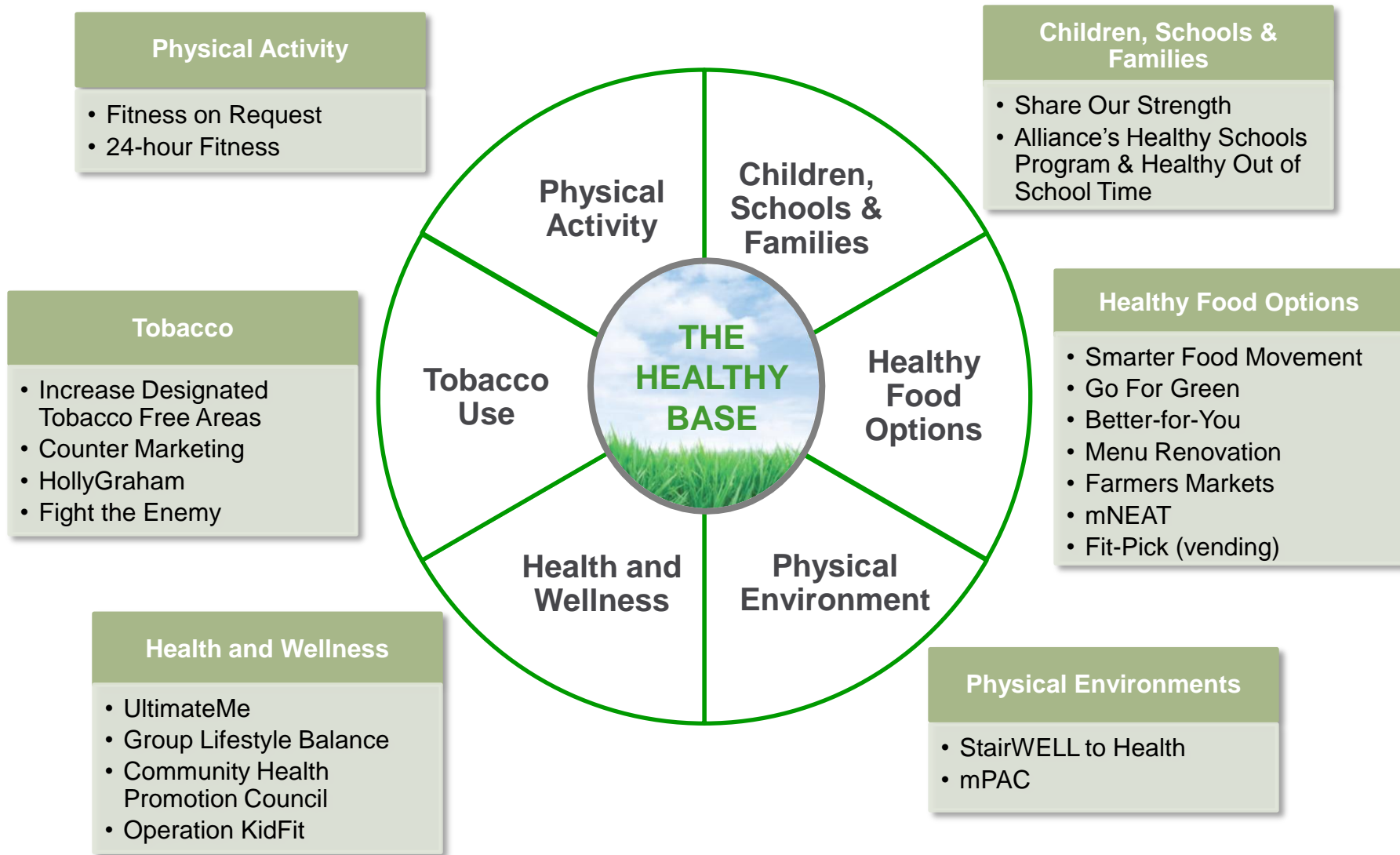
Focus is on Prevention



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Initiatives at a Glance

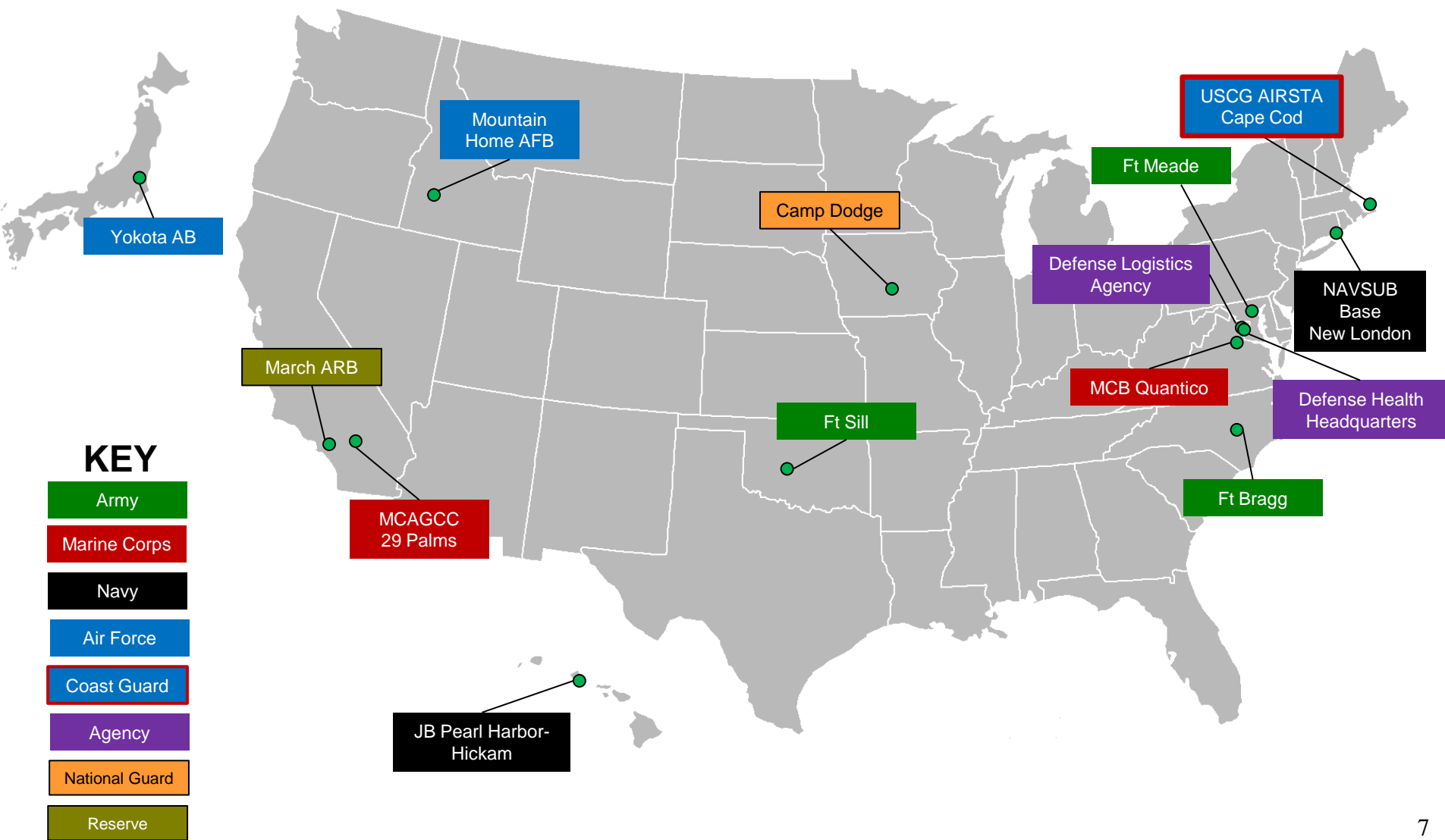
Focus on Addressing Obesity and Tobacco use





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14 Pilot Sites





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Early Findings Related to Food



- DFACs provide some healthy options; however, most are limited in hours of operation and are only open to authorized patrons
 - Many have closed due to budgetary constraints and low utilization rates
 - Overall customer satisfaction remains low
- Food portfolio requires significant changes in order to make healthy options easily available
 - Based on results of mNEAT evaluation
- Requires engagement with all food services providers including DFACs, Exchanges and MWR
- Vending and fast food outlets scored very low and require attention



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Sample HBI Food Initiatives



- Cornell University's Smarter Food Movement
 - Encourages healthy choices through choice architecture principles
- Expand "Go for Green" menu labeling in DFACs
- Implement "Better for You" menu labeling in MWR outlets
- Renovate menus to provide healthier/tastier options
- Provide healthy food cooking/preparation techniques
- Seek support of quick service industry to increase amount of healthier options on their menus
- Exchanges should consider bringing in some of the healthier chains such as Panera, Noodles & Company, Chipotle, etc.



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Way Ahead



- DoD Food Study (Not a part of HBI)
 - Provide an objective analysis of all DoD feeding capabilities including dining facilities/galleys, MWR and Exchange food service programs, and hospital feeding
 - Budget realities continue to drive reduced availability of funding to meet and sustain food service requirements and our current methods of operation
 - Objectives:
 - Provide nutritionally balanced meal options
 - Improve efficiency and reduce costs
 - Enhance food quality, variety and availability
 - Meet member expectations for a quality food service program
 - Ensure wartime, operational and training feeding capabilities are not negatively impacted
 - Provide "best in class" food service and event management programs



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Way Ahead



- HBI Demonstration: January 2014 - Aug 2015
 - Collect baseline measurements
 - Launch selected HBI initiatives
 - Monitor/report initiative results
 - Evaluate/refine initiatives
 - Determine impact of initiatives
 - Offer successful initiatives for DoD wide implementation
 - Recommend any policy changes resulting from lessons learned
 - Share promising practices with civilian communities