

# THE HeRO STRATEGY

OPTIMIZING AIRMEN READINESS  
WHERE YOU WORK, LIVE, & PLAY



## HeRO STRATEGY



### THE HEALTH & READINESS OPTIMIZATION STRATEGY

#### MISSION STATEMENT

“The mission of the HeRO Strategy is to improve the health status of active duty members to positively influence mission readiness and force protection.”

To improve performance and readiness the HeRO strategy focuses on policy, environment and ecological approaches, health communication and community collaboration strategies to address nutritional fitness, sleep optimization, physical activity, and tobacco prevention of initiation. The HeRO strategy promotes evidenced based strategies to support Airmen in meeting the physical demands of their missions.

#### THE COMMUNITY GUIDE

The HeRO Strategy was developed using the Guide as a resource to help select evidence-based interventions that improve health, prevent or reduce risky behaviors, disease, injuries, complications, or detrimental environmental or social factors; and promote healthy behaviors and environments in the base community.

### GOALS OF HERO STRATEGY

- Increase knowledge, awareness, and self-efficacy among airmen to improve nutrition choices
- Increase knowledge, awareness, and self-efficacy among airmen on strategies to obtain daily physical activity
- Increase knowledge, awareness, and self-efficacy among airmen of the effect of sleep on their health and performance and strategies to optimize sleep
- Increase knowledge, awareness, attitudes, and self-efficacy among airmen to prevent initiation of tobacco use
- Promote strategies that encourage healthy living behaviors among active duty airmen
- Foster an environment that encourages healthy behaviors by educating, promoting, and providing opportunities to influence the healthy living environment for airmen

### HERO STRATEGY OVERVIEW

Some of the strategies employed will include informational and educational strategies to increase knowledge through lunch and learns, written materials and other resources. Behavioral and social strategies will target the thoughts and social factors that affect behavior changes, and policy and environmental approaches that aim to make healthy choices easier and target the workforce by changing physical or organizational structures, such as improving access to healthy nutritious foods.

Squadrons in need of further intervention will also receive targeted activities that include additional lunch and learn seminars, and worksite campaigns.



For More Ways to **MOVE, EAT & SLEEP**  
Your Way to Optimal Health, Visit:  
<http://www.airforcemedicine.af.mil/HealthyLiving/>

For More Information, Contact

| HeRO Report<br>Health & Readiness Optimization<br>United States Air Force Health Promotion |  |  |  |
|--|--|--|--|
| <b>34.5%</b><br>Healthy Weight   | <b>22.0%</b><br>With Fitness Restrictions    | <b>45.6%</b><br>Adequate Sleep             | <b>70.6%</b><br>Perceived Good Health  |
| <b>32.3%</b><br>Consuming Adequate Fruits & Vegetables                                     | <b>80.5%</b><br>Meets Guideline for Strength | <b>5.8%</b><br>High Risk - 5hrs            | <b>9.0%</b> Smoking<br><b>6.0%</b> Smokeless e-Cig<br><b>4.6%</b> Potentially Excessive Alcohol Use  |
| <b>62.8%</b><br>Consuming Sugar Sweetened Beverages  | <b>80.7%</b><br>Meets Guideline for Cardio   | <b>7.9%</b><br>Sleep Affecting Performance | <b>17.1%</b><br>Total Estimated Workdays Lost Annually per Person Due to Modifiable Health Behaviors |
| <b>39.6%</b><br>Taking Potentially Harmful Supplements                                     |  |  |  |



## NUTRITIONAL FITNESS

Nutritional Fitness is vital for ensuring a mission ready and resilient force. The HeRO Strategy provides strategies to improve Airmen health, promote healthy lifestyles, prevent or reduce disease, injuries and promote healthy behaviors and environments.

- Policy Letters
- Healthy Meetings Toolkit
- Healthy Snack Bar Toolkit
- Lunch & Learns
- Soar into Health Challenge
- Fruit & Vegetable Challenge
- Marketing Materials
- Cooking Demos Toolkit
- Farmer's Market Toolkit

## PHYSICAL ACTIVITY

Physical fitness and activity are crucial to ensuring Airmen are able to perform the duties and responsibilities of their jobs. The HeRO Strategy provides strategies to promote healthy behaviors and environments.

- Policy Letters
- Healthy Meetings Toolkit
- Stairwell Toolkit
- Walking Map Guide Toolkit
- Move it Monday Toolkit
- Lunch & Learns
- Move More, Sit Less Challenge
- Soar into Health Challenge
- Marketing Materials
- 5K Event Toolkit

## SLEEP OPTIMIZATION

Optimal sleep is critical to mission success. The connections between sleep and mission readiness are consistently associating lack of sleep with accidents, poor morale, and impaired judgment. The HeRO strategy provides tools to address sleep optimization for a more resilient, healthy force.

- Policy Letters
- Quiet Room Toolkit
- Lunch & Learns
- Sleep Awareness Week Toolkit
- Marketing Materials
- Collaboration with Aerospace Physiology, Behavioral Health, and the Sleep Clinic

## TOBACCO PREVENTION OF INITIATION

Tobacco use is one of the major contributing factors to disease and illness in the United States and in the military. In order to ensure deployability, promote healthy lifestyles, improve productivity and ensure mission readiness, the HeRO Strategy aims to prevent tobacco initiation among Airmen.

- Policy Letter
- DTA
- Tobacco Cessation Campaigns
- Tobacco Prevention of Initiation Campaigns
- Marketing Materials
- Educational Materials

## HEALTH INTERVENTION PYRAMID

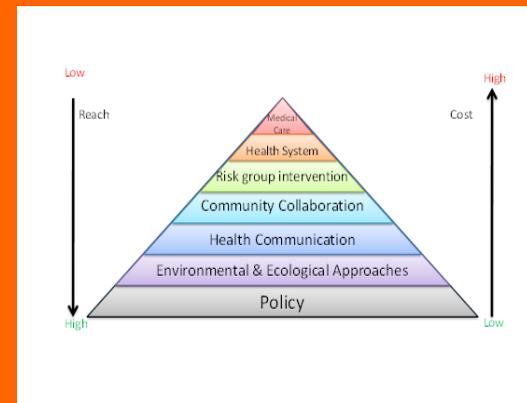
The Health Promotion Intervention Pyramid displays methods available for addressing population health and wellness in levels according to the potential portion of the population reached by each intervention. The HeRO Strategy will focus primarily on the bottom four levels of the Intervention Pyramid.

Policy influences an entire population in broad ways with relatively little cost.

Environmental & Ecological Approaches make subtle but powerful changes with the largest part of the population.

Health Communication will provide information and awareness on focus areas.

Community Collaboration regularly integrates other levels of the intervention pyramid to be available to a larger population.



## IMPLEMENTATION PLAN

The HeRO Strategy implementation plan is designed with four strategies in mind- awareness, education/motivation, reinforcing activities, and targeted activities. The plan is structured for a years' worth of interventions that address all four Health Promotion focus areas- nutritional fitness, physical activity, sleep optimization, and tobacco prevention of initiation. When implemented in its entirety, the HeRO Strategy will have the greatest impact on positive health outcomes.