

HBI

is HEALTHY
BASE
INITIATIVE

Moving from **HEALTH CARE**
to **HEALTH** >>>

U.S. health care costs are
96 percent treatment
and only **4** percent prevention

TOBACCO-FREE LIVING

Branding tobacco use as inconvenient and unappealing. Examples: increase in tobacco-free areas, anti-tobacco marketing at the point of sale and pricing parity

HEALTHY EATING

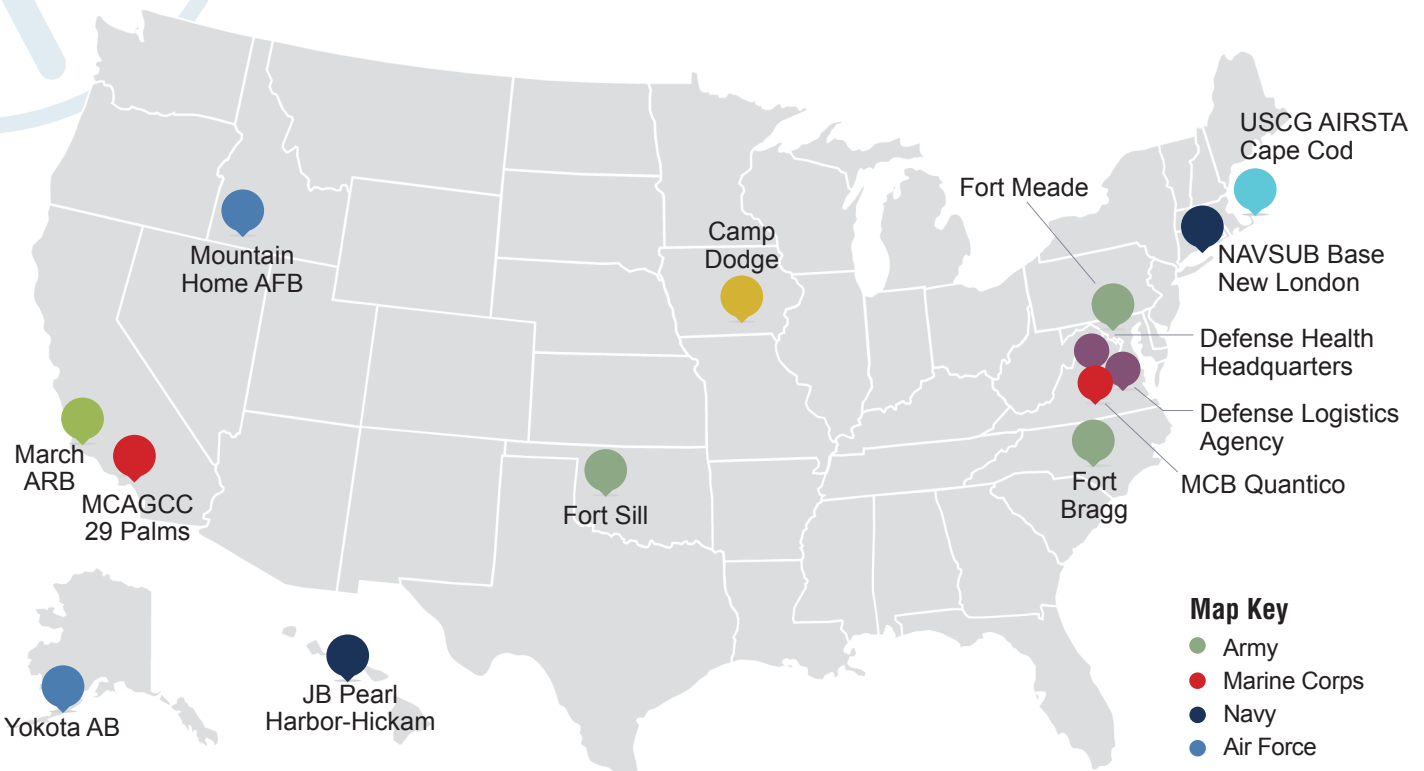


Increasing awareness and convenience of healthy options. Examples: menu renovations and farmers markets

ACTIVE LIVING

Testing effectiveness of initiatives that support active, healthy lifestyles. Examples: walkability of installations, Stairwell to Health and Bike Share

Making the **HEALTHY CHOICE** the **EASY CHOICE**



14 DEMONSTRATION SITES

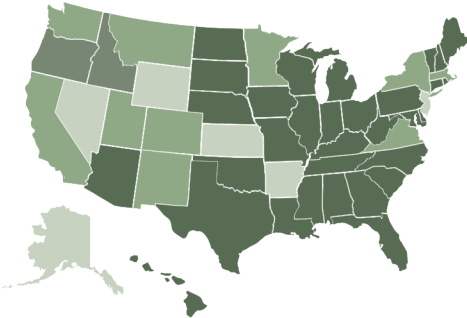
HEALTHY BASE INITIATIVE

WHY HBI?

BURNING PLATFORM

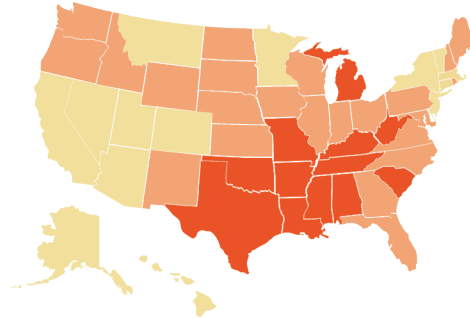
OBSESITY IS A NATIONAL CHALLENGE AND IMPACTS MILITARY RECRUITING.

1990



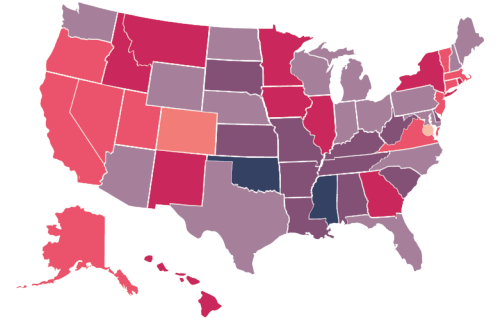
● No Data ● ≤10% ● 10-14%

2010



● 20-24% ● 25-29% ● ≥30%

2030



● 30-34.9% ● 40-44.9% ● 55-59.9%
 ● 35-39.9% ● 45-49.9% ● 60-64.9%
 ● 50-54.9% ● 65-69.9%

Percent of obese (BMI > 30) in U.S. adults

INCREASED HEALTH = INCREASED READINESS

Create an environment which encourages sustainable, healthy lifestyles.

4 Rs

Recruitment. Readiness.
Resilience. Retention.

PRACTICAL SOLUTIONS

Service members increase physical activity, improve eating habits and reduce tobacco use

COST

Long-term DoD Costs

SUSTAINABLE SOLUTIONS

Reduce total lifetime costs to the military

1/4 of new recruits are unqualified due to weight

1/3 of adult Americans are obese

\$3.2B is spent annually on obesity and tobacco-related medical costs for active-duty military



OPERATION
★ Live Well ★

militaryonesource.mil/hbi

