

HOW EFFECTIVE WERE P3 COMMUNICATION MATERIALS?

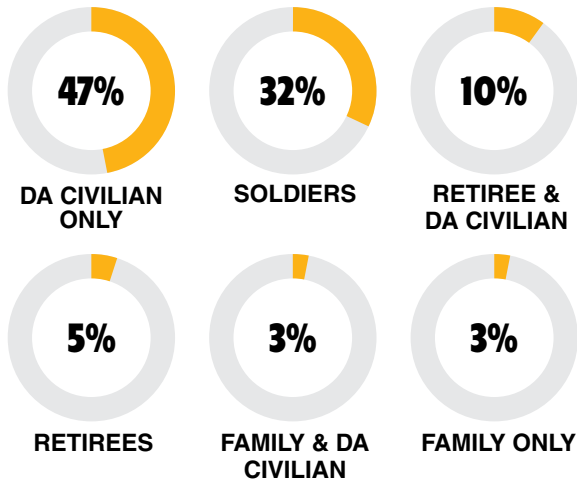
The Army Office of the Surgeon General created the Performance Triad (P3), which is a health education program and communication campaign aimed at promoting optimal sleep, activity, and nutrition among Soldiers, Retirees, Family Members, and Department of Army Civilians Army-wide.

The Performance Triad communication campaign used various formats and educational materials to disseminate key health messaging across target audiences Army-wide.



WHO WAS SURVEYED?

The majority of respondents (79%) were Department of Army Civilians or Soldiers.



The majority of respondents were Caucasian (70%), followed by African American (14%) and Hispanic/Latino(a) (9%).

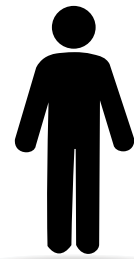
MEAN RESPONDENT DEMOGRAPHICS

397 African American	78 American Indian
101 Asian	2010 Caucasian
266 Hispanic/Latino(a)	35 Native Hawaiian

97% of respondents were affiliated with the Army, as opposed to Army National Guard or Army Reserves.



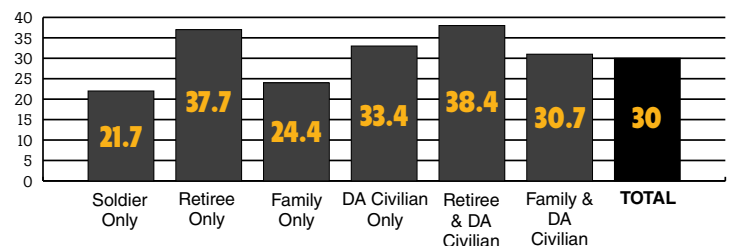
43%



56%

(1% declined to answer.)

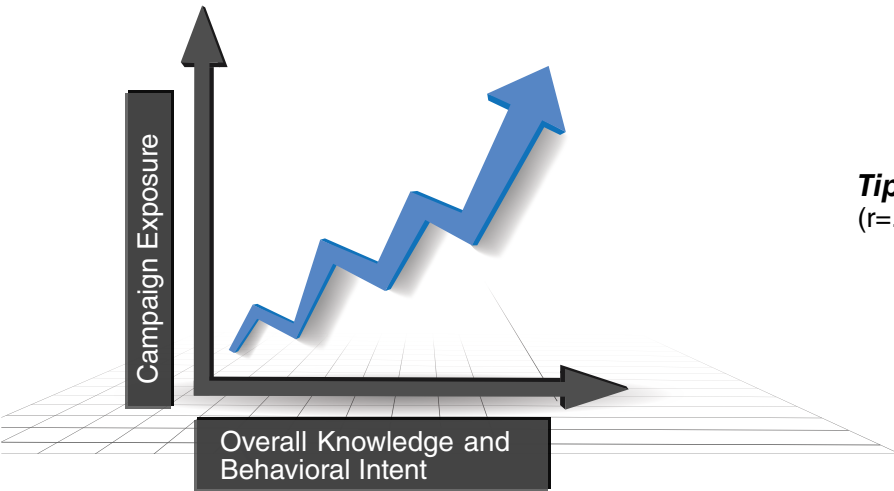
MEAN RESPONDENT AGE (IN YEARS)



Over →

DID THEY LEARN FROM THE CAMPAIGN?

As the level of Performance Triad campaign exposure increased, the respondents' overall knowledge score regarding sleep, activity, and nutrition also increased ($r=.186, p<0.05$).



MOST EFFECTIVE P3 COMMUNICATION MATERIAL MEDIUMS



Posters
($r=.195$)

Tip cards
($r=.170$)



Table Tents
($r=.132$)



DID THEY INTEND TO ADOPT HEALTHIER BEHAVIORS BASED ON THE CAMPAIGN?

74% of the total sample reported intent to make behavioral changes.

Survey respondents who saw and used the P3 campaign materials were more likely to report intent to make behavior change compared to those who did not see or use the P3 campaign materials ($p<0.05$).

Retirees, Family Members, and participants identified as both Family Member & Civilian were more likely to report intent to make behavior changes compared to other target audiences.

PERCENT LIKELY TO REPORT BEHAVIOR CHANGE INTENT



Retirees



Family Members



Family Member & Civilian