



**ALWAYS READY, ALWAYS THERE... ALWAYS HEALTHY!**

“Never before has our Nation called upon the Army National Guard (ARNG) to serve on the front lines of two major operations and simultaneously take the lead in Homeland Security. Healthy deployable Soldiers are the backbone of Operations Enduring Freedom and Iraqi Freedom as well as for operations within the boundaries of our great Nation. Maintaining force strength and sustaining these critical operations rely heavily on the health and physical fitness of our Soldiers.”

CLYDE A. VAUGHN  
Lieutenant General, GS  
Director, Army National Guard

The **Decade of Health** campaign will draw upon other ARNG health and wellness initiatives and will include a multi-faceted media and outreach approach. The **Decade of Health** will be offered via print, web, direct mail, and broadcast media. Federal, commercial, and not-for-profit marketing models and techniques will fuel the program's outreach. An easily accessible “.com” web page ([www.decadeofhealth.com](http://www.decadeofhealth.com)) will provide access for ARNG Soldiers and their families 24/7. A participation and incentives program is being developed and is a critical element of the **Decade of Health** outreach.

Colonel Craig Urbauer, ARNG Chief Surgeon, emphasizes that the goal of the **Decade of Health** is to target health focus areas that will provide measurable outcomes, and yield returns on investment by enhancing deployability, readiness, recruiting, and retention. The program goal is reflected in the campaign slogan: **Always Ready, Always There... Always Healthy**. Colonel Urbauer selected oral health awareness and dental readiness as the 2006 focus, and development is underway for a 2007 blood pressure awareness campaign.

The **Decade of Health** campaign will include partnerships with several Federal health and wellness initiatives, State and local efforts, and ARNG Well-Being, NGB Family Program and NGB Public Affairs. A different health issue will be targeted every year for a decade.

Visit [www.decadeofhealth.com](http://www.decadeofhealth.com) for **Decade of Health** updates, information and current events.



**2006**



**Decade of Health Commemorative Coin**



**2007**