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Veterans' Health And Alcohol: Finding The Right Mix.

Abstract

The Right Mix: Your Health & Alcohol is the health promotion package of the Department of Veterans' Affairs' Alcohol Management Project. This presentation will take you through the steps that led to us developing an effective health promotion program and explain how we overcame some of the challenges posed by this sensitive health issue.

Market research was the key to developing an effective health promotion program, and in this presentation we will describe the research findings and how these were converted into an effective communication strategy. The presentation will then briefly describe the different tools in *The Right Mix* package, including the interactive website, and explain how these work for veterans and health providers.

In our presentation we will share with you some of the feedback DVA is receiving from veterans and health providers which confirms that we have tackled the health promotion challenge with an innovative and effective approach.

The Right Mix complements other project activities aimed at strengthening alcohol treatment services and we will briefly outline those as part of today's presentation.

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