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.

- **DA CIVILIAN ONLY**: 47%
- **SOLDIERS**: 32%
- **RETIREE & DA CIVILIAN**: 10%
- **RETIREES**: 5%
- **FAMILY & DA CIVILIAN**: 3%
- **FAMILY ONLY**: 3%

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.

**MEAN RESPONDENT AGE (IN YEARS)**

- **21.7** Soldier Only
- **37.7** Retiree Only
- **24.4** Family Only
- **33.4** DA Civilian Only
- **38.4** Retiree & DA Civilian
- **30.7** Family & DA Civilian
- **30** TOTAL

(1% declined to answer.)
As the level of Performance Triad campaign exposure increased, the respondents’ overall knowledge score regarding sleep, activity, and nutrition also increased ($r=0.186$, $p<0.05$).

### Did They Learn From the Campaign?

<table>
<thead>
<tr>
<th>Campaign Exposure</th>
<th>Overall Knowledge and Behavioral Intent</th>
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**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**: 79%
- **Family Members**: 78%
- **Family Member & Civilian**: 79%

For additional information or questions, contact Jacqueline.D.Watkins2.ctr@mail.mil.