

Fulfillment Report

Bells Across America September 2022





www.navymwr.org • facebook.com/NAVYFFR



On September 22, 2022, Navy regions across the globe participated in the 7th Annual Bells Across America For Fallen Service Members, a ceremony to Honor and Remember our Fallen Service Members and ensure their families know the Navy will never forget the Fallen or those they left behind.

Over 165 names were read and a three bell toll honored any Service Member whose name was not read aloud.

Thirty-six Navy Installations participated worldwide and approximately 2,647 guests were in attendance.



Make an impact on the lives of sailors and their families

Navy Gold Star Facebook Page Analytics, <u>www.facebook.com/NavyGoldStar</u>

Total reach for Event Page: 3,297

Total reach for Newsfeed: 19,433

Total clicks: 704

Page visits up 100.2% during Bells Across America promotions and events!



- Sample posts on Navy Gold Star Facebook page, promoting each installation hosting event
- Facebook cover page displayed August 9 September 22









> Sample posts on Navy Gold Star Facebook page, promoting each installation hosting event

	September ID: 46574760 Interaction		installations around the	Boost post Boost post Billing SWIRE VARIes Entry Exercise Entry Exercise Exercise Entry Exercise Entry Exercise Entry Exercise Exercise Exercise Entry Exercise Exer
Reach form 551 4 This post reached more people ecent Facebook posts and stor Reach		Reactions, comments and shares Tera Tera To This post received more reactions, comments a than 94% of your 50 most recent Facebook pos stories. Reactions Comments Shares		Reach Image: Constraint of the second se
	rica For Fallen Service Membr int Reserve Base New Orleans	15	Last 7 Days: Sep 14 - Sep 21	Boost post BILS ADDRESS AMERICA DI 456018363237174
People Reached 353 +4 last 7 days	Responses 22 +2 last 7 clays	Track ticket sales Add Ticket Link		HEIRARIES AND HEIRE INTERNET REPORT AND INTERNET REPORT AND INTERNET AND

People reached

. Location

Last 7 days

Audience

Last 7 days

Age and gender

0% Men • 1% Wo

18-24 25-34 35-44 45-54



Promotion posted in two social media posts on Navy FFR's Facebook page, <u>www.facebook.com/navyffr</u>

➢ Reach over 555,000





> Included on Navy FFR's Facebook page cover image for 1 week in Sept. www.facebook.com/navyffr





Navy installations around the world will participate on Sept. 22 in the 7th annual Bells Across America for Fallen Service Members ceremonies. sponsored by Navy Mutual, to honor those who died while on active duty. These memorial events are a way for the military community to honor and remember the sacrifice of our fallen service members and the loved ones they left behind. Visit www.facebook.com/NavyGoldStar/events to locate the events nearest you, or contact Navy Gold Star Program at 888-509-8759. No Navy endorsement of sponsors implied.



🖒 😤 7	5 shares		
Like	Comment	⇔ Share	
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Banner displayed on CNIC Family Readiness Navy Gold Star website: <u>https://ffr.cnic.navy.mil/Family-Readiness/Fleet-And-Family-Support-Program/Navy-Gold-Star-Program/</u>



- Banner displayed on Navy MWR website: www.navymwr.org
- > Page views: 17,201 (Banner rotated with other internal promotions)
- Unique page views: 12,840



Banner displayed on Navy Gold Star website: <u>www.navygoldstar.com</u>
 981 page views



Bonus on Linkedin



...



563 impressions

Article about the event displayed in the N9 News Blast September edition





Sept. 1, 2022

Fleet and Family Readiness (N9)

N9 Director's Corner...Wow! We have amazing teams out there! The end of summer is approaching and I cannot believe how the time is flying by. I really thought about the topic for this month's *Director's Corner* and wanted to provide some thanks to each of you. I have visited some of our locations recently and plan to see all the regions with site visits over the next six months, time and travel permitting. What I have seen in the field is absolute dedication. Our teams have so much dedication to supporting our Sailors, Marines, families, DoD civilians and others. The last two and a half years during this pandemic have been one of the most challenging times we have ever faced in our programs. Many of our programs have been operating non-stop since the pandemic began, which brings me to the topic of "COVID fatigue." Pandemic burnout affects everyone differently and takes on many forms, including physical fatigue, stress, anxiety, exacerbation of mental health issues, and negative mood disposition. Your childcare workers, FFSP teams, MWR Fitness professionals and Food & Beverage personnel, along with many other frontline employees at our installations, have worked diligently to continue to take care of our patrons through it all – without missing a beat! Globally, more than 76% of frontline workers are [Read more.]

Nutrition News You Can Use...As part of their plan to address and combat obesity in the Navy, the Navy Food and Beverage Program, Ashore Galleys, and Navy Fitness Program will provide monthly healthy eating tips, such as the resource <u>MyPlate Quiz</u> from the <u>USDA ChooseMyPlate</u> website. POC: <u>Brennan Hurley</u>.

Family Readiness (N91)

Navy Announces Ombudsman of the Year Recipients...Since 2015, the Navy has presented the Mrs. Sybil Stockdale Ombudsman of the Year Award to four outstanding ombudsmen. The Office of the Chief of Naval Operations established this award to honor the service of Navy family ombudsmen. Award winners maintain the highest standards of professionalism and serve as positive role models for command members and their families. [Read more.]

September is National Preparedness Month...Disasters are an ever-present threat in our world. From hurricanes to wildfires and everything in between, our Navy families have faced very real threats to their homes and livelihoods as a result of disasters in their area. Are you prepared? [Read more.]

September is Suicide Prevention Month...Suicide Prevention Month is an opportunity to re-energize the conversation about suicide prevention and set a positive tone about being there for yourself and others throughout the year. Connection is critical in preventing suicide, building resilience, and maintaining overall psychological and emotional wellness. [Read more]

Bells Across America for Fallen Service Members...In association with Gold Star Mother's and Family's Day, which is celebrated the last Sunday in September, the Navy Gold Star Program, along with Navy Mutual and in coordination with Navy installations across the country, will host the 7th Annual Bells Across America for Faller Scorice Members ceremony on Sept. 22. [Read more.]

Ombudsman Moment – September 2022...What would September be without honoring our command ombudsmen? Every year we talk about the support that ombudsmen provide to family members and the role they can play in the success of their military lifestyle experience. [Read more.]

Article about the event displayed in Navy Gold Star quarterly program newsletter and in one CNIC Family Connections quarterly program newsletter



Bells Across America For Fallen Service Members

By Stephanie Hunter, Navy Gold Star Program Analyst

In association with Gold Star Mother's and Family's Day, which is celebrated the last Sunday in September, the Navy Gold Star Program, along with Navy Mutual and in coordination with Navy installations across the country, will host the 7th Annual Bells Across America for Fallen Service Members ceremony on Sept. 22.

Bells have been used for centuries by the Navy for timekceping, safety and communication, to sound alarms, in ceremonies and events, and to signal the presence of important persons. However, during these ceremonies, the bells rung will not signal anyone's presence; instead, they will toll in their absence.

Bells Acros America provides service members, survivors and members of the community an opportunity to commemory the life and service of those who died while on active dary. The primary focus and mission of the Navy Giol Star Program is to provide an upprecedented level of service and commitment to our Navy Giol Star fundies. Bells Across America For Fallen Service Members is one ware the Navy reconsizes the surface of our fallen heroses and the Giol Star families if the bind.

For more information on ceremonies, please contact your local Navy Gold Star coordinator, or send a message to www.facebook.com/navvgoldstar or www.navvgoldstar.com. No Navy endorsement of sponsors implied.





Navy Honors Fallen Service Members with 7th Annual Bells Across America

BY STEPHANIE HUNTER, NAVY GOLD STAR PROGRAM ANALYST

On September 22, 2022, the Navy Gold Star Program (NGSP) along with Navy Mutual and in coordination with Navy installations across the country will host the ^{ref} Annual Bells Across America for failen Service Members in association with Gold Star Mother's and Family Day, which is celebrated the last Sunday in September.

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Bells Across America provides service members, survivors and community members an opportunity to commemorate the life and service of those who died while on active dury. The primary focus and mission of the NGSP is to provide an unprecedented level of service and commitment to our Nay Cold Star Families. Bells Across America for Fallen Service Members is one way the Nay would like to recognize the sacrifices of our fallen heroes and the Cold Star Families left behind.

For more information on ceremonies please call your local Navy Gold Star Coordinator or send a message to <u>www.facebook.com/navygoldstar</u> or <u>www.navygoldstar.com</u>.

SEPTEMBER 2022

September is Suicide Prevention Month

Suicide Prevention Month is an opportunity to re-energize the conversation about suicide prevention and set a positive tone about being there for yourself and others throughout the year. Connection is critical in preventing suicide, building resilience, and maintaining overall psychological and emotional wellness. Positive social relationships and supportive community connections can help buffer the effects of risk factors in people's lives. Use this month to find everyday ways to connect with others-and ways to carry that forward into the coming months. Bringing a friend a cup of coffee, sharing a meal together, asking how someone is doing, or lending a listening ear may seem small, but these small ACTs can have a big impact when someone is feeling disconnected. I Small ACT can make a difference and save a life. If you notice anything unusual about a friend or family member, one conversation- I Small ACT- can open the door for support by breaking the silence and facilitating early intervention. If you think someone you know is having trouble navigating stress, ACT (Ask, Care, Treat):

- ASK- Ask directly, "Are you thinking of killing yourself?".
- CARE- Listen without judgment and show that you care. Phrases like, "nothing you're going through changes how I feel about you'' or "I care about you no matter what, and we're going to get through this together" show empathy.
- TREAT- Get help immediately and don't leave the person alone. Call 988 or take them to the closest medical professional for help.

For more ways to be there for the people in your life, visit <u>www.facebook.com/Project1SmallACT</u> or <u>www.twitter</u>, <u>com/Proj1SmallACT</u>.

SUICIDE PREVENTION RESOURCES:

- The National Suicide Prevention Lifeline: 988 or 1-800-273-TALK (8255)
- <u>Psychological Health Resource Center</u>: 866-966-1020
- inTransition: 800-424-7877
- Military OneSource: 800-342-9647
- Women Veterans Call Center: 855-829-6636
- DoD Safe Helpline: 877-995-5247
- The Crisis Text Line: Text HOME to 741741
- The American Foundation for Suicide
- Prevention #BeTheITo

Bells Across America Mid-Atlantic Region

Total Attendance 175

NAS Oceana





NSB New London



NWS Earle







NS Norfolk





Mid-Atlantic Region links from Bells Across America for Fallen Service Members events:

https://www.dvidshub.net/news/430158/subase-joins-bells-across-America

https://usg01.safelinks.protection.office365.us/?url=https%3A%2F%2Ffb.watch%2FfNuuQgwuV7% 2F%3Fmibextid%3DbZN3Wv&data=05%7C01%7Ckatrina.v.rush.naf%40us.navy.mil%7C3a35a6 2b35874de36d0708da9fd10787%7Ce3333e00c8774b87b6ad45e942de1750%7C0%7C0%7C63799 8017370099659%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI 6lk1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=HKpuG%2F05sp1pQFIRhWtQ47PY Qdcbw8oZbEJ7JBAA6Z0%3D&reserved=0

https://m.facebook.com/story.php?story_fbid=pfbid0dPBPrtz7wgwKePRrKehjhaigqg3Nfeqpyf3q7F ScdZD15HDMzKJgbSPMbn9tzDiLl&id=100064597307736

https://m.facebook.com/story.php?story_fbid=pfbid02CcC7SyHR2WthhoBaGEuCWwZGSBDp53iQ mCdwaHK5d2UyvRVUYW19Gi7mGSvEsW5pl&id=100071040914565

https://m.facebook.com/story.php?story_fbid=pfbid0R8Yqx8vd3Z559e6zdGYzMJxEN5tWBy3YkoKx NpbbGARJ4LAqpg36KvSW3Yd8Zv3gl&id=100064597307736

https://facebook.com/events/s/bells-across-america-for-falle/1259980164737101/

Bells Across America Naval District Washington

Loss Americ

Total Attendance 240

Annapolis





Navy Yard













Naval District Washington links from Bells Across America for Fallen Service Members events:

https://www.facebook.com/100064492188008/posts/pfbid06tR1hRrfRubZ9eNpcmANkhXLp7w6nf

https://www.facebook.com/BethesdaUSO

https://www.facebook.com/NavalSupportActivityWashington/ https://www.navymwrannapolis.com/activity/0d7a1310-9136-4592-94f0-d9595f61ac96

https://www.facebook.com/NSABethesda/

https://www.facebook.com/NSAAnnapolis

https://www.facebook.com/profile/100064492188008/search/?q=bells%20across%20america%20for% 20fallen%20service%20members

https://www.facebook.com/NSASouthPotomac

https://www.navyregionmwrndw.com/activity/92295ab7-605d-4392-af8c-27c518cf61a3

https://hi-in.facebook.com/events/1057666491532080/

Total Attendance 143



Navy Region Northwest links from Bells Across America for Fallen Service Members events:

https://m.facebook.com/story.php?story_fbid=pfbid0MHYQq47jUPqpi8yoi1XjZqvB7GYaQ4V LoQtmkN2v9RX7pD8epCvUpTtPqvHTJubHI&id=184984314905890

https://m.facebook.com/story.php?story_fbid=pfbid02SBhsywQ3pXcmQcZg7dJe4Wb5AdW Ej3YuB966ffEuYJ75h9bRjjR6VzVqg1DypWrVl&id=100064392415644

https://www.facebook.com/kitsapnavy

https://www.facebook.com/profile/100064782096026/search/?q=bells%20across%20ameri ca%20

http://oakharborchamber.chambermaster.com/events/details/bells-across-america-forfallen-service-members-13393?calendarMonth=2022-09-01

Total Attendance 1,540

NAS Jacksonville





Millington

Whiting Field





Meridian



Fort Worth

NAS JRB Fort Worth held a Bells Across America ceremony Sept. 22 to honor service members who gave their lives and the grieving families they left behind. Navy installations around the world participated in the 7th annual Bells Across America for Fallen Service Members ceremonies honoring those who died while on active duty.

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Pensacola



Return to Calendar



or dial 2-1-1.

Bells Across America for Fallen Service Members See Tolling in Rememberance of Ox Nation's Fallen Tol MAP Pressues Tol MAP Pressues Chapter Tol MA



Panama City







New Orleans





Gulfport







Corpus Christi







Navy Region Southeast links from Bells Across America for Fallen Service Members events:

https://www.defense.gov/Multimedia/Photos/igphoto/2003086581/

https://www.wxxv25.com/ncbc-honors-fallen-service-members-at-bells-across-americaceremony/

https://www.wlox.com/2022/09/22/ncbc-gulfport-honors-fallen-heroes-with-bells-acrossamerica-ceremony/

https://goallevents.com/e/bells-across-america-for-fallen-service-members-E200023121037406

https://floridavets.org/event/bells-across-america-for-fallen-service-members/

https://www.dvidshub.net/image/7430479/seventh-annual-bells-across-america

https://stayhappening.com/e/bells-across-america-for-fallen-service-members-E2ISURCUVI4

https://www.facebook.com/nsmayport

https://www.facebook.com/NASMeridian

https://allevents.in/fort%20worth/bells-across-america-for-fallen-servicemembers/200023121037406 Navy Region Southeast links from Bells Across America for Fallen Service Members events:

https://www.facebook.com/NASCorpusChristi

https://www.facebook.com/NASJRBFortWorth

https://www.facebook.com/nsbkingsbay/videos/459777272878735

https://www.facebook.com/nsbkingsbay

https://www.facebook.com/NASJacksonville

https://www.facebook.com/bellechassela70037

https://www.facebook.com/NSAPC

https://www.facebook.com/naswhitingfield/photos/pcb.10160530241179954/1016053024115 4954

https://www.facebook.com/photo/?fbid=403794845264365&set=pcb.403797438597439

https://www.kiiitv.com/video/news/local/honoring-fallen-service-members/503-37b066c5f97b-485c-9b0f-d2acf50bedb6

Bells Across America Navy Region Southwest, Navy Region Japan, Navy Region Korea and Joint Region Marianas

Total Attendance 556

Sasebo



Album Bells Across America 2021

Naval Air Facility Atsugi added 16 new photos. September 23, 2021 · 🚱

Naval Air Facility Atsugi held its first annual Bells Across America ceremony today in honor of service members who died while on active duty. The bells were rung as U.S. Navy Sailors and Atsugi Fleet & Family Support Center Employees read the names of Sailors who passed away while serving on active duty.



Atsugi



00 95









4 Comments 14 Shares

Bells Across America Navy Region Southwest, Navy Region Japan, Navy Region Korea and Joint Region Marianas

Lemoore





El Centro

Korea





Bells Across America Navy Region Southwest, Navy Region Japan, Navy Region Korea and Joint Region Marianas



Yokosuka





USS Midway



Bells Across America A ceremony was held today on the USS Midway in remembrance of our fallen service members. Please watch the following recorded.





Rells Across America

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ceremony was held today on the USS Midway in remembrance of rur failen service members. Please watch the following recorded eremony that pays tribute to the brave men and women who died in ervice to our nation and recognize ...

Most relevant +

Navy Region Southwest, Navy Region Japan, Navy Region Korea and Joint Region Marianas links from Bells Across America for Fallen Service Members events:

https://www.stripes.com/branches/navy/2022-09-22/yokosuka-gold-star-bells-america-7425418.html

https://www.stripes.com/branches/navy/2022-09-22/yokosuka-gold-star-bells-america-7425418.html

- https://www.facebook.com/naf.atsugi
- https://www.facebook.com/jrmguam
- https://www.facebook.com/NAFEC
- https://www.facebook.com/NAFEC
- https://www.facebook.com/NASLemoore
- https://www.facebook.com/NASLemoore



THANK YOU FOR SUPPORTING OUR SERVICE MEMBERS!



Make an impact on the lives of Sailors and their families