



WISEWOMAN

Success Story 8 The Many Roles of Vicki Jackson: Salvation Army Captain, Friend, and WISEWOMAN Champion

She Leads Other Women Down a Path to a Healthier, More Active Life

Location Klawock, in rural southeastern Alaska

Focus Encourage Alaska Native women to be more physically active and reduce their risk for diabetes and heart disease.

Strategy WISEWOMAN staff enroll women in the community who are role models and use their influence and social support to help more underserved women become physically active.

Levels of Success Many interpersonal accomplishments have resulted. Women receive social support by going to the aquatic center together. Through her leadership and outreach in the community, Captain Vicki has influenced other women to make lifestyle changes and enroll in the WISEWOMAN program. She has also given women rides to the aquatic center; this reduces the transportation barrier that many women in rural locations face.

Results Hundreds of women aged 40 and older, their families, Salvation Army volunteers, and children could benefit from Captain Vicki's leadership, positive influence in the community, and efforts to bring more women into the WISEWOMAN project.

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For program contact information, see Alaska in Appendix C or visit <http://www.cdc.gov/wisewoman>.

The Many Roles of Vicki Jackson: Salvation Army Captain, Friend, and WISEWOMAN Champion

She Leads Other Women Down a Path to a Healthier, More Active Life

Vicki Jackson, 43, is Captain of the Prince of Wales Salvation Army Church in Alaska. After enrolling in the WISEWOMAN project at the SouthEast Alaska Regional Health Consortium (SEARHC), she has taken advantage of many opportunities offered by the project. She has received a pedometer and is working toward her goal of taking 10,000 steps each day. She also has a discount pass for the local aquatic center and is going three times a week. She has diabetes and is monitoring her blood sugar.

Captain Vicki's quest to improve her health began when she turned 40, which she dreaded. Although she enrolled in SEARHC just a short while ago, she is very excited and proud to be part of WISEWOMAN: "I'm a WISEWOMAN!" declares Vicki. Her excitement and joy radiate to everyone she is around. She credits her faith for her current leadership position location and desire to be active in SEARHC's WISEWOMAN. She wanted to help Tlingit and Haida women, the women of her tribal affiliation. By working in the Klawock area, she is able to reach out to other women she knows who are also enrolled in or eligible for SEARHC. For example, in her ministerial role, she has access to a van. SEARHC provides discount passes to the local aquatic center, which is located about 7 miles away from the SEARHC location. The women come to the aquatic center to swim, take water aerobics classes, and work out. Other women who have taken advantage of the aquatic center discount passes offered by SEARHC lack access to transportation. In the afternoons and evenings, Captain Vicki picks these women up and takes them with her to the aquatic center. Going together provides social support and keeps them motivated to be physically active.

Captain Vicki has also offered to promote some of the programs that SEARHC offers to women who shop at the Salvation Army Thrift Store. She places materials for the

physical activity program and HUGS, a nondiet way of learning to eat healthy foods, on the counter near the register. Captain Vicki also has encouraged one of the cashiers at the thrift store to enroll in the SEARHC program.

Importance of Success

Captain Vicki is a role model for other women whom she has contact with. She is physically active, takes care of her own health, and encourages others to do the same. Vicki is in a position to influence many women, their friends, and family members. Captain Vicki has access to transportation and is willing to help others in need. Vicki is a creative problem-solver and partner for SEARHC's Prince of Wales location. Through her relationships and position, she champions the program, reduces transportation barriers for other women, and builds social support among these women.

Vicki takes care of herself and others as she uses SEARHC's WISEWOMAN services, models the behavior she wants others to replicate, and builds relationships with women in need. She not only uses her influential position to help others, but

she also taps into her resources to provide outreach for SEARHC and social support for women.

Lessons Learned

- Encourage women of all ages to get started on improving their health. Health is not age-dependent, and 40 is not too old to begin making changes.
- Let women know that they can have a strong influence on people with whom they work, play, and live.
- Look for opportunities to solve problems creatively. If you are in a position where you can give someone a ride or get her a discount, go ahead and do it. Each effort to help adds up. These actions make it easier for a woman to be healthy.



Vicki Jackson, Captain of the Prince of Wales Salvation Army Church and participant in WISEWOMAN