

# Office on Women's Health



U.S. Department of Health and  
Human Services



# WHO WE ARE

- Established in 1991 to improve women's health
- Charge expanded to include girls
- Focal point for women's health activities in HHS



# OWH Vision & Mission

## VISION

- All women and girls are healthier and have a better sense of well-being.

## MISSION

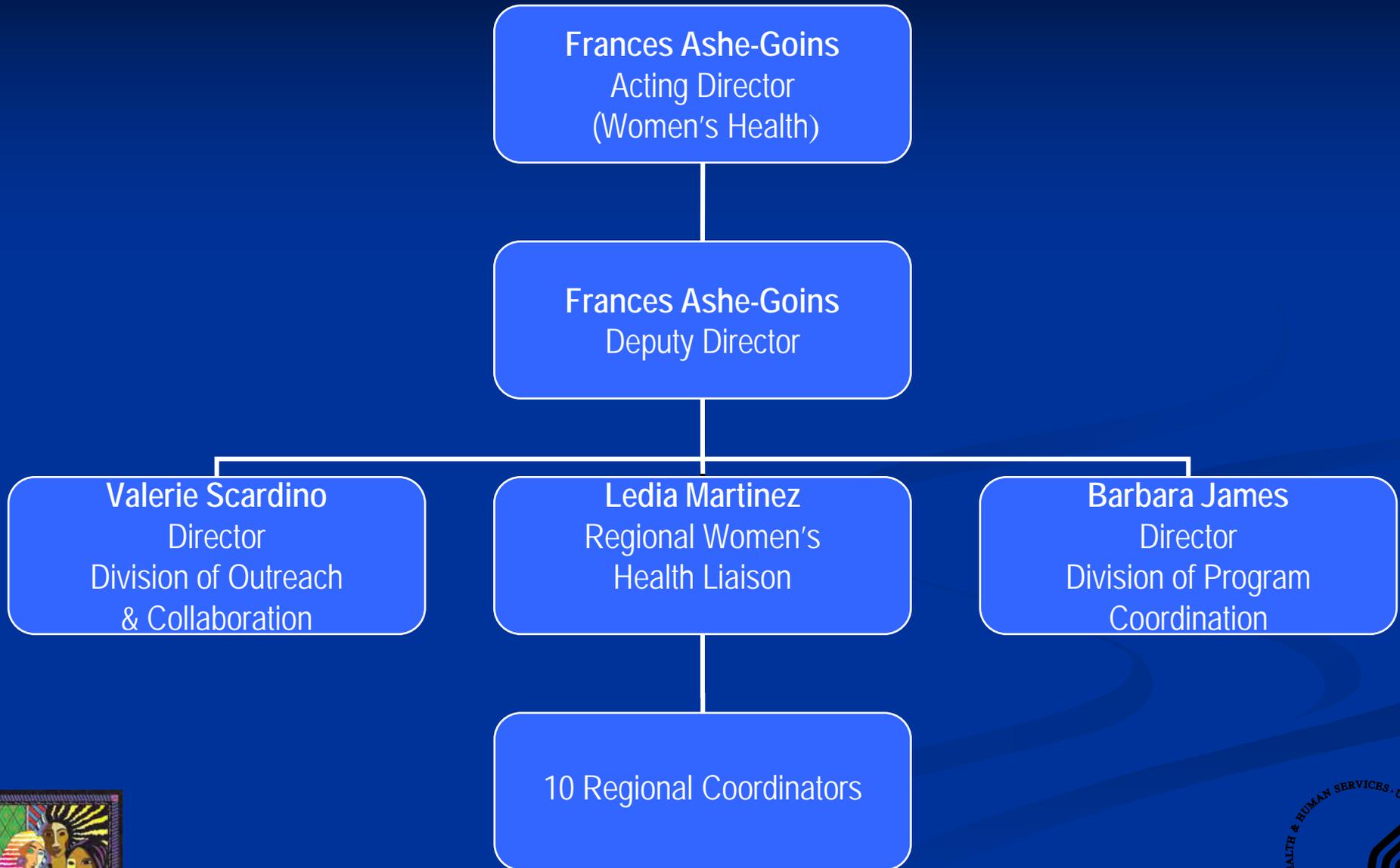
- Provide leadership to promote health equity for women and girls through sex/gender-specific approaches



# OWH Goals

- To develop and impact national health policy as it relates to women and girls
- To develop, adapt, implement, evaluate and replicate model programs on women's and girls health
- To educate, influence and collaborate with health and human services organizations, health care professionals and the public
- To increase OWH's organizational efficiency and performance

# Management Structure



# Role of Regional Coordinators

- Regional Women's Health Coordinators (RWHCs) design and implement public health initiatives to promote a greater focus on women's health issues at the state, local, and regional levels.
- Each RWHC is assigned to one of the 10 DHHS Regional Offices.



# 10 Regional Offices

- **Region I** – Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont
- **Region II** – New Jersey, New York, Commonwealth of Puerto Rico, and US Virgin Islands (comprised of St. Thomas, St. Croix, and St. John)
- **Region III** – Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, and West Virginia
- **Region IV** – Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, and Tennessee
- **Region V** – Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin



# 10 Regional Offices

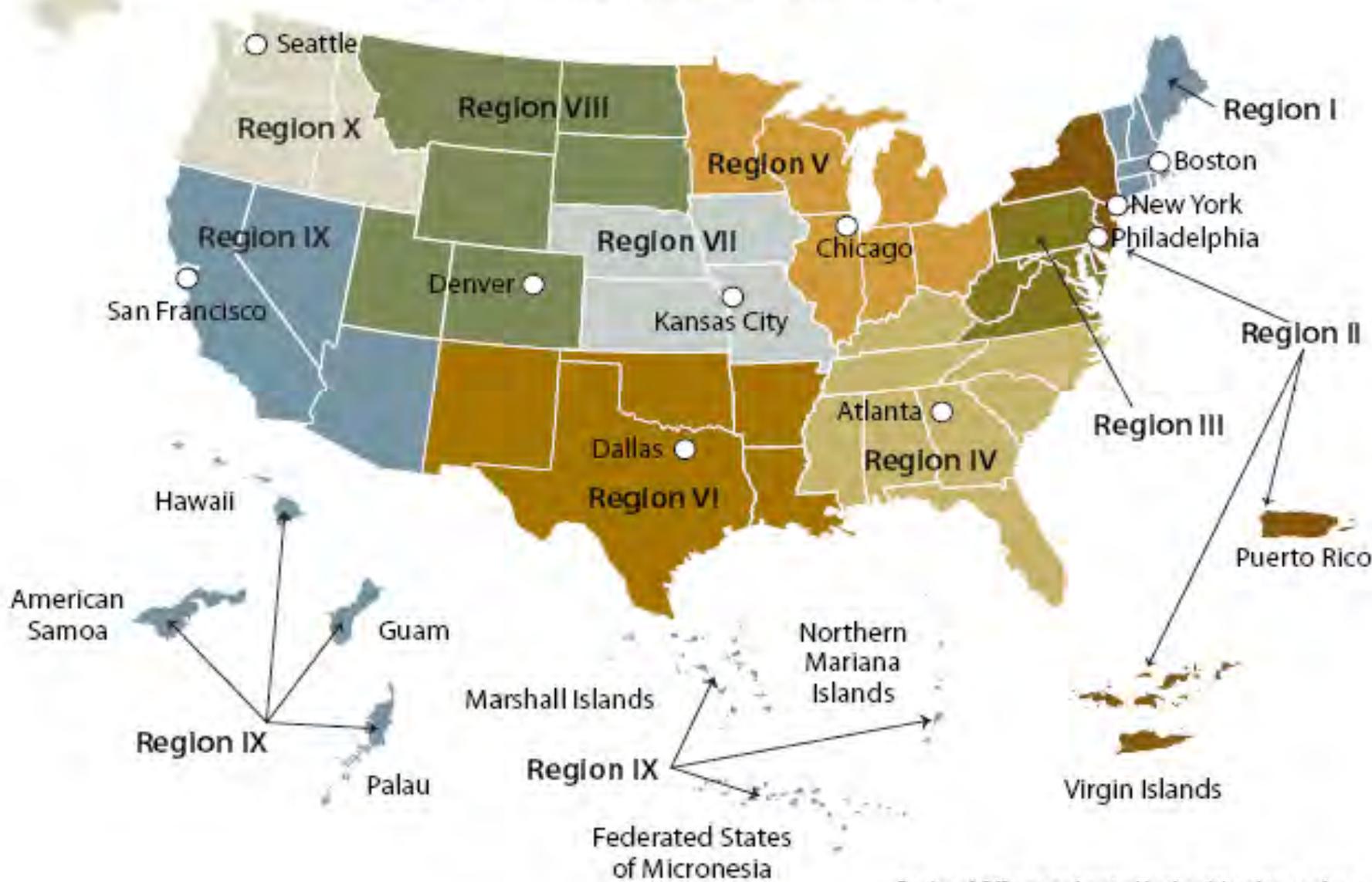
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- **Region VI** – Arkansas, Louisiana, New Mexico, Oklahoma, and Texas
- **Region VII** – Iowa, Kansas, Missouri, and Nebraska
- **Region VIII** – Colorado, Montana, North Dakota, South Dakota, Utah, and Wyoming
- **Region IX** – Arizona, California, Hawaii, Nevada, and the United States associated Pacific Basin jurisdictions: American Samoa, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Guam, Republic of the Marshall Islands, and Republic of Palau
- **Region X** – Alaska, Idaho, Oregon, and Washington



# Regional Health Offices

US Department of Health and Human Services



Regional Offices are located in the cities shown above.

# WHAT OWH OFFERS

- Model Programs
- Education and Outreach



# GRANTS & CONTRACTS FOR MODEL PROGRAMS IN WOMEN'S HEALTH

Promotes the development and implementation of model initiatives that addresses the health needs of diverse populations of women and girls.



# OWH Program Areas

- Bone Health
- Breast Health
- Chronic Disease Prevention
- Chronic Fatigue Syndrome
- Heart Health
- HIV/AIDS in Women
- Tobacco and Young, Low-SES Women: Federal Collaboration
- Multidisciplinary Health Models for Women
- Regional Programs
- Girls' and Adolescent Health
- Violence Against Women
- Minority Women's Health Programs
- Diabetes & Obesity Prevention
- Systems Change
- Lupus Education and Awareness
- Women's Mental Health Initiative



# Model Programs

- Coalition for Healthier Communities
- End Violence Against Women on College/University Campuses
- AIDS-related Services for Survivors of Domestic Violence
- Intergenerational Approaches to HIV/AIDS Prevention Education for Women Across The Lifespan Pilot Program
- HIV/AIDS Prevention Services for Female Youth at Greater Risk For Juvenile Delinquency
- Tobacco and Young, Low SES Women
- Women's Mental Health Initiative



# Coalition for Healthier Communities

For Phase I of this cooperative agreement, the selected coalitions were each awarded \$100,000 for one year to support the planning of gender-based health interventions targeting women and/or girls using a public health systems approach. During this phase, each awarded coalition will identify the health condition having the most adverse effect on the health and well-being of women and/or girls in their community and subsequently developing an action strategy to address such condition.

# End Violence Against Women on College/University Campuses

## Goals

- Educate and train students, faculty and staff
- Establish a campus task force
- Implement/enhance policies and procedures focused on violence
- Create a zero-tolerance culture for violence on campus



# AIDS-related Services for Survivors of Domestic Violence

## Goals

- To educate counselors and shelter workers on how to:
  - Integrate messages about the risks of contracting HIV/AIDS, into services provided to survivors of domestic violence, and
  - Provide HIV/AIDS related services in a manner that is sensitive to the unique social and emotional challenges of the survivors



# Intergenerational Approaches to HIV/AIDS Prevention Education

## Goal

- Reduce the incidence of HIV/AIDS in minority adolescents and adults by reaching two generations of minority females



# HIV/AIDS Prevention Services for Female Youth At Greater Risk for Juvenile Delinquency

## Goals

- Emphasize skills for building self-esteem and coping with adverse situations
- Engage girls in positive activities to help them become model citizens
- Increase knowledge around STD/HIV/AIDS



# Tobacco and Young, Low-SES Women: Federal Collaboration

- To develop long and short-term efforts to reduce tobacco use in young, low, socio-economic status women, ages 18-30.
- To develop interventions based on: a clinical model for pregnant women, a socio-economic model, and media campaigns.



# Women's Mental Health Initiative

- Formerly *Surgeon General's Women's Mental Health Project* (SGWMHP)
- Office on Women's Health (OWH) has partnered with the Office of the Surgeon General (OSG), the National Institute of Mental Health (NIMH), the Substance Abuse and Mental Health Services Administration (SAMHSA), the Office of the Assistant Secretary for Planning and Evaluation (ASPE), and the Office of Minority Health (OMH), to assess the state of the science regarding mental health issues affecting women and girls.



# Education & Outreach



# Education & Outreach

- Website & Resource Center
  - Women's Health Website
  - Girls' Health Website
- National Databases
- Publications
- Exhibits



# WEBSITES & RESOURCE CENTER

- A web site on women's health at [www.womenshealth.gov](http://www.womenshealth.gov)
- A web site on girls' health at [www.girlshealth.gov](http://www.girlshealth.gov)
- An Information Referral Center, available by making a toll-free telephone call to 1-800-994-9662 (or TDD, 1-888-220-5446). English or Spanish
- Minority Women's Health Panel of Experts
- Best Bones Forever: E-Mail: [bestbonesforever@hhs.gov](mailto:bestbonesforever@hhs.gov) (e-mail requests for free campaign materials such as girls journals, book covers, posters, etc.)
- A National Breastfeeding Helpline, available by calling the toll-free numbers above.
  - Trained Breastfeeding Peer Counselors
    - Give support and encouragement
    - Help with basic breastfeeding questions and concerns



# www.womenshealth.gov

- Access to 4,000+ publications & 2,000+ organizations on 800+ health topics
- Fact Sheets
- Frequently Asked Questions and Answers (FAQs)
- Information on National Health Education Campaigns
- Calendar of National and Local Events
- Daily News on Women's Health Topics
- Online Journals and Dictionaries





Search

1-800-994-9662 TDD: 1-888-220-5446

### About Us

#### Office on Women's Health

- Mission
- Programs
- Regional offices

### Health Topics

### Health Organizations

#### girlshealth.gov

### Our Publications

- Fact sheets
- Screening/Prevention Charts
- Newsletter

### Health Tools

- Calculators
- Immunizations and Screenings
- Symptoms and Tests

### Statistics

- [Quick Health Data Online](#)

### Campaigns & Activities

- [BodyWorks](#)
- [The Heart Truth](#)
- [National Lupus Awareness Campaign](#)
- [National Women's Health Week](#)
- [Woman Activity Tracker](#)

### Funding Opportunities

### For the Media

### For Health Professionals

### Recursos en español

- La lactancia maternal
- Preguntas frecuentes
- El embarazo sano

### Calendar of Events

Date:

### Today's Health News

- [Clinical Trials Update: April 14, 2009](#)
- [Health Highlights: April 14, 2009](#)
- [Health Tip: Applying an Antiperspirant](#)
- [Health Tip: Finding Hidden Lactose](#)
- [Pancreatic Islets in Forefront of Diabetes Research](#)
- [Severe Low Blood Sugar Ups Older Diabetics' Dementia Risk](#)
- [Stem Cells Buy Freedom From Insulin for Type 1 Diabetics](#)
- [April is National Donate Life Month](#)
- [Obama Administration Announces New Campaign to Refocus National Attention on the HIV Crisis in the United States](#)
- [New National Online Resource Provides Practical Advice and Hope for People Dealing with Emotional Health Issues Related to Financial Stress](#)
- [National Lupus Campaign - Launch Event](#)
- [Newly Pregnant Smokers Have a 15-Week Window to Quit](#)
- [Tiniest Babies Carry Biggest Costs](#)

### Features

#### National Lupus Campaign Launch

[View the event online!](#)

[www.girlshealth.gov](http://www.girlshealth.gov)

- Promotes healthy, positive behaviors in girls between the ages of 10 and 16
- Provides reliable, useful information on health issues they face as young women
- Uses an interactive, user-friendly format





## girlshealth.gov

Be Healthy. Be Happy. Be You. Beautiful.

 Search!

- Body
- Fitness
- Nutrition
- Illness & disability
- Drugs, alcohol & smoking
- Your emotions
- Relationships
- Bullying
- Personal Safety
- Your future



**What's New**

- » Download the **NEW** Teen Survival Guide and other **FREE STUFF** from [girlshealth.gov](http://girlshealth.gov)!
- » Check out two new interactive tools: [Examples of Teen Conflict](#) and the animated [Mix-Up at the Movies](#), part of our new section on [getting along and dealing with conflict](#).

### Your Health from A-Z

go!

### SPOTLIGHT ON

Mia Toledo

go!

### Free Stuff!

go!

### Take a Quiz!

go!

### Enter to WIN our Be

stories from

NEW MOON  
GIRL MEDIA

go!

## Speak Up!

go!

What do you think about a girl who stays with someone who doesn't treat them the right way?

- » **Victoria from New York** says: I think that you should speak up because you should not stay with someone who has control over... [\[more\]](#)
- » **Alice from Ohio** says: I don't think that she should get back with him because he has abused her and that is just no... [\[more\]](#)
- » **Storm from Michigan** says: I think they are messed up in the head or confused. This could be caused by peer pressure too... [\[more\]](#)
- » **Anonymous** says: There are many people who say they stay out of love for said person; we are all equal and if ... [\[more\]](#)

[Speak Up!](#)

# OWH NATIONAL DATABASES

- **QUICK HEALTH DATA ONLINE**

- <http://www.healthstatus2010.com/owh>

- **WOMEN'S HEALTH AND MORTALITY CHARTBOOK, 2008**

- [http://www.healthstatus2010.com/owh/chartbook/ChartBookData\\_search.asp](http://www.healthstatus2010.com/owh/chartbook/ChartBookData_search.asp)

- **THE HEALTH DISPARITIES PROFILES**

- [http://www.healthstatus2010.com/owh/disparities/ChartBookData\\_search.asp](http://www.healthstatus2010.com/owh/disparities/ChartBookData_search.asp)

# OWH PUBLICATIONS

## PUBLICATIONS

- *A Lifetime of Good Health: Your Guide to Staying Healthy* (English, Spanish and Chinese)
- *Your Guide to Breastfeeding*
- Common Screening and Diagnostic Tests
- Frequently Asked Questions and Answers About Women's Health
- *HHS Blueprint for Action on Breastfeeding*
- How to Get a Second Opinion
- How to Talk to Your Doctor or Nurse
- State Domestic Violence Resources
- Symptoms of Serious Health Conditions
- *Teen Survival Guide*



# Publications

(cont'd)

## Publications / Brochures

- [A Century of Women's Health 1900-2000](#)
- *Healthy Women Today*
- Body Works: A Toolkit for Healthy Girls and Strong Women
- Women's Health Calendar
- Action Steps for Improving Women's Mental Health
- Women's Mental Health: What it means to you

## Briefings/Guides/Inventories

- [Get Real: Straight Talk On Women's Health Video Kit](#)

## Fact Sheets

- [About the Office on Women's Health Fact Sheet](#)



# EXHIBITS

OWH's presence at national and local conferences, health fairs & community events

- Highlights the importance of women's and girls' health
- Encourages attendees to learn more about their health
- Promotes use of [womenshealth.gov](http://womenshealth.gov) and [girlshealth.gov](http://girlshealth.gov)
- Distributes OWH publications



# OWH CAMPAIGNS & EVENTS



# Campaigns & Events

- **National Women's Health Week**
  - The WOMAN Challenge
  - National Women's Check-up Day
- **National Women's & Girls' HIV/AIDS Awareness Day**



Communities, businesses, government, health organizations, and other groups work together to educate women about steps they can take to improve their physical and mental health and lower their risks of certain diseases.

- The annual National Women's Health Week kicks off on Mother's Day.
- Empowers women to make their health a top priority.



## The Woman Challenge

- Eight-week physical activity challenge for better health.
- Challenge encourages women to get at least 2 hours and 30 minutes of moderate-intensity aerobic physical activity each week.

## National Women's Checkup Day

- Encourages women to visit health care professionals to receive or schedule a checkup.
- Promote regular checkups as vital to the early detection of heart disease, diabetes, cancer, mental health illnesses, sexually transmitted infections, and other conditions.

# *National Women and Girls HIV/AIDS Awareness Day*

March 10

Serves to raise awareness about the increasing burden of HIV/AIDS nationally and internationally in the lives of women and girls.

This day promotes discussion, information sharing and facts on prevention.

[www.womenshealth.gov/hiv/NWGHAAD](http://www.womenshealth.gov/hiv/NWGHAAD)

**HIV IS RIGHT HERE AT HOME**

**Get Tested. Know Your Status.**  
National Women and Girls HIV/AIDS Awareness Day • MARCH 10

U.S. Department of Health and Human Services  
Office on Women's Health  
[womenshealth.gov](http://womenshealth.gov)

# OWH CAMPAIGNS & EVENTS

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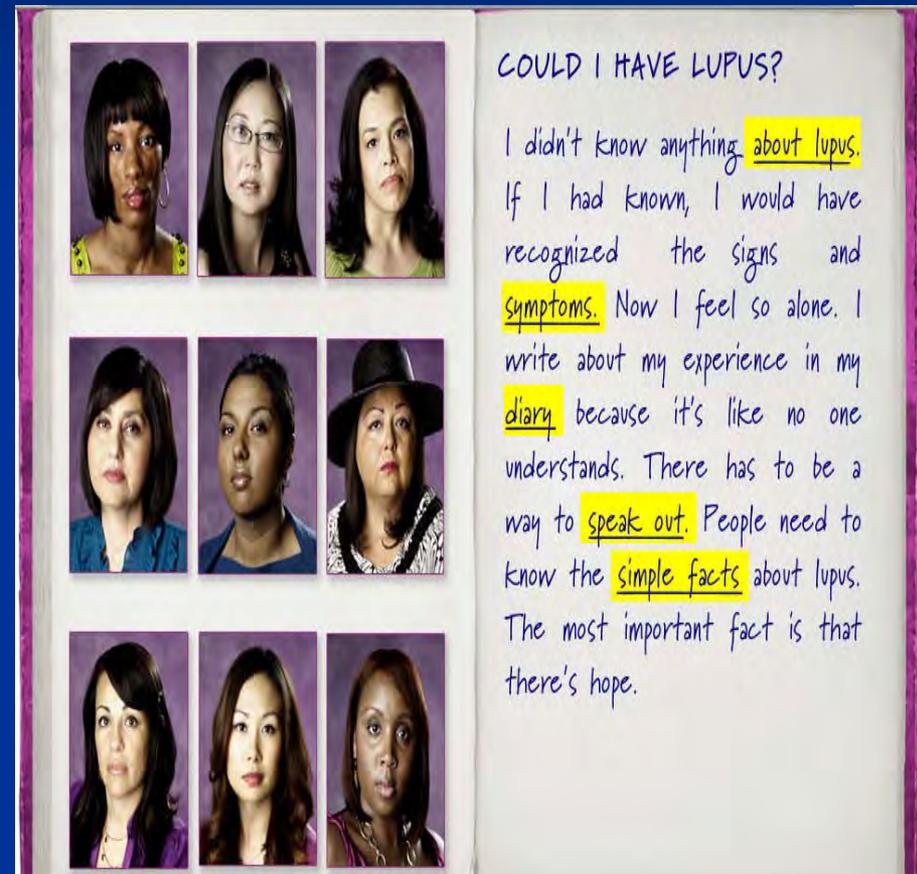
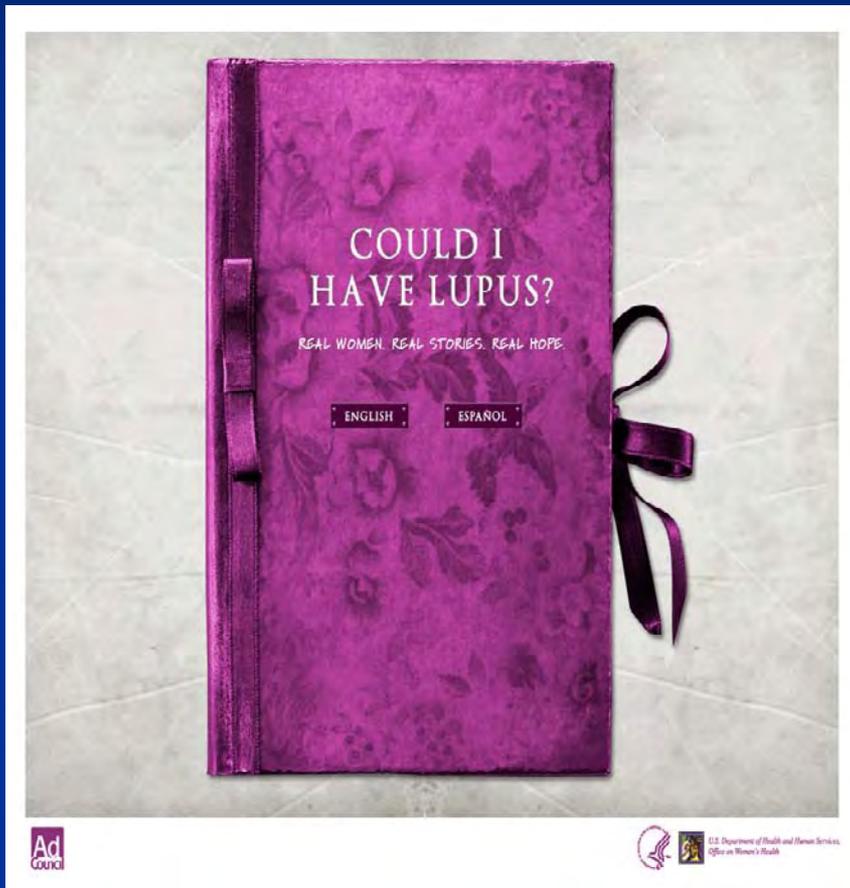
- **National Lupus Awareness Campaign**
  - To increase the awareness of lupus, its symptoms and health effects
- **Best Bones Forever! (BBF) formerly known as the National Bone Health Campaign (NBHC)**
  - Girls Website: [www.bestbonesforever.gov/](http://www.bestbonesforever.gov/)
  - Parents Website: [www.bestbonesforever.gov/parents](http://www.bestbonesforever.gov/parents)
- **BODYWORKS: A Toolkit for Healthy Teens and Strong Families**
- **The Heart Truth Campaign**
- **Breastfeeding Campaign**



# A National Campaign to Promote Lupus Awareness



# Lupus Awareness



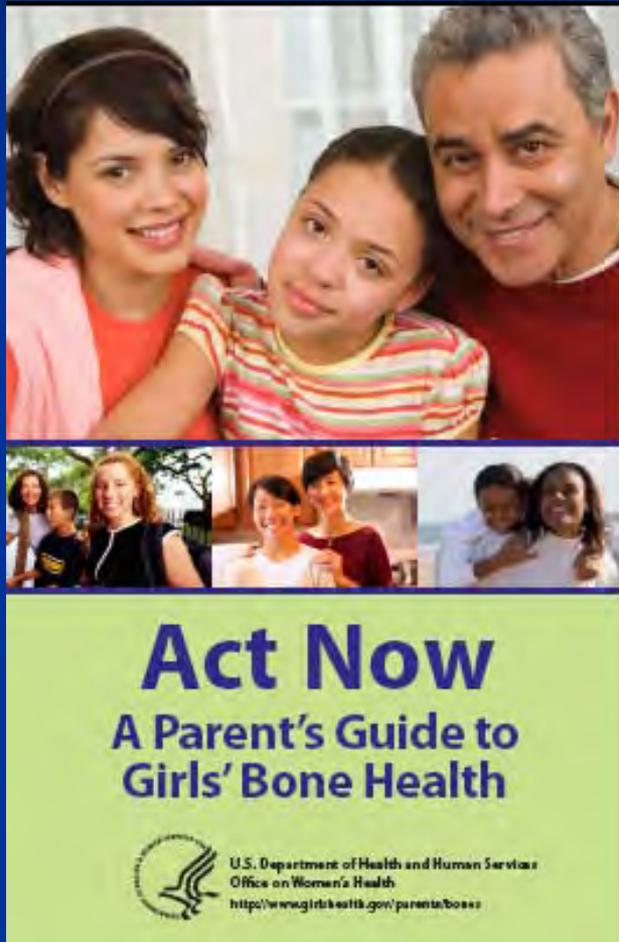
[www.couldihavelupus.gov](http://www.couldihavelupus.gov)

# Best Bones Forever!



- NBHC began in 1999 as a public/private partnership
- Founding partners included HHS/OWH, CDC, and National Osteoporosis Foundation (NOF)
- Target audience Girls ages 9-14, Secondary audience--parents
- Goal: Increasing calcium consumption and weight-bearing physical activity (60 mins/day)

# Bone Health: Campaigns



## ■ Powerful Bones

- Linking the importance of building strong bones to the importance of friendships
- Strong Bones. Beautiful Girls.

## ■ BODYWORKS for Bones

- Provides parents with hands-on tools to make small, specific behavior changes



# BODYWORKS

*A Toolkit for Healthy Teens & Strong Families*

## ■ What is BodyWorks?

- Designed to help parents make small changes over time to improve the health of their families
- Promote parent self-efficacy
- Support adolescents in reaching and/or maintaining a healthy weight
- Prevent obesity among adolescents



# Bodyworks: Community-Based Approach

Trainers are trained in one-day small group sessions to:

- Promote the program
- Recruit parents/caregivers
- Facilitate program with parents/caregivers
- Train others to be trainers



# The Heart Truth: PROFESSIONAL EDUCATION CAMPAIGN

## Collaborative Project

- National Heart, Lung, and Blood Institute
- DHHS Office on Women's Health
  - National Centers of Excellence in Women's Health (CoEs)
  - National Community Centers of Excellence in Women's Health (CCOEs)
- Program Coordinating Center (UCLA CoE)
- The Heart Truth Professional Education Advisory Panel





# Heart Truth Professional Education Web Site

- [www.womenshealth.gov/hearttruth](http://www.womenshealth.gov/hearttruth)
  - Materials (slides and training materials)
  - Link to online CME/CEU modules on Medscape
  - Links to guidelines information and resources
  - Ordering information for Standardized Patient DVD
  - Links to educational materials for patients



# Breastfeeding Campaign



- HHS Blueprint for Action on Breastfeeding- first and only federal policy on breastfeeding
- Recommendation: Launch and evaluate a public health marketing campaign portraying breastfeeding as normal, desirable, and achievable.
- From 2004-2006, OWH ran the National Breastfeeding Awareness Campaign with the Ad Council
- Overall goal: increase the proportion of mothers who breastfeed their babies (exclusively) at
  - Early postpartum period from 69% to 75%
  - From 33% to 50% still breastfeeding at 6 months by the year 2010



# Business Case for Breastfeeding



- OWH and HRSA joined efforts to promote the “Business Case for Breastfeeding”-a toolkit to support breastfeeding when mothers return to work
- Toolkit includes education guides for employers, human resource managers, employees, and outreach marketing
- Partner with the National Business Group on Health to reach Fortune 500 companies
- Partner with Healthy Start and State Breastfeeding Coalitions to reach small and medium sized businesses



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