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

Frances Ashe-Goins
Acting Director
(Women’s Health)

Frances Ashe-Goins
Deputy Director

Valerie Scardino
Director
Division of Outreach & Collaboration

Ledia Martinez
Regional Women’s Health Liaison

Barbara James
Director
Division of Program Coordination

10 Regional Coordinators
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
(cont’d)

- **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 X** – Alaska, Idaho, Oregon, and Washington
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
A website on women's health at [www.womenshealth.gov](http://www.womenshealth.gov)

A website 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
**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
OWH NATIONAL DATABASES

- **QUICK HEALTH DATA ONLINE**

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

- **THE HEALTH DISPARITIES PROFILES**
OWH PUBLICATIONS

PUBLICATIONS

- *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 and 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
OWH CAMPAIGNS & EVENTS
(cont’d)

- **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/
  - Parents Website: 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

COULD I HAVE LUPUS?
REAL WOMEN, REAL STORIES, REAL HOPE

I didn't know anything about lupus. If I had known, I would have recognized the signs and symptoms. Now I feel so alone. I write about my experience in my diary because it's like no one understands. There has to be a way to speak out. People need to know the simple facts about lupus. The most important fact is that there's hope.

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

*Act Now*
*A Parent’s Guide to Girls’ Bone Health*

[Website: http://www.girlsheart.org/parent/bone]
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

Office on Women’s Health

10 OWH Regional Offices

Community-based organizations, health professionals, hospitals/clinics, faith-based organizations, and other non-profits

Parents/Caregivers

Teens

Families
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
  - 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