

## **HRSA/MCHB 2007 FEDERAL/STATE PARTNERSHIP MEETING**

### **Building Blocks for Promising Practice Models**

October 14 - 17, 2007

#### **MCHB Divisions and Offices**

SABRINA MATOFF-STEPP: Okay. Well, good afternoon, everybody. Can you hear me? Okay? Everybody hear me, okay. Okay. Well, you should have my slides in a part of the second or third tab there. It's part of the whole bureaus group of slides. And the title of my presentation is Healthy Women Build Healthy Communities, so everyone's kind of there. Again, it's a pleasure to be with you this afternoon.

As Jon said, I'm the director of the HRSA Office of Women's Health. We are administratively in the maternal and child health bureau, and so we report to Dr. van Dyck, the bureau director. However, what kind of distinguishes us a little differently, as you'll hear in my presentation, is we are charged with coordinating women's health and sex and gender activities across all of HRSA. So, our home base is really with the bureau, but we really do work all across HRSA, which gives us the opportunity to work with our sister bureaus and ensure that they are focused on women's health issues, as well. Next slide, please.

Oh, do I do it? Oh, I do it. Okay. There you go. Okay. So, this is our mission. And as I just mentioned, we really do work across the entire agency to provide natural

leadership program resources and other activities to improve health for women, children, families, and make sure those services are culturally competent and that they are part of a quality healthcare system.

Here are some of our functions. And again, this is sort of an overview of what we do. As Jon said, we really do serve in the leadership capacity to focus on women's health. We do a lot of cross coordination work as well as policy work. We work at our sister agencies, some of which I know you're all very familiar with, like the Centers for Disease Control and Prevention, the Food and Drug Administration, the National Institutes of Health, as well as our department office on women's health. As you may know, there is an office on women's health. We are of women's health; they're on women's health. I don't know why. It's one of those corkiness of language in the government. But there is an office on women's health in the department of HHS, which is run by Dr. Wanda Jones, and again, some of you may be very familiar with that office. And again, we serve as a liaison with our other Federal partners, and we really do a lot around education and outreach with some of our health education initiatives, and you'll be hearing a little bit more about that in this presentation.

We do a lot of different things. I know you're all very familiar with the block grant and some of those kinds of activities the bureau does, but what again is very unique about my office is that we don't do grants, which is kind of a strange thing to say about HRSA since most of HRSA is about grants. Again, what we do a lot

of is this cross coordination and policy work and collaborating. We're always looking for ways to collaborate with our own colleagues in the Maternal and Child Health Bureau, but we're also collaborating across other agencies. So, these are some examples of some things that were--we've got on the agenda for this coming fiscal year.

The first one is a scientific workshop on teen dating violence, which is a collaboration with our partners at the National Institutes of Health. We're working with some, again, of our other agencies and the office on women's health in the department, looking at how minority faculty are being distributed in academic medicine, and this is a partnership across five schools in the country. We are working with the Office on Women's Health on a reference books, sort of everything you always wanted to know about women's health, which will be available later next year. And many of you are familiar with the very, very popular women's health calendar organizers that the department puts out their kind of a spiral-bound, a great place to put all your appointments, and they have great women's health information, as well. And those will be coming out later this year.

Next slide. Okay. Some of the other collaborations we do, some of these also may be very familiar to do--to you. We have done over the past a number of looks at how women's health is taught in health professions, medical school, dental school, nursing schools, pharmacy schools and public health schools. All of these reports are available. If you're interested in any of them, let me know.

We do webcast with our partners, who are here today from the Center for Advancement of Distance Education at the Illinois of--at the University of Illinois in Chicago. They help us with the technological aspects of these, and we've done several, and there are some on the slide here for you to see. One is, recently, is just this past September on human trafficking. And as--any of these webcasts are archived, you can always go back and look at them on the mchcom.com Web site. And we do some work with GIS mapping. HRSA, some of you may know, has a warehouse, a geospatial warehouse. And one of the things that we've done over the past several years is try to get our hands on where funds are going to different grants and different programs across HRSA that have a women's health component, and you can access that at that URL on the slide.

Every year, for the past 05-06 years, we've done our Women's Health USA data book. This is a collaboration with the Division of Healthy Start and Perinatal Services, as well the Division of Program and Data Management. This is the cover of our 2007 data book, which is at the printer as we speak. It should be available later this month. It'll be available free from the HRSA Information Center, and we're also going to have it online. So, keep an eye out for that. It will be available very soon.

The next group of slides I'm gonna talk about have to do with probably our biggest initiative. Instead of doing grants, as I said, we focus a lot on partnerships, outreach, and this very important initiative called Bright Futures for

Women's Health and Wellness. And this is an initiative that we've been working on for the past six years or so, and we're really trying to develop with this initiative an awareness, an increased awareness around prevention for women across the lifespan around preventive health. We're really trying to build in communities, we're trying to build in the consumer, and we're trying to build in the clinicians themselves around how do you get women and adolescent girls to think more about and practice prevention in their daily lives.

Here are some of our goals for this initiative. We're really, again, trying to use empowerment. We're trying to encourage women to practice prevention, trying to get the provider to be more involved in that very important patient and provider dialogue, and we're trying to involve the community in their role in promotion.

Just a little bit about the infrastructure for this. I know many of you are familiar with the Bright Futures for Children, which you've heard about, I'm sure, this afternoon from Dr. Chris DeGraw. We are kind of a take-off of that. We're not exactly the same. Again, we do involve the consumer, in a way, indifferently. But we're really about involving the consumer, the clinician, the community, into this wellness initiative. Our funding for this comes from the bureau. We do do some coordination within our own bureau within the department, as well. We do take a lifespan perspective, so this is about young women in their teens all the way up to, perhaps, 80s, 90s. We really want to encourage women to be healthy across their lifespan. And we involve a non-Federal steering committee to help us with

this initiative. We focused in the last several years on these three domains: physical activity and healthy eating, mental health and wellness, and maternal wellness. And what we've done with these has developed a series of tools, families of tools that can be used in clinical settings, that can be used in community settings, that really could be used in any kind of setting, where you're trying to encourage that wellness behavior, that wellness perspective. The one-- the first one that we worked on is physical activity and healthy eating tools domain was one where we really wanted to develop tools that we're in line with the Dietary Guidelines for Americans, that would encourage the shared decision-making and goal-setting among the three target audiences. These materials are available currently. If you haven't seen them, I encourage you to order them to the HRSA Information Center. They're also available online through the HRSA Women's Health Web site. You'll see that URL at the end of the presentation.

For adolescent young women, we've developed a booklet, as well as a wallet card, that, again, incorporate the Dietary Guidelines for Americans information in easy to understand, positive messages. They're very easy to read. They're written at a sixth grade reading level. We've incorporated all kinds of information to make them fun, to make them useful.

Similarly, we've done a guide for adult women with--focusing on physical activity and healthy eating. We're working on doing more of these tools in Spanish. We also have a provider set of training materials to go along with these tools, as well

as a community tool kit. We followed a sort of a conceptual idea with putting these tools together, which probably sounds familiar to some other materials that you're familiar with in trying to encourage patience and your clients to practice healthy behaviors. But what was really important when we're developing these tools was to think about starting where the patient is, starting where the woman is, starting where the adolescent girl is, and making sure they're self-aware of what their behaviors are. So, there's a self-assessment section, which is followed by a conversation starter with a clinician. Then there's an opportunity for some goal-setting, where the patient and the provider are working together. And then there's some resources and information, and all of these are designed to be take-home referral type of material set women can refer to as they're making these behavior changes.

On this slide, you'll see sort of little pictures there at the bottom. This is to kind of give you an idea what they look like, they're bright colors, they're, hopefully, very positive looking in messages. The Bright Futures for Adult Women guide and tip sheets focus on physical activity and healthy eating. Those were those first two. And then the one on the right is the adult guide translated into Spanish. And as I've said, we're working on a similar one for adolescent girls in Spanish focused on physical activity and healthy eating. We're also really aware that there are differences to try to address the topic of physical activity and healthy eating for women and young adolescents living in rural communities. And so, we've been working with our partners in the Office of Rural Policy on adapting these

materials to incorporate more of some of the food choices, some of the logistical issues when it comes to physical activity when you're living in rural areas. And so, these tools are also an adaptation for those tools that we're working on now.

As I've mentioned, we have some other tools in this domain. We have an administrator's handbook, which is essentially a way for settings to take up these materials and kind of get a way to incorporate them into their setting. It's also available online. We also have some counseling support tools. Those are the two, sort of, snapshots there in the middle and to your far right. And again, these are designed to help clinicians when they're having these conversations with their patients about how to recommend different dietary guidelines, different recommendations, so that their patients can practice healthier behaviors around physical activity and healthy eating. This is a cover of the tool kit. This tool kit was designed several years ago, and it does still incorporate the dietary guidelines. And what's really unique about the tool kit is it really focuses on building in real testimonials, as well as testimonials that are from real women. So, these are real women who share their stories with us. We're trying to get out with this tool kit. Women, who are their natural leaders in their communities, women, who we all know, who kind of rise to the top, who kind of know they're the people that everyone goes to in their communities, they're the kind of focal point for their communities. We really wanted to make this useful and really at the grassroots community levels. So, I encourage you to look at that when you have some time back home. We're also doing some evaluation work, and we all know how

important it is to do evaluation whenever you're doing a program. What we're doing with this particular evaluation is we're trying to look at how the consumer tools for the physical activity and healthy-eating family, how they're being actually used in the clinical setting. And so, we were able to get some funds two years ago to really look at how these tools may be changing some awareness, changing some provider practices, really, how they are actually being used, and we're doing this among six sites across the country. We're looking at faith-based sites, we're looking at federally-qualified health centers, we're looking at worksite sites, as well as school-based sites. And so, you'll be hearing more about this intermediate evaluation in the next year.

Again, our target audience is young and adult women, clients who are using these physical activity and healthy-eating tools, as well as the providers. And I just mentioned again some of those sites that we're trying to get a kind of a diverse sense of how these different types of sites are using the tools.

I mentioned just a minute ago, we also have a mental health and wellness domain in Bright Futures. And this is a very unique domain because we're really focusing on the positive side of mental health, and that, sometimes, may sound like, what's the positive side of mental health, 'cause when we're used to hearing about mental health, we think of the negative side, perhaps, the depression, the anxiety, which are all very important, but when we were designing Bright Futures, we really made a decision that this was about wellness, this was about positive

behavior changes, and encouragement, and empowerment. So, when we looked at mental health, we really wanted to look at the wellness side, the positive side. So, we went through a long period of literature review, a long period of looking at the expertise, looking at the peer-reviewed types of information, and we really were able to find a small but growing literature base around mental wellness. Some of these concepts include valuing yourself, developing a sense of balance, meaning and purpose, and connections to your community. And similarly to the physical activity and healthy-eating tools, we developed a group of materials, again, for the three target audiences, young women, adult women, providers, as well as communities.

Some of these--the characteristics of these tools, they are gender specific. We do focus on these tools for women and young adolescent girls. Again, they're wellness focused. We do bring up the issue of depression. As we know, many women do experience depression, but you won't find the whole feeling of the tools is not on depression. And we really wanna focus on those resiliency, those wellness factors, those protective factors that help women and girls live mentally well and healthy lives.

As I've mentioned, we did do a quite exhaustive evidence base for these tools. If anyone's interested in that long literature review, we certainly can make that available, but some of the research around this field really gets back at some issues, such as resiliency, hardiness, optimism, coping, high self-esteem,

connections, meaningful faith, some of these things that sound so simple, but when you add them together, when you look at them in the construct of a holistic type of way, they really do add up to a sense of mental wellness, and we decided to really incorporate this new line of thinking in these tools, and hopefully, they will be of great help when you're talking to your patients, your clients, your service providers, when it comes to the area of mental wellness. This, again, just takes further that whole area of psychological wellness that we put in these tools. Again, lots of different ways of looking at this to help people.

This is a copy of our picture of a poster that is gonna come out of this tool family that you can really put up anywhere. You can put it in primary care centers, you can put it classrooms. Again, getting at the idea that mental wellness, just like physical health, is something that people can learn, people can practice. It's not-- you're not born with it, maybe necessarily, but it's definitely something that can be incorporated into your life. This is the cover of what the Mental Health and Wellness Adult Women's Guide is gonna look like. These are also at our local printer, and we're really looking forward to them being available by the end of this month, if not, maybe early November. Again, all of these tools will be free. As always from HRSA, and we're really looking forward to a kind of a big splash with this, in a way, to get the word out.

We did a lot of work with Bright Futures, and we're trying to do more work around promotion of these tools. We do a semi-annual newsletter. We're trying to get a

Web site online that will just focus on Bright Futures for women's health and wellness, so you don't have to kind of dig within that whole architecture of HRSA's Web site to find it. We're definitely working more and more and learning more about the importance of having Spanish tools. Many of our federally-qualified health centers, many of your sites, are really seeing more and more Spanish-speaking women, and we wanna be cognizant of that and make sure our tools are reaching those audiences. We are definitely bringing these tools with us to the APHA meeting, the American Public Health Association meeting, which is coming up here in November in Washington D.C. And we're always looking for partnerships. So, if you're working now in a setting where you feel Bright Futures for Women's Health and Wellness would be useful to you, we're really always interested in your ideas, in your collaboration. So, definitely, let us know. We really value being able to use your knowledge to spread the word.

Some of the lessons learned from doing this initiative, I'll just touch on a few of them. I can--I've--definitely, this has been a learning experience. Whenever you're developing a new initiative, there's always things to learn. I think the most important thing I've learned is the importance of bringing in people early, developing program, planning, developing evaluation early, developing outreach plans early, always allowing more time than you think you'll need, and really encouraging and thanking people for their time and effort.

If you're interested in the Bright Futures Initiative, if you're interested in anything else that the HRSA Office of Women's Health is doing, I've just kind of quickly run through a number of things. We do have a Web site, which I've listed on this slide. And again, we're trying to get a sort of a separate Bright Futures Web site out very soon, so you can just go to that very quickly. But please, feel free to call, to e-mail, and to let us know what your ideas are. We're very interested in reaching out to the states and to working with you when it comes to women's health and wellness. So, with that, I will turn it back to Jon. And any questions, let me know. Thank you.