



Healthy Women Build Healthy Communities

2009 Federal/State MCH Partnership Needs Assessment Technical Assistance Meeting

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Office of Women's Health**



HRSA Office of Women's Health (OWH) Mission



HRSA OWH provides a cross-cutting focus to reduce sex and gender-based disparities, and improve women's health and wellness in support of the Agency's mission to provide national leadership, program resources, and services needed to improve access to culturally competent, quality health care.

HRSA OWH Functions



- Serve in a leadership capacity on women's health and sex/gender-specific issues and policy.
- Coordinate and support disease prevention and health promotion activities at HRSA and with other HHS agencies.
- Serve as the liaison with other Federal women's health and private sector organizations.
- Support educational efforts on topics related to women's health and wellness.



HRSA Office of Women's Health Staff

February 2009

Collaboration Examples



- National Women's Health Week – May 10-16, 2009
- HHS Women's Health Reference Book and Daybook
- HHS Beyond 2010 Women's Health Summit
- HIV/AIDS All Grantee Meeting, Women's Health Institute
- Dental Provider Awareness of Family and Intimate Partner Violence Portal
- Transition for Youth with Special Health Care Needs Project
- Women's Health Performance Measures Consultative Meeting
- Webcasts and Podcasts

Women's Health USA 2008



Women's Health USA 2008



Bright Futures for Women's Health and Wellness (BFWHW) Initiative Vision and Mission Statements



- **Vision Statement** – to achieve physical, emotional, social, and spiritual health, BFWHW identifies opportunities for integrating prevention into self-care, culturally competent health care, and community action.
- **Mission Statement** – The mission of BFWHW is to plan, develop, implement, and evaluate a variety of culturally competent consumer, provider, and community-based products to increase awareness and use of preventive health services for all women across their lifespan.

BFWHW Initiative Goals



- Increase the use of preventive services.
- Empower women to share in health care decision-making.
- Encourage women to practice prevention in their daily lives.
- Increase practitioner utilization of preventive health guidelines.
- Support community-wide health promotion.

BFWHW Infrastructure



- Funding – HRSA/Maternal and Child Health Bureau
- Coordination – HRSA OWH and Division of Healthy Start and Perinatal Services
- Organization – inclusive, lifespan approach
- Steering Committee – non-Federal and Federal experts (consumer and professional)
- Purpose – Develop tools for adolescent young women and adult women, clinicians, and communities to promote health and wellness

“NEW” in BFWHW



- HTML Online Versions
- Maternal Wellness Tools
- Physical Activity and Healthy Eating Intermediate Evaluation Report
- Emotional Wellness Tools Intermediate Evaluation Study
- Emotional Wellness Tools, Spanish Translation

BFWHW Domains



- Physical Activity and Healthy Eating
- Emotional Wellness
- Maternal Wellness



BFWHW Physical Activity & Healthy Eating Tools



- Guide for Young Women and Wallet Card (English)
- Guide for Adult Women and Reaching My Goal Tip Sheet Set (English and Spanish)
- Provider Training Materials (English)
- Community Toolkit (English)

BFWHW Tools for Consumers



- Booklets that encourage a dialogue between female patients and their health care providers about physical activity and healthy eating.
- Includes patient self-assessment, tips for communication with health care providers, goal setting, and resources for more information.
- ***My Bright Future for Adult Women Guide and Tip Sheets***
 - Available in English and Spanish
- ***My Bright Future for Young Women Guide and Wallet Card***
 - Available in English and Spanish



BFWHW Tools for Rural Women



- Core BFWHW physical activity and healthy eating tools tailored for young and adult women living in rural U.S. communities.
 - **Adult Women's Guide and Tip Sheets**
 - **Young Women's Guide and Bookmark**

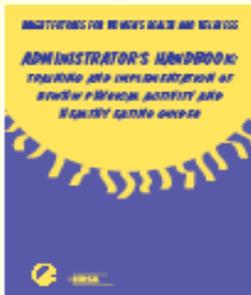


BFWHW Tools for Clinicians



- Administrator's Handbook: Training and Implementation of BFWHW Physical Activity and Healthy Eating Guides (online tools only)**

This Handbook describes the My Bright Future Physical Activity and Healthy Eating Guides and other patient and provider materials. It also contains information on how to train health care providers to implement the Guides in the clinical setting, using PowerPoint presentations, and counseling support tools for adult and young women patients.

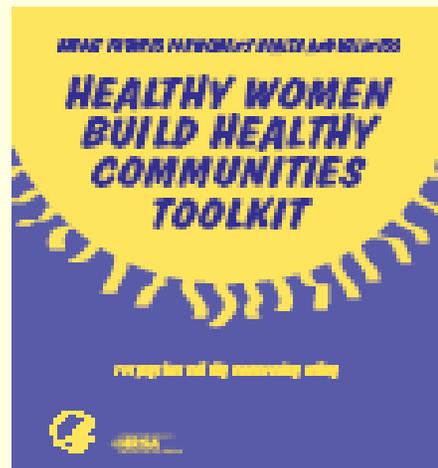


BFWHW Community Toolkit



■ Healthy Women Build Healthy Communities Toolkit

Designed to help young and adult women who want to improve the health of their communities take action and plan activities and events promoting physical activity and healthy eating. The toolkit provides 10 Building Blocks to help women plan community activities.



BFWW Emotional Wellness Tools



- Extensive background work to define emotional wellness from a positive perspective.
- Three concepts interwoven throughout family of tools:
 - Value yourself
 - Develop sense of balance, meaning and purpose in life
 - Connect to your community
- Tools:
 - Guide for Young Women
 - Guide for Adult Women
 - Provider Booklet
 - Exam/Waiting Room Flyer
 - Community Idea Kit

BFWHW Emotional Wellness Tools Characteristics



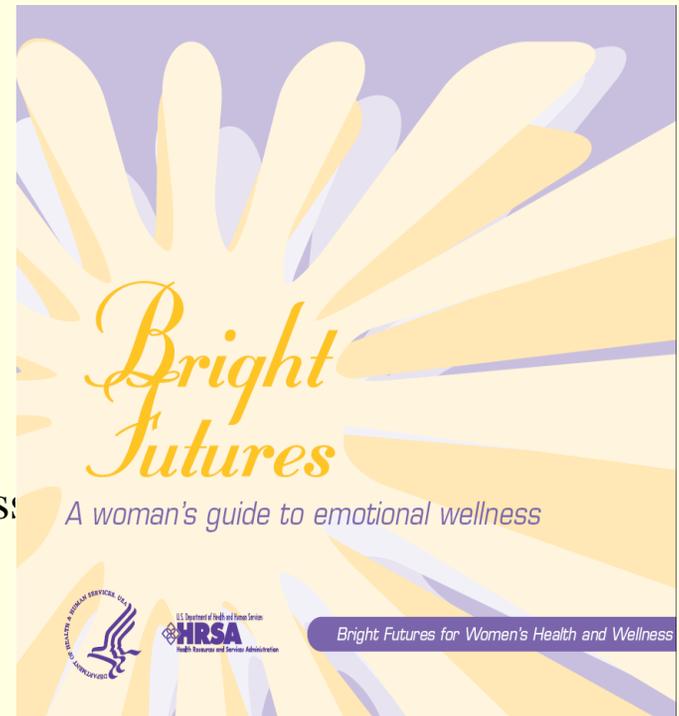
- Gender-specific
- Evidence-based
- Wellness focused (vs. disease focused)
- Address wellness constructs and protective factors

BFWHW Emotional Wellness Consumer Tools



Content and Activities related to:

- Valuing Self
 - Self-respect
 - Nourishing body
 - Optimism
- Balance and Purpose
 - Goal-setting
 - Resiliency
 - Understanding your responses to stress
- Connection with Community
 - Community
 - Culture
 - Healthy Relationships

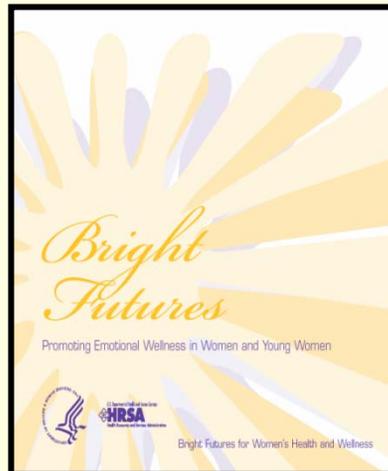


BFWHW Emotional Wellness Clinician Tools



Content related to:

- Evidence base for promoting emotional wellness
- Conversation starters
- Resources for further information

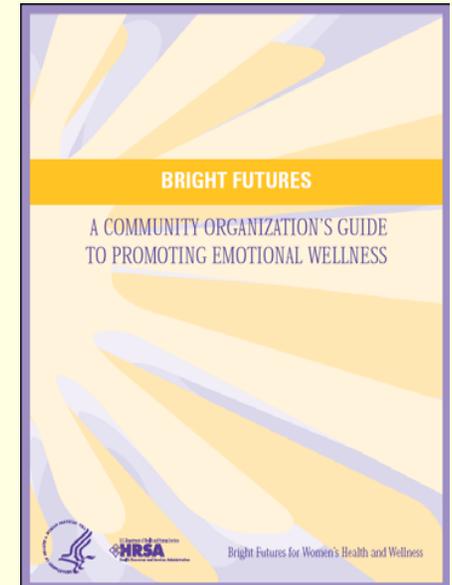


BFWHW Emotional Wellness Community Ideakit



Content and activities related to:

- Evidence base for promoting emotional wellness.
- Tips and evaluation ideas
- 15 activities for promoting wellness among young and adult women.



BFWHW Maternal Wellness Tools



- Promote emotional wellness for women during the prenatal/postnatal period
- Present strategies to increase healthy adaptation to changes and reduce adverse outcomes
- Encourage patient/provider conversations
 - Consumer Booklet
 - Community Poster
 - Healthcare Provider Pocket Card



BFWHW Intermediate Evaluation- Physical Activity and Healthy Eating



- Purpose: to assess how the consumer tools were used in health care sites during wellness visits and health maintenance check-ups, and to see whether their use affected women's early intentions to change behaviors associated with physical activity and healthy eating.
- 274 women, 18 health care providers, 4 site administrators

BFWHW Intermediate Evaluation- Physical Activity and Healthy Eating



Key Findings

- A majority of the consumer respondents were very receptive to the BFWHW tools, especially those women who perceive themselves as being overweight.
- Overweight respondents were significantly more likely than healthy weight women to report that they planned to make changes in their level of physical activity or eating habits.
- There was no significant difference between Black and White women in their intention to change behaviors with regard to physical activity and healthy eating.
- Among health care providers who participated in this study, BFWHW materials were found to be useful in prompting patient/provider discussions and goal setting with patients.
- Lack of time can be a significant barrier to implement BFWHW tools in busy health care settings.

BFWHW Intermediate Evaluation- Emotional Wellness



- Purpose: to assess how the consumer tools were used in a variety of different clinical and community sites and to see whether their use affects individual and organizational attention to emotional health issues.
- Time frame – 2009-2011
- 4 sites will be selected from HRSA-funded grantees:
 - Healthy Start sites
 - Federally Qualified Health Centers
 - Ryan White Part D sites
- Peer-reviewed manuscript

Promotion & Dissemination Opportunities



- Partner with other HRSA Bureaus and offices
- Package BFWHW tools with other preventive health materials
- Promote HTML versions of tools online
- Distribute BFWHW tools at conferences and meetings
- Add BFWHW to National Women's Health Week announcements
- Translate BFWHW tools into Spanish and other languages
- Test BFWHW tools in group settings and follow up visits

For More Information



A variety of BFWHW Tools and other publications
are available free of charge at the
HRSA Information Center

1-888-ASK-HRSA

and online at www.hrsa.gov/womenshealth or
<http://www.mchlibrary.info/BFWHW.html>

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