

I. Background

This section of the resource guide provides background information on the *Pick Your Path to Health* campaign. Use it to help you target and organize your program to follow the specific health themes and messages of the campaign. This information can also be used to support any outreach or media activities you may pursue.

Overview of *Pick Your Path to Health*

This section provides details on the campaign and the monthly health themes and action steps for each targeted population.

Overview of *Pick Your Path to Health* Community-Based Programs

This section provides a rationale for community-based programs and explores the role of the program coach.

Overview of Women's Health

This fact sheet is a synopsis of the status of women's health following the leading health problems of American women.

Healthy People 2010

This fact sheet provides a summary of *Healthy People 2010*, including what it is, its goals and focus areas, and the Leading Health Indicators.

List of *Pick Your Path to Health* Partners and the Office on Women's Health Affiliates

This is a list of current *Pick Your Path to Health* partners and Office on Women's Health affiliates, including the Regional Women's Health Coordinators, the National Centers of Excellence in Women's Health, the National Community Centers of Excellence in Women's Health, and the Minority Women's Health Panel of Experts.

Overview of *Pick Your Path to Health*

Pick Your Path to Health, an initiative of the Department of Health and Human Services' Office on Women's Health, was developed to help women adopt healthy behaviors into their everyday lives. Previous health campaigns aimed at women have emphasized long-term goals, such as losing weight or quitting smoking. *Pick Your Path to Health* recognizes the multiple demands women have on their time and energy, and therefore suggests simple and practical action steps that women can incorporate on a daily basis in an effort to ease the path to better health.

Pick Your Path to Health encourages health awareness among all women and specifically focuses on health issues as they relate to African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural areas, and women with disabilities—all who are at a higher risk for many diseases.

Women's Health Issues

Pick Your Path to Health's monthly themes are adopted from the 10 leading health indicators for the Nation, identified in *Healthy People 2010*—the Government's comprehensive set of health objectives aimed at reducing the existing health disparities between minority and white women over the first decade of the new century. The 2004 monthly themes of the *Pick Your Path to Health* campaign are:

January—Spirituality	July—Drug Abuse
February—Weight Management	August—Health Care Access
March—Physical Activity	September—Prevention
April—Alcohol Use	October—Violence Prevention
May—Mental Health	November—Tobacco Use
June—Responsible Sexual Behavior	December—Family

Culturally Appropriate Materials

The campaign delivers workable health messages through central themes and action steps. These easy-to-incorporate health messages are found throughout the campaign's materials, including 12-month pocket planners, health articles, posters, a community action kit, a Web site with interactive health calendars, an electronic newsletter, and a listserv—a weekly e-mail message offering women's health tips based on the campaign's monthly themes.

The pocket planners are an integral component of the campaign, providing health messages and action steps specifically tailored to each of the six groups. The planners emphasize the importance of making small changes to improve women's health and offer general health information and a comprehensive list of women's health resources.

Dedicated Partners

The campaign is supported by more than 100 community and media partners that help deliver campaign messages to communities and women across the nation.

Monthly Health Themes and Action Steps for African American Women

January—Spirituality: Find the strength within.

- Every day, think of something you are grateful for.
- Focus on the strengths, not the faults, of others.
- Write in your calendar one positive thing about each day.
- Think of something you have done to help someone.
- Gather a collection of your favorite inspirational words or natural wonders.

February—Weight Management: Vital for long-term wellness.

- Set practical short-term and long-term weight goals.
- Keep a bottle of water with you all day and refill often.
- When eating out, select foods that are steamed, broiled, baked, or grilled.
- Select a mix of colorful fruits and vegetables each day.
- Have low-fat, low-sugar snacks on hand to combat hunger and prevent overeating.

March—Physical Activity: Stay active. Live longer.

- Put on your favorite music and dance.
- If possible, take the stairs to use a restroom on a different floor.
- Take a walk during your mid-morning, lunch, and mid-afternoon breaks.
- Climb stairs either inside or outdoors for a sure-fire aerobic treat.
- Encourage your family and friends to support and join you in your activities.

April—Alcohol Use: Know your limits.

- If you can't wait to have your first alcoholic drink of the day, consider getting counseling.
- Substitute non-alcoholic versions of drinks.
- Don't drink and drive, or ride in a car if the driver has been drinking.
- Don't be pressured to drink more alcoholic beverages than you should.
- Learn the warning signs of alcoholism.

May—Mental Health: Lower your stress.

- Soak worries away in a warm bath. Light a candle and add scented bath products.
- Take a nap. Put aside your worries and regain strength.
- Love yourself unconditionally. Forgive yourself and move forward.
- When things get overwhelming, take a moment to breathe deeply and meditate.
- If you feel sad all the time, call the National Mental Health Information Center at 1-800-789-2647.

June—Responsible Sexual Behavior: Think before you act.

- Don't be pressured into having sex—it does not have to be a part of dating.
- If you choose to become sexually active, know your partner's sexual history and get tested for STDs, including HIV. Ask your partner to do the same.
- Seek advice from your health care provider about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

Monthly Health Themes and Action Steps for African American Women

July—Drug Abuse: Use and you lose.

- Take medications only as directed by your doctor or pharmacist.
- Talk to your children, family, and friends about drugs.
- Don't experiment with drugs. One experience can get you hooked!
- Set a good example. Your children will follow your behavior, not just your explanation.
- To learn the warning signs of drug addiction, visit <http://www.drugabuse.gov>.

August—Health Care Access: Your health matters.

- Before your medical appointment, make a list of questions you want to ask your doctor.
- Look for health information and screenings in your community.
- Call 1-877-KIDS-NOW to learn about free or low-cost health insurance for your family.
- If you feel that your doctor is not taking your concerns seriously, get a second opinion.
- Learn your rights as a patient from your health care provider or local health clinics.

September—Prevention: It's better than a cure.

- Talk to your doctor about what vaccinations you and your family need.
- Keep a complete record of your immunizations.
- Always wear your seatbelt when in a moving vehicle.
- Get a flu shot once a year to help protect yourself against the flu.
- Wash your hands often, especially when you are near others who are sick.

October—Violence Prevention: Empower yourself.

- Avoid walking alone at night. Ask a friend to walk you home or to your car.
- Protect yourself. Sign up for a self-defense class, such as karate or Tae Kwon Do.
- Don't accept abuse. Get help from friends, a health care provider, or local women's shelter.
- Never accept a drink from a stranger or leave your drink unattended.
- Role play with children about potentially dangerous situations and practice ways to respond.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Pick a "quit" date and stick to it.
- As you quit, set aside the money you saved and buy yourself something special.
- Identify situations when you are most likely to smoke and try to cut back.
- Help a family member or friend quit smoking.
- Talk with your children about the dangers of smoking.

December—Family: Get support from those who care.

- Call a relative you haven't spoken to in a while just to catch up.
- Turn off the television. Talk, play games, or read together instead.
- Create new family traditions and rituals that make being together more special.
- Let go of old gripes. Focus on the present and the future, not the past.
- Stay involved in your children's education. Join the PTA.

Monthly Health Themes and Action Steps for Asian and Pacific Islander Women

January—Spirituality: Find the strength within.

- Take a class in a subject that interests you, such as dance or art.
- Always keep a positive attitude.
- Keep a journal. Write down how you feel every day.
- Begin or end your day with a 5-minute meditation.
- Take part in your community's volunteer work—it can enrich your life as well as your heart.

February—Weight Management: Vital for long-term wellness.

- Have breakfast every day. Try topping your cereal with fruit.
- Select a mix of colorful vegetables each day to get the nutrients your body needs.
- Switch from whole milk to 1 or 2 percent or skim milk.
- Use nonstick pans or cooking spray rather than oil or butter.
- Celebrate the lunar calendar New Year with a healthy and balanced diet.

March—Physical Activity: Stay active. Live longer.

- Choose a new sport or activity, and be physically active at least five times a week.
- Take the stairs instead of the elevator.
- Walk down the hall instead of using the phone or e-mail.
- Get up and move around during TV commercial breaks.
- Go for a walk with your family or friends after dinner at least twice each week.

April—Alcohol Use: Know your limits.

- Find a designated driver. Don't ride with someone who has been drinking.
- Consult your health care provider if a family member drinks a lot at home.
- Learn the warning signs of alcoholism.
- Don't be pressured to drink more than you should.
- To learn more about alcohol or drug problems, visit <http://www.niaaa.nih.gov>.

May—Mental Health: Lower your stress.

- Break large tasks into smaller ones. Set priorities and do what you can.
- Refresh your body and mind with a relaxing activity, such as a massage or walk.
- Learn to play. Find pastimes, such as gardening, to escape from the pressures of life.
- Start your day with a smile. Tune into positive messages.
- If you feel depressed, call the National Mental Health Information Center at 1-800-789-2647.

June—Responsible Sexual Behavior: Think before you act.

- Don't be pressured into having sex—it does not have to be a part of dating.
- If you choose to become sexually active, know your partner's sexual history and get tested for STDs, including HIV. Ask your partner to do the same.
- Seek advice from your health care provider about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

Monthly Health Themes and Action Steps for Asian and Pacific Islander Women

July—Drug Abuse: Use and you lose.

- Take prescription drugs only as directed by your physician.
- Trust your instincts. If you think a family member is using drugs, don't look the other way.
- Using drugs harms you and the ones who love you—don't start.
- Don't experiment—you can become addicted even the first time.
- Watch out for symptoms of drug abuse. To learn more, visit <http://www.drugabuse.gov>.

August—Health Care Access: Your health matters.

- Schedule your routine health checkup today.
- If you don't understand what your doctor is saying, speak up.
- When making a medical appointment, ask about availability of translation services.
- Attend free health screenings offered by your community health centers.
- Look for health information and screening opportunities in your neighborhood.

September—Prevention: It's better than a cure.

- Talk to your doctor about what vaccinations you and your family need.
- Consult your doctor about anemia, and consider taking iron supplements.
- Talk to your doctor about your risk for diabetes.
- Have your blood pressure and cholesterol checked to help reduce the risk of heart disease.
- Make sure you and your family get flu shots before flu season begins.

October—Violence Prevention: Empower yourself.

- Protect yourself. Sign up for a self-defense class, such as karate or Tae Kwon Do.
- If you find yourself in an abusive relationship, seek help.
- Develop a safety plan to be used in emergencies.
- Don't ignore violence around you or wait for it to go away.
- Visit <http://www.atask.org> for information in your language about domestic violence.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Identify situations when you are most likely to smoke and try to cut back.
- Refuse to be a victim of second-hand smoking—make your home smoke-free.
- Educate your child on the harmful effects of smoking.
- Don't give up. If you go back to smoking, pick another quit date and get family support.
- When you quit, throw away all of your cigarettes, lighters, matches, and ashtrays.

December—Family: Get support from those who care.

- Make dinnertime a time to hear about your family's day.
- Make Sunday a "Family and Friends Day," and plan a fun group activity.
- Learn to show love for your family in small ways.
- Listen to your partner's concerns. Your support matters.
- Explore your heritage. Connect with your family by celebrating your shared past.

Monthly Health Themes and Action Steps for American Indian and Alaska Native Women

January

Man Moon - Solitude

- Dig out an old fear and throw it away; contemplate a healthier approach to life.
- Help those around you who need it—clear the snow from their path, or fix a loose step.
- Teach your children to respect their bodies and their spirit, it will keep them safe.
- Keep your heart strong, take a walk with a friend.
- Make a hearty “Surprise” soup with leftover turkey bones, and freeze some for later.

February

Wind Big Moon - Introspection

- Fill your spirit with beautiful memories of times past, and share them with someone special.
- Promise yourself to eat less fat this week. Include plenty of fruits and vegetables.
- Get some neighbor kids and adults together for a round dance in the park or in the snow.
- Rekindle that sense of pride—start a journal about your family.
- Relax—close your eyes and sit quietly. Listen to your heartbeat drum.

March

Ash Moon - Understanding

- When you go walking, breathe in Mother Earth. Think of balance.
- Start seedlings of your favorite vegetables in a sunny window for this year’s garden.
- Look at life through your kids’ eyes. Treat them as the precious gifts they are.
- Share the health. Gather your friends for a potluck of traditional foods.
- Practice understanding with a frustrated coworker. Be supportive and an active listener.

April

Planting Moon - Regeneration

- All life is starting up again. You can grow again too, this time from the inside out.
- Spread the chores around to each family member.
- Take your muscles out for a stretch—go bicycling with a friend.
- Talk to your health counselor about safe relations.
- Give thanks for our Elders. Through them, the Circle is unbroken.

May

Corn Planting Moon - Acceptance

- Step out from the shadow of those in your way and follow your own path.
- Walk in courage, honesty, humility, and generosity. These are the warriors’ paths.
- Try out a new fruit salad recipe.
- Skip rope for a healthy heart. Don’t know how? Ask your children to teach you.
- Sit with an Elder in the sunshine. Let her teach you respect for yourself and all things.

Monthly Health Themes and Action Steps for American Indian and Alaska Native Women

June

Corn Tassel Coming Out Moon - Listening

- If what your date wants sounds wrong, it's wrong and let your heart say "No."
- Practice active listening with your children. Their simple words hide intricate meaning.
- Think fresh air and exercise. Take the family berry picking.
- Save the family from accidents. Check your house for loose boards and sharp nails.
- Healing Circles are places to listen, to be heard, and to be healed. Find one and live.

July

Sun House Moon - Passion

- Engage your passionate side, volunteer at the local friendship center or Elder home.
- Attend your tribal Pow Wow. Renew old ties and make new ones.
- Honor the ancestors with a traditional meal. You'll be honoring yourself, too.
- Celebrate the love in your house with a giveaway.
- If you choose intimacy with the right person, both of you will appreciate being tested for STDs and HIV first.

August

Lake Moon - Change

- Life is lived in the space between events. Is your life where you want it to be?
- Make one change for heart health. Try baking instead of frying.
- Educate others about your culture—volunteer to tell stories at your local school.
- Make sure you and your family's immunizations are up-to-date. Visit your doctor.
- Make a change from sugared drinks to non-sugared. Your teeth will thank you.

September

Corn Ripe Moon - Awareness

- Find a quiet, green place and pray to the four directions.
- Take time to savor your food. What you eat can prevent obesity and diabetes.
- Open your eyes and ears to signs of abuse, if you feel someone near is suffering, there are counselors who can help.
- Take an Elder out for appointments and shopping.
- Try catching the kids doing something good. Let them know you noticed in a special way.

October

Leaves Falling Moon - Respect

- Take time to thank each person who helps you through your day.
- Visit your relatives. Let them know how much you appreciate them.
- Find a place to jog or power walk. Start out slowly and work your way up.
- Start a routine of regular family meetings, and involve healthy food.
- Think about starting a healing circle if domestic violence is an issue in your community.

Monthly Health Themes and Action Steps for American Indian and Alaska Native Women

November

Corn Depositing Moon - Mortality

- To be mortal is to embrace each day's purpose. Are you thinking too far ahead?
- Visit the place where your ancestors rest. Take the kids and tell them ancestor stories.
- Concentrate on all that you have; make two lists: "I need" and "I want." Which one is longer?
- Live each day as if it were your last one. Then you'll be ready when the last one comes.
- To make mistakes is to be truly alive. To learn from them is to gain real wisdom.

December

Night Fire Moon - Suffering

- From suffering learn compassion. Heal yourself and others with compassion.
- Think about preventing illness and suffering by embracing better ways to live.
- Pain is your body's way of telling you to seek help. Find the right place to get good medical care.
- If you could turn back time, what lifestyle changes would you make to prevent suffering?
- Be a friend that makes a difference; make sure she doesn't drink and drive.

Monthly Health Themes and Action Steps for Latinas

January—Spirituality: Find the strength within.

- Keep your spirit free from gossip and rumor.
- Celebrate your traditions.
- Go for walks with your friends or family.
- Write down your thoughts in a journal.
- Learn to truly love yourself!

February—Weight Management: Vital for long-term wellness.

- Find nutritious meals at ethnic restaurants.
- Fill a bowl with fruits and eat them throughout the week.
- Write down everything you eat for a week.
- Stay away from pills that promise to help you lose weight.
- Try not to skip meals.

March—Physical Activity: Stay active. Live longer.

- Make a year-long exercise plan.
- Ease into an exercise routine.
- Seek motivation to stay physically active.
- Invite your children to join you when exercising.
- If you sit at work all day, get up and walk around often.

April—Alcohol Use: Know your limits.

- Try not to drink excessively during holidays.
- For an alcohol-free party, add carbonated water to fruit drinks.
- Don't ride in a car if the driver has been drinking.
- Give support to a loved one trying to give up alcohol.
- For help with alcohol problems, call 1-800-662-4357.

Enero—Espiritualidad: Halle la fuerza dentro de sí misma.

- Mantenga su espíritu libre de chismes y rumores.
- Celebre sus tradiciones.
- Vaya de paseo con sus amigos o familiares.
- Anote sus pensamientos en un diario.
- ¡Aprenda a amarse a sí misma verdaderamente!

Febrero—Control del Peso: Vital para el bienestar de la salud a largo plazo.

- Descubra comidas nutritivas en los restaurantes étnicos.
- Llene un recipiente con frutas y cómalas durante la semana.
- Anote todo lo que come durante una semana.
- No tome píldoras que prometan ayudarle a adelgazar.
- Trate de no saltarse ninguna comida.

Marzo—Actividad Física: Manténgase activa. Viva más tiempo.

- Haga un plan de ejercicio para todo el año.
- Comience una rutina de ejercicio de forma gradual.
- Busque la motivación para mantenerse activa físicamente.
- Invite a sus niños a hacer ejercicio con usted.
- Si está sentada en el trabajo durante todo el día, levántese y camine con frecuencia.

Abril—Uso de Alcohol: Conozca sus límites.

- Trate de no beber en exceso durante los días festivos.
- Para una fiesta sin alcohol, añada agua gaseosa a los jugos.
- No viaje en automóvil si el conductor ha estado tomando bebidas alcohólicas.
- Muestre su apoyo a un ser querido que esté tratando de dejar el alcohol.
- Para ayuda con problemas de alcohol, llame al 1-800-662-4357.

Monthly Health Themes and Action Steps for Latinas

May—Mental Health: Lower your stress.

- Talk to someone you trust if you feel sad often.
- Every once in a while, do something fun for yourself.
- Stay active indoors. Stretch or dance to feel energized.
- Schedule fun “dates” with your friends.
- Make a list of your family’s activities and set priorities.

June—Responsible Sexual Behavior: Think before you act.

- Don't be pressured into having sex if that's not what you want.
- If you choose to become sexually active, know your partner's sexual history. Get tested for STDs and ask your partner to do the same.
- Ask your doctor about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

July—Drug Abuse: Use and you lose.

- To learn more about drug addiction, visit <http://www.drugabuse.gov>.
- Talk to your children often about not experimenting with drugs.
- Finish all medications as prescribed and stay on schedule.
- Ask your doctor for help if you think you are addicted to medications.
- Consult your doctor before taking any natural remedies.

Mayo—Salud Mental: Reduzca el estrés.

- Hable con alguien de confianza si se siente triste a menudo.
- De vez en cuando, trate de hacer algo divertido para usted misma.
- Manténgase activa dentro de la casa. Baile o estire sus músculos para llenarse de energía.
- Use este calendario para marcar las fechas de salir a divertirse con sus amigas.
- Haga una lista de las actividades de su familia y dé prioridad a las mismas.

Junio—Comportamiento Sexual Responsable: Piense antes de actuar.

- No se sienta presionada en tener relaciones sexuales si no lo desea.
- Si decide estar sexualmente activa, conozca los antecedentes sexuales de su pareja. Háganse ambos la prueba de enfermedades transmitidas sexualmente.
- Pregunte a su médico sobre comportamiento sexual responsable.
- Busque consejería si usted o alguien que conoce ha sido víctima de abuso sexual.
- Enseñe a sus hijos a respetar sus cuerpos y a proteger su salud.

Julio—Abuso de Drogas: La adicción le llevará a la perdición.

- Para más información sobre la adicción de drogas visite <http://www.drugabuse.gov>.
- Hable con sus hijos con frecuencia sobre la idea de no experimentar con drogas.
- Acabe todos los medicamentos según lo recetado y tómelos de forma puntual.
- Pida ayuda a su médico si piensa que está adicta a alguna medicación.
- Consulte con su médico antes de tomar cualquier remedio natural.

Monthly Health Themes and Action Steps for Latinas

August—Health Care Access: Your health matters.

- Always read the instructions attached to your prescriptions.
- Look for health information and services in your community.
- Call 1-877-KIDS-NOW to learn about free or low-cost health insurance.
- When moving, ask your doctor for a copy of your medical records.
- Ask for translation services if you think you need them.

September—Prevention: It's better than a cure.

- Stay informed about health issues. Visit <http://www.4woman.gov>.
- Make all appointments for annual checkups in advance.
- Post emergency telephone numbers on your refrigerator.
- Aim for 8 hours of sleep every day.
- Keep all medications out of children's reach.

October—Violence Prevention: Empower yourself.

- Learn your local police department's nonemergency phone number.
- Seek help if your partner's behavior is abusive.
- Take a self-defense class in your community.
- Don't let a volatile temper get out of hand—seek counseling.
- Develop a safety plan.

Agosto—Acceso a los Cuidados de la Salud: Su salud es importante.

- Busque información y servicios para la salud en su comunidad.
- Llame al 1-877-KIDS-NOW para más información sobre seguros de salud gratis o de bajo costo.
- Cuando vaya a mudarse a otro lugar, pida a su médico una copia de su expediente médico.
- Solicite servicios de traducción e interpretación si cree que los necesita.
- Lea siempre el folleto que viene adjunto a sus recetas.

Septiembre—Prevención: Es mejor prevenir que curar.

- Manténgase informada sobre los temas de salud. Visite <http://www.4woman.gov>.
- Haga todas las citas para los chequeos anuales con anticipación.
- Fije los números de teléfono de emergencia en su refrigerador.
- Trate de dormir ocho horas al día.
- Mantenga todos los medicamentos fuera del alcance de los niños.

Octubre—Prevención de la Violencia: Ármese de valor.

- Infórmese del número de teléfono directo de la policía local.
- Solicite ayuda si el comportamiento de su pareja es abusivo.
- Tome una clase de defensa personal en su comunidad.
- No permita que un temperamento volátil salga fuera de control—busque asesoramiento.
- Desarrolle un plan de seguridad.

Monthly Health Themes and Action Steps for Latinas

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Have gum or mints available at home as an alternative to smoking.
- Invest the money you saved on cigarettes in exercise classes.
- Visit <http://www.4woman.gov/Quitsmoking> for help in quitting.
- Make sure your child's day care programs are smoke-free.
- Keep a list of activities you can do instead of smoking and do one.

December—Family: Get support from those who care.

- Plan a family cooking night so everyone can help.
- Read a book out loud with your family before going to bed.
- Connect with your family by celebrating your shared past.
- Plan a cleaning session with the entire family.
- Do volunteer work as a family.

Noviembre—Uso de Tabaco: Fumar—un alto costo para su VIDA y para su bolsillo.

- Tenga caramelos de menta o goma de mascar disponible en casa como alternative para no fumar.
- Invierta el dinero que ahorró en cigarrillos en clases de gimnasia.
- Visite <http://www.4woman.gov/Quitsmoking> para ayuda sobre cómo dejar de fumar.
- Asegúrese de que el uso de tabaco está prohibido en los programas de guardería de sus niños.
- Mantenga una lista de actividades que puede hacer en lugar de fumar y haga una de ellas.

Diciembre—Familia: Reciba apoyo de las personas que la quieren.

- Forme lazos de unión con su familia recordando los tiempos pasados compartidos.
- Planee una sesión de limpieza a fondo con toda la familia.
- Haga trabajo de voluntariado con toda la familia.
- Planee una noche para que la familia cocine junta de forma que todos puedan ayudar.
- Lea un libro en voz alta con su familia antes de acostarse.

Monthly Health Themes and Action Steps for Women Living in Rural Areas

January—Spirituality: Find the strength within.

- Make a New Year's resolution that will improve the quality of your life, and stick to it!
- Focus on the strengths, not the faults, of others. Learn to be more tolerant.
- Write down three positive things about each day.
- Go outside on a clear night and look at the stars.
- Go for a hike and appreciate the natural beauty around you.

February—Weight Management: Vital for long-term wellness.

- Calories count! Keep track of how many calories you take in each day.
- Use alternatives to frying your food—try adding spices to your baked dishes.
- Choose whole grain foods more often, such as whole wheat breads, oatmeal, or brown rice.
- Instead of cake, have a piece of fruit.
- Eat before you get too hungry to avoid overeating or snacking on unhealthy foods.

March—Physical Activity: Stay active. Live longer.

- Aim for 20 minutes of aerobic activity each day, such as walking, jogging, or swimming.
- Get up and move around during TV commercial breaks.
- Instead of talking on the phone with a friend, make a date to walk and talk.
- Spring into the weekends—dance to your favorite music or start a garden.
- Stretch all of your major muscle groups before and after exercise to avoid injuries.

April—Alcohol and Drug Abuse: Destroys families, destroys lives.

- Know your limit. Alcohol doesn't solve problems, it can add to them.
- Volunteer to be the designated driver.
- Drink a glass of water for each alcoholic drink you have.
- Take prescription drugs only as directed by a physician or a pharmacist.
- Using drugs harms you and the ones who love you—don't start.

May—Mental Health: Lower your stress.

- Depression is more common than you think. Learn its warning signs.
- Let the warm weather and fresh air help you relax.
- Don't be afraid to ask for help if you feel overwhelmed.
- If you think you may be depressed, call 1-800-789-2647 for help.
- Call your state or county health department for mental health care programs.

June—Responsible Sexual Behavior: Think before you act.

- Don't be pressured into having sex—it does not have to be a part of dating.
- If you choose to become sexually active, know your partner's sexual history and get tested for STDs, including HIV. Ask your partner to do the same.
- Seek advice from your health care provider about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

Monthly Health Themes and Action Steps for Women Living in Rural Areas

July—Heat Stress Prevention: Keep it cool.

- Drink at least 8 ounces of water every 20 minutes while working in the heat.
- If you have a mole that changes color or shape, tell your doctor immediately.
- Always wear protective clothing and sunscreen with an SPF of at least 15 when outside.
- During hot weather, don't over-exert yourself or become too tired.
- Know the symptoms of a heat stroke: excessive sweating, fatigue, thirst, and confusion.

August—Health Care Access: Your health matters.

- Offer your neighbors a ride to medical appointments.
- Before your appointment, make a list of questions you want to ask your doctor.
- Call your local VA Hospital for information on transit buses for the elderly and disabled.
- Ask your doctor about free medications for persons with limited income.
- Look for free health information and screening tests in your community.

September—Prevention: It's better than a cure.

- Schedule regular health screenings at the same time each year to help you remember them.
- Wash your hands often, especially when you are near others who are sick.
- Ask an elderly family member about your family's health history.
- Talk to your doctor about what vaccinations you and your family need.
- Make sure you have a first-aid kit at home or in your car for emergencies.

October—Violence and Injury Prevention: Empower yourself.

- Make sure that outside lights are working. Check locks and entrances.
- Store flammable liquids and poisons in their proper location.
- Make sure that you're not alone when using dangerous equipment like chainsaws.
- Carry your keys as you walk through the parking lot.
- Check well water for bacteria, heavy metals, and pesticides every 6 months.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Identify situations or times when you are more likely to smoke, and try to cut back.
- Chewing tobacco is as addictive and unhealthy as cigarettes. Don't allow either at home.
- Make a pact with yourself not to smoke or allow smoking around your children.
- Support and encourage a friend or family member who is trying to quit.
- Make a list of 10 things to do with your money instead of smoking.

December—Family: Get support from those who care.

- Make Sunday a "Family and Friends Day," and plan a fun group activity.
- Say something positive to your family every day.
- Make time to have fun and laugh with your family.
- Learn about your family members' interests.
- Mark on your calendar important dates for your friends and family. Call them on that day.

Monthly Health Themes and Action Steps for Women with Disabilities

January—Spirituality: Find the strength within.

- List three things you would like to do to simplify your life.
- Connect with others—join a disability or faith organization, or an Internet-based chat group.
- Share your talents and become a mentor. Volunteer at your local school, library, or church.
- Begin or end your day with a 5-minute meditation.
- Find an accessible place of worship near you. Call the Accessible Congregations Campaign at 202-293-5960.

February—Weight Management: Important for long-term wellness.

- Check with your doctor before starting a weight management program to make sure it fits your medical needs.
- Identify your “ideal” weight with your doctor, and work towards reaching and/or maintaining that weight.
- Eat foods rich in calcium such as cheese, yogurt, and broccoli to reduce your risk of osteoporosis.
- Whenever possible, include physical activity in your daily life.
- Eat smaller, balanced meals and select at least five colorful fruits and vegetables to eat daily.

March—Physical Activity: Stay active. Live longer.

- Get started on a fitness plan that is right for you. Visit <http://www.rtcil.org> for more information.
- Try various types of physical activities—they provide different benefits.
- Find inexpensive ways to keep in shape, such as using household items for weight lifting.
- Find a disability-friendly gym or contact your local YWCA or parks and recreation center.
- Visit <http://www.ncpad.org> for more information on physical activity.

April—Alcohol and Drug Abuse: Destroys families, destroys lives.

- If you are concerned about your use of alcohol or drugs, talk with your physician.
- Ask your doctor about interactions between your medications, and between medications and alcohol.
- Don’t use alcohol or drugs to mask pain. Ask your doctor for alternative treatments.
- Consult your doctor if you are concerned about your increased use and dependence on prescription drugs.
- Call SAMHSA at 1-800-729-6686 for referrals to a community support group or treatment organization.

May—Mental Health: Lower your stress.

- Learn the symptoms of depression and get help if necessary.
- Schedule a 10-minute break every day to remove yourself from a stressful environment.
- Talk to a friend or professional about any problem—get a fresh point of view and possible solutions.
- Try one relaxing thing each day—take a bubble bath, read a chapter of a book, or listen to music.
- Focus on your own health needs; you know best what you can and cannot do.

Monthly Health Themes and Action Steps for Women with Disabilities

June—Sexuality: Taking responsibility for your sexual health.

- Don't be pressured into having sex—it does not have to be a part of dating.
- If you choose to become sexually active, know your partner's sexual history and get tested for STDs, including HIV. Ask your partner to do the same.
- Seek advice from your health care provider about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

July—Self-esteem: You matter.

- Nurturing yourself is not selfish—it's okay to put yourself first.
- Focus on the things you can do.
- You deserve to be treated with respect.
- Do something that you have always wanted to do—take a class, travel, or meet new people.
- Contact your local Center for Independent Living to learn about independent living skills, accessibility, and legal issues.

August—Health Care Access: It's your right.

- Call the ADA Information Line at 1-800-514-0301 for information on accessible health care facilities.
- Notify your health care provider if you require any special assistance when making an appointment.
- Before your appointment, make a list of questions you want to ask your doctor.
- If you feel your doctor is not taking your concerns seriously, get a second opinion or consider changing doctors.
- Find out about your state's Medicaid waiver programs to help with medical expenses.

September—Prevention: It's better than a cure.

- Visit <http://www.4woman.gov> for a personalized chart on health screenings.
- Schedule regular screenings at the same time each year to make them easier to remember.
- Talk with your doctor about osteoporosis. You may need to be screened at a younger age than other women.
- Make your home easy to navigate and injury free.
- Make sure you have at least two evacuation routes in your home in case of fire or other emergency.

October—Violence Prevention: Empower yourself.

- Identify signs of domestic violence in your life.
- Refusal to provide care may be a form of abuse. Don't accept abuse!
- Don't ignore violence around you or wait for it to go away.
- Let someone else know if you feel something is not right about the way you are being treated.
- Always have a safety plan. For more information, visit <http://www.bcm.tmc.edu/crowd>.

Monthly Health Themes and Action Steps for Women with Disabilities

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Go to <http://www.smokefree.gov> for information and support to help you quit.
- Identify times of the day or situations when you are more likely to smoke and try to cut back.
- Every time you get a craving, wait at least 5 minutes before lighting up.
- When you quit, use the money you have saved to buy yourself something special.
- Support and encourage friends or family members who are trying to quit with acknowledgement of their efforts.

December—Healthy Relationships: Get support from those who care.

- Don't be afraid to ask for help or support if you need it.
- Express your feelings to a loved one—give a hug, offer a compliment, or send an e-mail.
- Share laughter with friends, caregivers, co-workers, and others whose company you enjoy.
- Designate a “Family and Friends Day,” and plan a fun group activity.
- Join a club or organization that matches your interests.

Overview of *Pick Your Path to Health* Community-Based Programs

Rationale for PYPTH in Community-Based Programs

The purpose of the *Pick Your Path to Health* (PYPTH) campaign is to empower, educate, and motivate women to improve their health. The best way to present information and encourage participation is to meet women where they are in their health journey and to address their health goals within the larger context of their lives. Community-based programs are the natural approach to carry out this mission.

Community-based programs are based directly in the community where they have connections to the cultural and ethnic ties of the surrounding area. Their approach to long-term health care and behavior change in the community is typically systematic and coordinated through education and participation within the community structure.

Because the programs are in the community, they are accessible by the people in the community. Issues such as lack of transportation, low income, or lack of health insurance, which can be important factors in whether a person will seek health care services, are often not an issue with community-based programs.

The Role of the Coach

A unique and important factor in the PYPTH community-based program is the role of the coach. The coach is a vital component in implementing the program. The coach serves as the link between the program and the participants, providing personal attention to the health goals of the participants, assisting the participants with setting reasonable and attainable objectives, and offering a framework of support by providing education materials, useful strategies, and an atmosphere of partnership and community.

Community-based programs can use the PYPTH's model of 12 health themes and practical action steps to create a tailored program or infuse the model into already existing programs. The PYPTH program is a flexible program meant to be tailored to the individual participant to help her with her specific health goals. Change starts with small, doable steps. Your program can help guide your participants through these steps to better health and make a real difference in the quality of their lives.

Overview of Women's Health

Small first steps can start a woman on the path to wellness. But her individual health risks will be determined to a certain extent by her lifestyle and background. While research is uncovering the role of biology, environment, cultural traditions and the interplay of these and other factors, some women's health issues are clear.

<p>Heart Disease is the number one killer of American women.</p>	<ul style="list-style-type: none"> • In 1999, more women died of heart disease and stroke compared to all forms of cancer. Several risk factors contribute to the likelihood of women getting heart disease, including smoking, high blood pressure (hypertension), high cholesterol, obesity, physical inactivity, and a family history of the disease. • African American women have the highest mortality rate from heart disease (284 per 100,000) of all American women. More than one-third (36 percent) of this population has high blood pressure, in contrast to 19 percent of white women. In addition, more than half of African American women have a higher rate of obesity than white women do.
<p>Cancer is the second leading cause of death among minority women.</p>	<p>Lung cancer, the leading cancer killer of women, is on the rise. This increase can be attributed primarily to the increase in smoking among women.</p> <ul style="list-style-type: none"> • White women have the highest mortality rate from lung cancer (42 per 100,000) among all women. • African American women have the highest mortality rate from lung cancer (40 per 100,000) among all minority groups, and the highest death rate for all cancers combined compared to all women. <p>Breast cancer is the second leading cause of cancer death among all American women.</p> <ul style="list-style-type: none"> • African American women have the highest rate of mortality from breast cancer of all population groups (34 per 100,000).
<p>Stroke is the third leading cause of death among minority women.</p>	<ul style="list-style-type: none"> • In 2001, 61 percent of those who died from stroke were females. • African American women have the highest death rate from stroke of all women, at 78 deaths per 100,000, in contrast to 57 for white women, and 48 for Asian American/Pacific Islander.

Overview of Women's Health

<p>Diabetes mellitus is the fourth leading cause of death for African American, American Indian/Alaska Native, and Hispanic women.</p>	<ul style="list-style-type: none"> • Diabetes ranks among the top 10 causes of death for all women. • Diabetes was the fourth leading cause of death in 2000 among American Indian/Alaska Native women. • Older Mexican American women are the second most likely group to have diabetes. They have the highest incidence of this disease among Hispanic women. Almost one-third (30 percent) of these women suffer from the disorder. • Among African American women, diabetes was the fourth leading cause of death in 2000. African American women are more likely to be blinded, become amputees, develop end-stage renal impairment, and die from diabetes than white women.
<p>HIV/AIDS is a rapidly growing public health concern among women, particularly minority women.</p>	<ul style="list-style-type: none"> • In 2000, 80 percent of new AIDS cases in women occurred in African American and Hispanic females. African American women had the highest death rate of any group of American women. • Hispanic women are 3 times more likely to die from HIV/AIDS than are white women. HIV/AIDS is the fourth leading cause of death for Hispanic women between the ages of 25 and 44.
<p>Alcohol and other drug abuse are serious health concerns for all women.</p>	<ul style="list-style-type: none"> • Women are less likely than men to use or abuse alcohol; however, death rates among female alcoholics are higher than their male counterparts. • Among American Indian/Alaska Native women, 2-3 percent consume at least 60 drinks within 30 days. They have the highest mortality rate related to alcoholism of all American women. • Among all American women, white women had the highest mortality rate (64 percent) in 1999 from drug-related causes. • Among minority populations, African American women have the highest mortality rate (26 percent) from drug-related causes.
<p>Mental health problems affect large numbers of women each year.</p>	<ul style="list-style-type: none"> • Major depression and dysthymia (a less severe, more chronic form of depression) affect approximately twice as many women as men. An estimated 12 percent of women in the United States experience a major depression each year. • Hispanic women have the highest lifetime prevalence of depression (24 percent) of all women. Nearly twice as many Hispanic women reported being depressed (11 percent) as African American women (6 percent) and white women (5 percent).

Overview of Women's Health

<p>Mental health problems, continued.</p>	<ul style="list-style-type: none"> • More than 90 percent of all cases of eating disorders occur in women. • In 2000, American Indian/Alaska Natives had the highest mortality rate from suicide, and Asian American/Pacific Islanders had the second highest mortality rate.
<p>Violence against women is a major public health problem in our country.</p>	<ul style="list-style-type: none"> • Each year, approximately 4 million women are physically abused by their spouse or live-in partner. • Sixty-one percent of American Indian/Alaska Native women have been victims of physical assault. This group has the highest percentage of rapes (34 percent), a rate significantly higher than that found among white (18 percent) and African American women (19 percent). • Fifty-three percent of Hispanic and 52 percent of African American women are subject to physical assault at some point in their lifetime.
<p>Smoking is the single most preventable cause of death and disease in the United States.</p>	<ul style="list-style-type: none"> • Among women, the use of tobacco has been shown to increase the risk of cancer, heart and respiratory diseases, and reproductive disorders. • As of 1998, roughly 22 percent of all adult women reported smoking cigarettes. • In 1999, more than 165,000 women died prematurely from smoking-related diseases such as cancer and heart disease. • American Indian and Alaska Native women were the most likely to smoke cigarettes (37 percent) compared to all women. • Among all women, African American women had the third highest percentage of current smokers (20 percent), after white women (22 percent).
<p>Overweight and obese women are at increased risk for high blood pressure, heart disease, diabetes, and other health problems.</p>	<ul style="list-style-type: none"> • In 1999-2000, 62 percent of all women between 20 and 74 years of age were defined as overweight. • More than three quarters (78 percent) of African American women between the ages of 20 and 74 were classified as overweight in 1999-2000 as compared to over half (57 percent) of white women. • Among Hispanic women, Mexican American women have the highest rate of overweight (71 percent) and obesity (40 percent).

SOURCE: OWH, DHHS, *The Health of Minority Women, 2003.*

Pick Your Path to Health Partners & OWH Affiliates

Pick Your Path to Health Partners

Pick Your Path to Health is supported by over 100 national partners who help to spread campaign messages to communities and women across the nation. The list is broken down by region to facilitate your search for possible partners and resources that these organizations may have available.

Regional Women’s Health Coordinators

Ten Regional Women’s Health Coordinators in the United States coordinate activities to promote a greater focus on women’s health issues at the regional, state, and local levels. They advance the mission of the Office on Women’s Health by administering programs that improve the health of women in communities across the country and by coordinating activities and programs in health care service delivery, research, and public and health professional education.

National Centers of Excellence and Community Centers of Excellence in Women’s Health

The National Centers of Excellence in Women’s Health (CoEs) and the National Community Centers of Excellence (CCOEs) serve as demonstration models for the Nation to provide innovative, comprehensive, multidisciplinary, and integrated health care systems for women. The CoEs are housed in academic institutions and the CCOEs are housed in community health centers; both offer a variety of health services and outreach activities to improve women’s health.

Minority Women’s Health Panel of Experts

The Minority Women’s Health Panel of Experts—established by the Office on Women’s Health in 1997—is composed of physicians, clinicians, community advocates, and academicians working in communities and health settings around the country that serve racially and ethnically diverse women. Members of this panel may be available to serve as speakers at your *Pick Your Path to Health* events, and may be available to provide expertise in a variety of health-related and programmatic issues. If you would like to get in touch with a panel member, please contact Adrienne Smith at ASmith@OSOPHS.DHHS.GOV to facilitate communication activities.

Pick Your Path to Health Partners

Region I

(Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont)

- Boston Black Woman's Health Initiative
- *Boston Chinese News*
- Boston University Medical Center
- Brown University/Women & Infants Hospital
- *Goodnews Connecticut Press*
- Griffin Hospital
- Harvard Medical School
- Northeastern Vermont Area Health Education Center

Region II

(New Jersey, New York, Puerto Rico, Virgin Islands)

- *Heart & Soul*
- Iris House
- *La Salud Hispana*
- Memorial Hospital of Salem County
- National Women's Health Resource Center
- St. Barnabas Hospital and Healthcare System
- Today's Child Communications, Inc.
- University of Puerto Rico

Region III

(Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia)

- American College of Nurse-Midwives
- American Tai Chi Association
- *Asian Fortune*
- ASPIRA Association, Inc.
- Association of Women's Health, Obstetric and Neonatal Nurses
- Center for Women Policy Studies
- Christiana Care Health System
- Cosmetic, Toiletry, and Fragrance Association (CFTA) Foundation
- DC Department of Health – Project WISH
- Delaware Valley Community Health, Inc.
- Family Violence Prevention Fund
- Gwen's Girls
- Hispanic Radio Network
- International Bottled Water Association
- Kappa Alpha Psi Fraternity, Inc.
- Magee-Womens Hospital
- MCP Hahnemann University (doing business as Drexel University)
- National Women's Health Network
- Naval Medical Center Portsmouth
- Oak Grove Baptist Church Women's Ministry
- *Pennsylvania Health & Fitness Magazine*
- Phoebe Women Network

Pick Your Path to Health Partners

Region III Continued

- Sisters Supporting Sisters, Inc.
- Society for Women's Health Research
- Spina Bifida Association of America
- VCU Institute for Women's Health
- Virginia Commonwealth University
- Women's Health Institute at Howard University
- Women's Research & Education Institute

Region IV

(Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee)

- Alabama Sisterfriends
- Angel's Healthy Women Today
- Association of Black Cardiologist, Inc.
- *The Atlanta Inquirer*
- *The Atlanta Journal-Constitution*
- Benedict College
- CDC Office of Women's Health
- Georgia Department of Community Health – Office of Women's Health
- Jefferson Health System
- *The Journal of Wilmington, NC*
- Kentucky Rural Initiatives Corporation
- *La Noticia*
- Morton Plant Hospital
- North Carolina Primary Health Care Association's Statewide Partnership in Women's Health (SPWH)
- Southeast Mississippi Rural Health Initiative, Inc.
- University of Mississippi Medical Center
- Victorious Living Ministries, Inc.
- Vital 4 Life, Inc.
- Woman of Vision International Inc.

Region V

(Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin)

- Delta Sigma Theta Sorority, Inc.
- Hennepin County Primary Care Department
- Here Now! Ministries
- *Hmong Times*
- Indiana University School of Medicine
- Lee County Health Department
- National Association of Hispanic Publications
- Native American Journalist Association
- NorthEast Ohio Neighborhood Health Services, Inc.
- Ogle County Health Department
- Ohio Reformatory for Women

Pick Your Path to Health Partners

Region V Continued

- REACH Project, Inc.
- Red Lake Comprehensive Health Services
- Spirit of Women
- University of Illinois at Chicago
- University of Michigan Health System
- University of Minnesota
- University of Wisconsin, Madison
- YWCA of Racine, Wisconsin

Region VI

(Arkansas, Louisiana, New Mexico, Oklahoma, Texas)

- Nuviva Consulting – For Health & Wellness
- Santa Fe Women’s Health Community Center
- Security DBS, a division of Halliburton
- Tulane and Xavier Universities of Louisiana
- Women’s Health Services

Region VII

(Iowa, Kansas, Missouri, Nebraska)

- Iowa Department of Public Health
- Kansas Department of Health and Environment
- Nebraska Department of Health and Human Services
- Northeast Missouri Health Council, Inc.
- Swope Parkway Health Center

Region VIII

(Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming)

- The Circuit Women in Fitness
- Empowerment Program
- In Balance Fitness – Women’s Health & Fitness Center

Region IX

(Arizona, California, Hawaii, Nevada, Pacific Basin)

- *Asian American Times*
- Black Women For Wellness
- Courage Unlimited, Inc.®
- Kokua Kalihi Valley Comprehensive Family Services
- Mariposa Community Health Center
- National Asian Women’s Health Organization
- University of Arizona
- University of California, Los Angeles
- University of California, San Francisco
- The Way of the Heart: The Promotora Institute
- Women’s ONE-Stop Comprehensive Health Clinic at Hubert H. Humphrey

Pick Your Path to Health Partners

Region X

(Alaska, Idaho, Oregon, Washington)

- The AIDS Ministry Ecumenical Network
- *El Hispanic News*
- *El Mundo*
- The Health & Learning Connection of Sacred Heart Medical Center, Eugene, Oregon
- *Northwest Asian Weekly*
- Oregon Health and Science University
- *Seattle Chinese Post*
- University of Washington, Seattle
- We Speak Loudly

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National Community Centers of Excellence in Women's Health

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Minority Women's Health Panel of Experts

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Minority Women's Health Panel of Experts

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Minority Women's Health Panel of Experts

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II. Getting Started

A successful program requires active participation from the community and collaboration with other local organizations. Following are sample materials that may be used to enlist the involvement of program participants and partners. Once participants have been recruited, you will need to collect specific information relevant to their involvement in the program. These materials are included on a diskette so you can tailor them to your program.

Please note that these documents are provided as a starting point. Your organization may have its own materials, which you can use in lieu of the ones provided in this binder. You will need to modify each document according to your own organization's approach and policies. The Office on Women's Health cannot accept liability for how each program chooses to use these documents.

Letter to Potential Participants

This letter is to be customized and sent to all potential participants detailing the program's goals, level of expected participation by participants, and how the program will be structured. Coaches can add specific program information they wish potential participants to know. Potential participants should be encouraged to begin thinking about their health goals and to contact the coach with any concerns or questions.

Letter to Partners

This letter can be modified and printed on your organization's letterhead. Be sure to tailor the letter to each prospective partner, highlighting specific ideas for collaboration. For example, in planning a spirituality-themed event, you may invite a popular yoga instructor to conduct a free workshop on meditation and movement. Appeal to partners' expertise in developing activities that will encourage participation.

Welcome Letter/Information for Participants

This letter can be modified and printed on your organization's letterhead. It should be sent following enrollment to welcome each participant and provide a brief introduction to the program. It may be useful to tailor this letter to the specific goals of your program, and include information about the event schedule, including the date, time, and location of an upcoming meeting. All necessary paperwork—medical agreement, contract of partnerships, and so on—should be included in this welcome packet.

Contract of Partnership

This contract of partnership outlines the individual goals of each participant from the program's outset. During the course of the program, coaches and participants may refer to the contract to evaluate progress or revise goals. Coaches may customize this contract as needed.

Medical Agreement

The coach should go over this medical agreement with all participants. When appropriate, each participant should be required to provide a completed agreement signed by her physician prior to initiation of program participation.

Photograph Release Form

As part of the program, coaches will be invited to submit stories of women participating in the program, which will be included in the *Pick Your Path to Health* newsletter or other Office on

II. Getting Started

Women's Health publications. We would also welcome photographs of participants. Before taking photographs, it is important to get a release form signed by the participants indicating that they agree to the use of their photos by the Office on Women's Health in various contexts.

Checklist for Coaches

This is a checklist for coaches to make sure they have all the necessary materials they need and are prepared to begin the program.

Sample Letter to Potential Participants

Note to coaches and program directors: Modify this letter according to your policies and procedures and print on your organization's letterhead. This document is included electronically on a diskette in the back of this guide.

Date

Potential Participant's Address

Dear **[Name of Potential Participant]**:

We are very excited about your interest in participating in **[Name of Your Organization]** *Pick Your Path to Health* community program. This program is based on *Pick Your Path to Health*, a national, public education campaign from the Department of Health and Human Services' Office on Women's Health. Since its launch in May 2000, the *Pick Your Path to Health* campaign has brought positive health messages to women in communities all over America. The response has been overwhelmingly positive. In particular, women like the suggested weekly action steps designed to fit into busy lifestyles.

Let us give you some background on our program:

[Insert]

The structure of our program and how we will be assisting you to reach your health goals is as follows:

[Insert]

As a participant, you will be expected to:

[Fill in program and coach's expectations]

We look forward to working with you and are confident you will benefit from this program in achieving your health goals. Our program will start on **[Date]**. If you have any questions or concerns please contact **[Name of Coach or Other Contact]** at **[Phone Number]**.

Sample Letter to Partners

Note to coaches and program directors: Modify this letter according to your policies and procedures and print on your organization's letterhead. This document is included electronically on a diskette in the back of this guide.

Date _____

Potential Partner's Address _____

Dear [**Name of Potential Partner**]:

We are very excited about a new [**Insert: six-month or 12-month**] *Pick Your Path to Health* community program at [**Name of Your Organization**]. It is funded by the Department of Health and Human Services' Office on Women's Health. Our goal is to work with women, individually and in groups, to achieve a variety of goals to improve their health and provide them with practical, lifelong tools to put them on a path to good health.

As part of our program, we want to invite agencies and organizations, such as yours, to collaborate with us to give these women the best opportunity to learn about their health options and to have the leaders in the community be a part of their success.

We are enclosing more information on who we are and are inviting you to be our program's partner by collaborating in a variety of ways: assisting with organized events, participating in workshops, providing information, acting as guest speakers, and so on.

We hope that you will join and collaborate with us on this empowering process. If you have any questions, please feel free to contact [**Name of Coach or Other Contact**] at [**Phone Number**]. We will be following up with you shortly to assess your level of interest and to discuss opportunities for collaboration between our organizations.

Sincerely,

Coach's Name _____

Program _____

Telephone Number () _____

Sample Welcome Letter/Information for Participants

Note to coaches and program directors: Modify this letter according to your policies and procedures and print on your organization's letterhead. This document is included electronically on a diskette in the back of this guide.

Date

Participant's Address

Dear [**Name of Participant**]:

Welcome! We are very excited about your involvement with the *Pick Your Path to Health* community program at [**Name of Your Organization**]. Since its launch in May 2000, the *Pick Your Path to Health* campaign has brought positive health messages to women in communities all over America and the response has been overwhelmingly positive. In particular, women like the suggested weekly action steps designed to fit into busy lifestyles.

Using these action steps and some of your own, [**Name of Your Organization**] will work with you to tailor a program to achieve your health goals. Your involvement presents a unique opportunity to discover the benefits of choosing *your own path* to a healthier life.

The program will consist of the following activities/details [**Add/Delete As Needed**]:

- ◆ A coach who will work with you to set and achieve your personal goals
- ◆ Workshops and other health-related events
- ◆ Individual and group participation
- ◆ Educational and resource materials on a variety of health topics

To begin your program, please report to [**Name of Coach**] at [**Place/Address Where Program Will First Meet**] on [**Date**] at [**Time**]. At that time, we will meet to discuss your individual health goals, and have you fill out necessary administrative paperwork (including how you will be paid for your participation).

We look forward to working with you and wish you much success. If you have any questions or concerns, please contact your coach, [**Name of Coach**] at [**Contact Phone Number**]. Your coach will be your main point of contact and is here to help you throughout the program.

Your path to good health is now underway, and we're pleased we will be there to guide you.

Sample Contract of Partnership

Note to coaches and program directors: Modify this letter according to your policies and procedures and print on your organization's letterhead. This document is included electronically on a diskette in the back of this guide.

Your participation in the *Pick Your Path to Health* community program is a partnership between YOU, to take steps toward better health, and US, [**Name of Your Organization**], to guide and “coach” you on your path to better health. Your commitment is reflected in the establishment of your personal goals for this program and in acknowledging your commitment to participate as fully as possible. Although our goal is to assist you in obtaining your desired health goals, our primary role is to serve as a resource for health information and provide structure and facilitation toward your goals.

As a partner, please understand that we do not diagnose medical conditions nor suggest any kind of treatment for any medical condition. We are also not to be taken as a substitute for medical care or regular scheduled medical appointments. Additionally, we do not accept any responsibility for your health status. If you have any medical conditions that may affect or preclude your participation (i.e., over-the-counter and prescribed medications, health conditions, physical limitations, etc.) you must inform us and get permission from your physician, if necessary.

By signing below you are acknowledging your dedication to the program and goals established between you and your coach.

Participant signature: _____

Date: _____

Coach's signature: _____

Date: _____

Sample Medical Agreement

Note to coaches and program directors: Modify this letter according to your policies and procedures and print on your organization's letterhead. This document is included electronically on a diskette in the back of this guide.

As a participant in the *Pick Your Path to Health* community program, our goal is to assist you in making changes in your lifestyle to obtain your desired health goals. Before you begin the program, we ask that you notify us of any medical conditions that may affect your participation (i.e., use of over-the-counter and prescribed medications, health conditions, physical limitations, etc.). We suggest that you discuss this with your physician or health care provider. If you have any medical conditions or take any medications, you must get permission from your physician or health care provider to participate in this program and furnish us with any necessary information.

We do not accept any responsibility for your medical status (illness, injuries, hospitalizations) during your participation in this program. If at any time your health changes during your participation in the program, it is your responsibility to inform us and your physician or medical caregiver. If we feel your health status cannot allow you to safely participate in this program, we will immediately inform you that your participation has officially been terminated.

By furnishing the information below and signing at the bottom, you agree to all of the above.

Your name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home phone: _____

Physician's name: _____

Address: _____

Phone: _____

Medical status (list any and all medical conditions, medications): _____

Signature: _____ Date: _____

Sample Medical Agreement

I [**Name of Physician**] have determined that [**Name of Participant**] is medically able to participate in this program with: [] no special accommodations [] with the following accommodations, please list:

Physician's name: _____

Address: _____

Phone: _____

Signature: _____ Date: _____

Sample Photograph Release Form

Note to coaches and program directors: Modify this letter according to your policies and procedures and print on your organization's letterhead. This document is included electronically on a diskette in the back of this guide.

For valuable consideration received, I hereby give the U.S. Department of Health and Human Services' (DHHS) Office on Women's Health (OWH) the absolute, irrevocable right and permission, with respect to the photographs that have been taken of me or in which I may be included with others, to use, reuse, publish, and re-publish the same in whole or in part, individually or in conjunction with other photographs, in any medium and for any purposes, including (but not by way of limitation) illustration, promotion, and advertising for the Government.

I hereby release and discharge DHHS and OWH from any and all claims and demands arising out of or in connection with the use of photographs, including any and all claims for libel.

This authorization and release shall also ensure to the benefit of the legal representatives, licensees, and assigns of DHHS and OWH, as well as other Government agencies.

I am over the age of 21, or my guardian has signed. I have read the foregoing and fully understand the contents thereof.

Name: _____

Address: _____

Signature: _____

Date: _____

Witnessed by: _____

Suggested Checklist for Coaches

Before you begin your program, check the items below to make sure you have everything that you need.

Getting Started

Completed

- Did you develop your work plan?
- Have you submitted the work plan to your program director?
- Are you prepared to start documenting individual women's successes to submit them to the regional office?
- Do you have necessary signed forms from all the participants?
 - Contract of Partnership
 - Medical Agreement
 - Photograph Release
- Did you go over goals with each participant?
- Did you have each participant complete the participant baseline form?
- Did you complete the coach pre-program assessment form?
- Do you have all the materials you need?
 - Planners, day books, posters?
 - Roles and responsibilities for coaches? Tips for coaches?
 - Suggested activities, sample articles, goal sheets for participants?
 - Order forms to request more materials?
- Anything else you need to get started? If so, list below and call your project officer.

Reporting

- Did you submit your progress report(s)? (quarterly for 12-month programs)
- Did you submit your final report?

III. Program Tools

This section provides coaches with program suggestions and useful implementation tools. The materials are generic for any health theme and can be duplicated as handouts.

Roles and Responsibilities of Coaches

This handout reviews the unique role of the program coach and helps them plan their work approach.

Tips for Coaches

This document gives tips for coaches on their role and on how to work with the program participants.

Suggested Activities

This is a list of activities for each monthly health theme from the *Pick Your Path to Health* campaign that coaches may want to use or adapt to fit their program.

President's Challenge

This document details a program sponsored by the President's Council on Physical Fitness and Sports to encourage women to be physically active. It's a great program to offer to program participants.

Goal Sheets

These worksheets are designed for women to help them develop their personal health goals using the 12 monthly *Pick Your Path to Health* themes. Two additional sheets specifically for women who live in rural areas and women with disabilities are also included to reflect the particular needs of these populations. If needed, coaches can decide to include these depending on the make-up of the women in their specific programs.

Working with the Media

This section includes information about promoting your *Pick Your Path to Health* program within the community, using a variety of media tools including press releases, proclamations, public service announcements, and talking points.

Materials Order Form

The *Pick Your Path to Health* campaign offers an array of high-quality materials to support your program. Each program coach has the opportunity to order these materials using the order form included in this section. Keep in mind that you will need materials not only during the implementation phase but also throughout the contract period.

- **2004 Pocket Planners***: 12-month planners that offer suggested weekly action steps based on the monthly *Pick Your Path to Health* campaign themes. Each planner includes a comprehensive list of health resources in the back section. (Seven populations featured). 2004 planners will be available to order in April. A sample 2003 planner is included.
- **2004 Women's Health for the Homefront Daybook**: This daybook contains a wealth of up-to-date information on good health practices and is a must have resource for participants.

III. Program Tools

- **Listserv Cards***: Sign-up cards for participants who would like to receive weekly health tips via email from the *Pick Your Path to Health* campaign.
- **Posters***: High-quality, full color *Pick Your Path to Health* posters that can be displayed in your program, or any other community organization that supports your program or promotes health issues.

* A sample of this resource is enclosed in the back pocket of this Resource Guide.

Roles and Responsibilities of Coaches

As a *Pick Your Path to Health* coach and mentor, you play a unique and pivotal role in leading women on the path to good health. You will engage, motivate, educate, and empower women to take simple steps to improve their health in a variety of areas.

Consider the characteristics of a coach versus a mentor that you will combine in your position.

Attributes	Coach	Mentor
Focus	Performance	Individual
Role	Specific agenda	Facilitator without agenda
Relationship	Comes with the job	Self-selecting
Source of influence	Position	Perceived value
Personal returns	Teamwork/performance	Affirmation/learning
Arena	Task related	Life

Your role as a coach and mentor will involve focusing on the women and their individual needs in the program, and supporting their long-range health goals. You will also assist them with developing concrete, obtainable goals and you will help them monitor their progress.

In summary, a mentor has a personal interest in a participant—a “friend” who cares about them and their long-term development. A coach develops specific skills and strategies to achieve the goals, overcome challenges, and produce the expected outcomes of the program’s participants.

For your consideration, here are select descriptions of what a successful coach and mentor do. You undoubtedly can think of more or add to this list, but this is to get you started on thinking about your role and how you want to establish a relationship with the women you will coach.

- ◆ Assists with developing and setting attainable goals
- ◆ Empowers others
- ◆ Challenges women to do their best
- ◆ Allows women to make their own decisions
- ◆ Maintains a results-orientated approach
- ◆ Keeps women focused on the goals ahead
- ◆ Supports women in working out problems for themselves
- ◆ Offers emotional encouragement and instills confidence
- ◆ Guides and teaches learning skills and strategies
- ◆ Offers constructive feedback
- ◆ Communicates in a variety of styles

Tips for Coaches

As a *Pick Your Path to Health* coach, you play a key role in leading women on the path to good health. Here are some tips to help you succeed.

Establish rapport. Make sure that participants are comfortable in your environment. Tell them about yourself and show a genuine sense of curiosity and interest about their situation.

Focus on the person's goals, not yours. Try to help the participant move toward establishing her own meaningful goals and she will be more likely to achieve them.

Clarify roles. You are the listener, helper, and motivator. Your role is to help identify strengths and help participants create a plan to reach their own personal goals.

Make sure the person is fully engaged. Participants who feel awake, interested, like part of your team, and participate actively are more likely to succeed.

Make suggestions based on each individual's strengths. Every participant has unique strengths to help her achieve her goals. Help her see those strengths and you will inspire her to reach her potential.

Focus on what works. You can prevent lapses from becoming collapses by focusing on what is going right and looking for lessons learned. Don't simply urge more willpower.

Listen well. Don't ignore obstacles and unmet needs. Listen actively to the participants' concerns and appreciate their ambivalence. Try to summarize what they say to you, and ask good questions.

Contact NWHIC. The National Women's Health Information Center (NWHIC) can provide you with free health information and resources for your participants. Call 1-800-994-WOMAN or visit <http://www.4woman.gov> to learn more.

Suggested Activities

The following are suggestions or ideas that you may want to incorporate into your program design for each of the 12 monthly health themes. There are also ideas for celebrating the 5th annual National Women's Health Week, May 9-15, 2004. These are just a few suggested activities and by all means do not exhaust all the possibilities at your disposal.

January – Spirituality: Find the strength within.

- Ask the women to come up with a creative or unique way to show how they find the strength within and share it with other members of the group.
- Ask chaplains at local hospitals, universities, and military bases to participate in a free seminar on “Women’s Health and Spirituality.”
- Hire a yoga instructor for an introductory session.
- Plan programs on meditation or other activities that reduce stress.
- Have the women keep a journal in which they take some time each day or each week to reflect and write down what they’ve done to embrace their spirituality.

February – Weight Management: Vital for long-term wellness.

- Sponsor a lunchtime potluck where each member brings a healthy dish or item to share.
- Start a listserv and e-mail weekly menus and words of encouragement to participants.
- Have a nutrition expert give a workshop on food: serving sizes, low-fat alternatives to a variety of foods, options for eating out, how to cook foods in different ways, and how to choose fresh, ripe food. Plan a field trip to a local farmer’s market to discover fresh food alternatives.
- Take a field trip to the grocery store to shop or give guidance on healthy, low-cost shopping, with particular emphasis on what to buy or not buy for particular health conditions (diabetes, high blood pressure, and so on).

March – Physical Activity: Stay Active. Live Longer.

- Offer a “healthy heart” aerobics or stretch class to women through a local gym.
- Start a women’s walking club.
- Sponsor a women’s community sports team.
- Invite a fitness expert to speak about the importance of hydration, injury prevention, strength training for women, and suggestions for using common household items as free weights.

April – Alcohol Use: Know your limits.

- Invite a speaker from a service/support organization to speak on the effects of alcohol on the body, signs of alcoholism, where to get family support, and resources in the community.
- Have a contest for the most creative non-alcoholic drink, and give the winners a thoughtful, health-related prize. Have all the participants serve as judges.

May – Mental Health: Lower your stress.

- Establish a support group for women that focuses on relieving stress.
- Conduct depression screenings for a group of women and provide ongoing support.
- Provide literature on mental health topics.
- Have students of massage give instruction on how to give massages; have women get a seated massage.

Suggested Activities

June – Responsible Sexual Behavior: Think before you act.

- Provide information on abstinence, contraceptives, and safe sex.
- Have a nurse practitioner or other health professional speak on what to expect during a gynecological exam and walk participants through the process of a mammogram and Pap smear, explaining what the results of each exam mean.
- Have an expert talk about STDs and HIV prevention and symptoms.
- Have the group create a community campaign aimed at teens and young adults on the benefits of safe sex.

July – Drug Abuse: Use and you lose.

- Invite a speaker from a drug abuse support organization to talk with your group about services and resources in the community, signs of drug addiction, and what to do if you live with someone who has a drug problem.
- Have a medical expert talk about the proper use of prescription drugs and the dangers of prescription drug abuse.
- Identify what family support is available in the community.

August – Health Care Access: Your health matters.

- Hold a women’s health fair.
- Invite insurance companies to sponsor a general “benefits workshop” on what to look for in a health plan, what kind of coverage is right for your family, etc.
- Have a physician speak on how to find the right primary care physician—including what questions to ask. Make sure the physician is of the same cultural background as the women, if possible.

September – Prevention: It’s better than a cure.

- Partner with a women’s clinic to offer free or low-cost immunizations.
- Hold an informational workshop on adult immunizations.
- Hold an immunization recordkeeping session and have everyone create an immunization folder/chart that identifies all the immunizations they have received.
- Provide women a list of community health screenings in the community, such as diabetes, cholesterol, blood pressure, mammography, and so on.

October – Violence Prevention: Empower yourself.

- Encourage volunteer participation at a local women’s shelter.
- Sponsor an “open house” at your organization with representatives from local women’s shelters and help publicize their services.
- Have each participant write up their emergency plan to leave a violent situation.
- Have women identify or begin to set up a support system for themselves.

Suggested Activities

November – Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Start a smokers support group for women who want to quit.
- Hold an educational seminar on second-hand smoke.
- Have each person keep track of the number of cigarettes smoked in a week and tally up the cost; then help them come up with ways they could spend the money saved.

December – Family: Get support from those who care.

- Offer storytelling sessions that are open to the public.
- Organize a family picnic day for the women in your group.
- Have the group create a family tree and help them look into their family history—including health history—to share with their other family members.

10 Ways to Celebrate National Women’s Health Week

Plan now to join the 2004 National Women’s Health Week celebration, May 9-15. There are many reasons and many ways to participate in this nationwide celebration of women’s health. Try some of the suggestions below.

1. Hold a kickoff event announcing National Women’s Health Week in your community. Invite the mayor, other community leaders, health educators, the media, and the public.
2. Organize community activities such as free cholesterol, blood pressure, depression, hearing, and bone density screenings.
3. Incorporate women’s health lectures and discussions into health education programs at senior centers, health departments, and other community meeting places during the week.
4. Sponsor a wellness walk/jog and provide participants with free health information.
5. Host a tea at your local church and talk about a current women's health issue; include information about it in the church flyers/newsletters.
6. Hold a town hall meeting on a major women’s health issue and broadcast it via satellite to communities across the nation.
7. Have participants of your event take the National Women’s Health Week Challenge and adopt an active lifestyle. Sign up at <http://www.presidentschallenge.org> and enter **Group ID Number: 5295 and Group Member ID/Name: Women’s Health Week 2004.**
8. Plan a health fair and include healthy cooking and fitness demonstrations.
9. Ask the local college or university to host a women’s health symposium to update physicians and other health care professionals on recent research in the field of women’s health. Work with them to identify topics and speakers.
10. Encourage your local newspapers or school districts to sponsor essay, poetry, oratory, and/or poster contests on National Women’s Health Week, in which young people are asked to explain why it is important to stay healthy.

For more information about National Women’s Health Week, visit <http://www.4woman.gov/whw/2004> or call 1-800-994-WOMAN (9662), or TTY: (888) 220-5446.

President's Challenge

The President's Council on Physical Fitness and Sports is working with the *Pick Your Path to Health* campaign to encourage women of all ages to be physically active through the use of the President's Challenge program.

To motivate women of all ages to get moving, this year's *Pick Your Path to Health* program is promoting the President's Challenge Presidential Active Lifestyle Award (PALA) as the tracking tool to get women off the couch and moving towards improved health.

Earning the PALA is simple and implementing it is even easier. The PALA is based on the principle that health benefits are achieved with as little as 30 minutes of moderate physical activity (equivalent to brisk walking) at least 5 days a week. The President's Challenge understands that time is precious—especially for working women and busy mothers. Therefore, activity can be accumulated over three 10-minute sessions and lots of activities count: walking, housework, biking, playing ball with the kids or grandkids, yoga, stretching—the list is practically endless!

Implementing the PALA program is easy.

- Provide each participant with a copy of the physical activity log included on the next page.
- Encourage each participant to log her activity each day (30 minutes is all it takes).
- If using a pedometer, shoot for a goal of 10,000 steps each day.
- After six weeks, each participant signs her log verifying her completion of the program and turns it in to you, the program administrator.
- Celebrate each participant's accomplishment at the end of the 6 weeks by awarding her the PALA certificate.

If you have an audience that has quick and easy access to a computer, you can encourage them to go to <http://www.presidentschallenge.org>. On this interactive Web site, a participant can create an individual activity log which tracks progress on the way to earning the PALA. To create a log, simply follow the instructions below:

- From the home page, click on the "Adults" box.
- Click on "Sign me up" at the bottom of the page.
- Enter in the information requested (when prompted, choose the PALA program).
- Log activities by inserting the date, selecting the activity, and entering the time and intensity. The log requires that activities be entered within 14 days of completion.
- Each participant can view her progress along the way and will be notified when she has earned the PALA.

Have each participant print off her award notice and turn it in to you to redeem her certificate and celebrate her accomplishment.

Goal Sheet

Spirituality: Find the strength within.

My goals for spirituality are:

❖ Take a moment to celebrate my spirit.

-
-
-

❖ Believe in myself—write at least five things I do best.

-
-
-

❖ Measure success by how much health, peace, and joy I have.

-
-
-

❖ Make a list of victories I can celebrate in my life.

-
-
-

Add more goals below:

❖ _____
•
•
•

❖ _____
•
•
•

❖ _____
•
•
•

Goal Sheet

Weight Management: Vital for long-term wellness.

My goals for weight management are:

- ❖ Carry a water bottle with me and refill at least three times a day.
 -
 -
 -
- ❖ Use the *Pick Your Path to Health* pocket planner to keep track of the fruits and vegetables I eat daily.
 -
 -
 -
- ❖ Use homegrown seasonings and herbs to spice up my food.
 -
 -
 -
- ❖ Try baking, broiling, or steaming my food instead of frying it.
 -
 -
 -
- ❖ Exercise to burn some of the calories I take in.
 -
 -
 -

Add more goals below:

- ❖ _____
 -
 -
 -

- ❖ _____
 -
 -
 -

Goal Sheet

Physical Activity: Stay active. Live longer.

My goals for physical activity are:

❖ Go for a walk with a friend everyday.

-
-
-

❖ Put on some music and dance.

-
-
-

❖ Keep my walking shoes handy.

-
-
-

❖ Start to exercise gradually and work my way up.

-
-
-

Add more goals below:

❖ _____
•
•
•

❖ _____
•
•
•

❖ _____
•
•
•

Goal Sheet

Alcohol Use: Know my limits.

My goals for being aware of alcohol use are:

- ❖ Stop at two drinks to avoid behavior I may regret.
 -
 -
 -
- ❖ Take steps not to get pregnant if I've abused drugs or alcohol in the past year.
 -
 -
 -
- ❖ Take a girlfriend's keys and don't let a friend drive drunk.
 -
 -
 -
- ❖ Seek counseling if I or a member of my household has problems with alcohol.
 -
 -
 -
- ❖ Throw alcohol-free parties.
 -
 -
 -

Add more goals below:

- ❖ _____
 -
 -
 -

- ❖ _____
 -
 -
 -

Goal Sheet

Mental Health: Lower my stress.

My goals for improving mental health are:

- ❖ Protect my last good nerve. Try deep breathing, massage, meditation, prayer, and exercise.

-
-
-

- ❖ Don't sweat the small stuff: choose the really necessary things that need to get done today.

-
-
-

- ❖ Get together with my girlfriends at least once a month to laugh, cry, and support one another.

-
-
-

- ❖ Don't be afraid to seek counseling.

-
-
-

Add more goals below:

- ❖ _____
 -
 -
 -

- ❖ _____
 -
 -
 -

- ❖ _____
 -
 -
 -

Goal Sheet

Responsible Sexual Behavior: Think before I act.

My goals for responsible sexual behavior are:

❖ Don't be afraid to say "no!" It's my body and my life.

-
-
-

❖ Abstain from sex or practice safe sex every time.

-
-
-

❖ Get tested for HIV/AIDS.

-
-
-

❖ Get tested for STDs regularly, even if I have no symptoms.

-
-
-

❖ Ask my partner about his sexual history and ask him to get tested for STDs and HIV.

-
-
-

Add more goals below:

❖ _____
•
•
•

❖ _____
•
•
•

Goal Sheet

Drug Abuse: Use and I lose.

My goals for preventing drug abuse are:

- ❖ Don't experiment with drugs, and learn more about drug addiction.
 -
 -
 -
- ❖ Don't take medications prescribed to others.
 -
 -
 -
- ❖ Seek help if I am in a relationship with a drug abuser, and get help for both of us.
 -
 -
 -
- ❖ Give addicts the support they need to quit.
 -
 -
 -

Add more goals below:

- ❖ _____
 -
 -
 -
- ❖ _____
 -
 -
 -
- ❖ _____
 -
 -
 -

Goal Sheet

Health Care Access: My health matters.

My goals for improving access to health care services are:

- ❖ Schedule routine check-ups for myself and my family.
 -
 -
 -
- ❖ Make a list of questions or concerns to discuss with my doctor.
 -
 -
 -
- ❖ Speak up if I don't understand my doctor's instructions.
 -
 -
 -
- ❖ Learn more about *Government-sponsored, low-cost, or free health insurance programs.*
 -
 -
 -

Add more goals below:

- ❖ _____
 -
 -
 -
- ❖ _____
 -
 -
 -
- ❖ _____
 -
 -
 -

Goal Sheet

Prevention: It's better than a cure.

My goals for prevention are:

❖ Have my blood pressure, blood sugar, and cholesterol checked.

-
-
-

❖ Ask my local pharmacist where to get a flu shot.

-
-
-

❖ Schedule a Pap test and pelvic exam.

-
-
-

❖ To help prevent osteoporosis, eat a well-balanced diet rich in calcium and vitamin D, exercise regularly, and don't smoke.

-
-
-

Add more goals below:

❖ _____
•
•
•

❖ _____
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•
•

❖ _____
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•
•

Goal Sheet

Violence Prevention: Empower myself.

My goals for violence prevention are:

❖ Make a list of safe places where I can go to protect myself from abuse.

-
-
-

❖ Empower myself! Sign up for a self-defense class.

-
-
-

❖ Always stay in touch with friends and family.

-
-
-

❖ Don't keep abuse a secret—seek help, instead.

-
-
-

Add more goals below:

❖ _____
•
•
•

❖ _____
•
•
•

❖ _____
•
•
•

Goal Sheet

Tobacco Use: Smoking—costly to my LIFE and my wallet.

My goals for avoiding or quitting smoking are:

❖ Make a list of 10 things to do with my money instead of smoking.

-
-
-

❖ Create a no-smoking rule in my home.

-
-
-

❖ Find a support program in my community to help me stop smoking.

-
-
-

❖ Make a pact with myself to stop smoking or to never start smoking.

-
-
-

Add more goals below:

❖ _____
•
•
•

❖ _____
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•
•

❖ _____
•
•
•

Goal Sheet

Family: Get support from those who care.

My goals for family are:

❖ Have fun with my family this week.

-
-
-

❖ Ask family members for help if family responsibilities are causing me stress.

-
-
-

❖ Plan a funny-family-story night and invite aunts, uncles, and grandparents.

-
-
-

❖ Plan a family picnic.

-
-
-

❖ Make bedtime a set time for kids each night.

-
-
-

Add more goals below:

❖ _____
•
•
•

❖ _____
•
•
•

Goal Sheet

Heat Stress Prevention: Keep it cool.

My goals for heat stress prevention are:

❖ Drink at least 8 ounces of water every 20 minutes while working in the heat.

-
-
-

❖ Keep myself well ventilated and shielded from heat sources.

-
-
-

❖ Protect my skin and eyes from the sun's damaging rays.

-
-
-

❖ Monitor my medications for skin sensitivity to sun exposure.

-
-
-

❖ Learn first-aid techniques for heat stress.

-
-
-

Add more goals below:

❖ _____
•
•
•

❖ _____
•
•
•

Goal Sheet

Additional Goals for Women with Disabilities

My goals for better health are:

- ❖ Eat 5-6 small, well-balanced meals a day—make every calorie count by choosing nutritional foods.

-
-
-

- ❖ Don't self-medicate when I'm in pain. Talk to a pain specialist who has an awareness of issues that persons with disabilities may face.

-
-
-

- ❖ Celebrate my abilities and don't define myself by my disability.

-
-
-

- ❖ Call the ADA information line at 1-800-514-0301 (voice) and ask about accessible health care and other services.

-
-
-

Add more goals below:

- ❖ _____
 -
 -
 -

- ❖ _____
 -
 -
 -

Working with the Media

Press coverage is an integral part of spreading *Pick Your Path to Health* messages to the community and to the public at large. In planning your activity or event, it is important to include flyers, posters, letters, newsletters, and the media (newspapers, radio, television) as essential tools to get the word out to your audience.

There are many opportunities to promote your organization's activities. Matthews Media Group, Inc., (MMG), a contractor on the *Pick Your Path to Health* campaign, will provide media assistance to all community programs throughout the contract period. You do not have to do it alone. MMG will offer media expertise and provide your program with a variety of written pieces—as needed—and will assist in developing a well-targeted media outreach plan for your individual site.

Once you have determined the kind of community events you would like to organize, you will need to include promotion as part of your planning and implementation strategies. Promotion simply means getting the word out—letting the people you want to attend know the what, when, and where, so that they can plan on participating.

Promotion can be as simple as putting up posters and flyers in the community, mailing out letters, word of mouth, or putting an announcement (public service announcement) in the local newspaper. Promotion can also be more involved, such as placing ads in newspapers or using radio or television. The more people who are aware of your event, the better the chances of getting the numbers of participants you would like.

As a starting point, MMG has included some tools you may find useful, along with an explanation of how to use them.

- **Creating and Using a Press Release**
- **Soliciting Proclamations**
- **Creating and Using Talking Points**
- **Creating and Using PSAs**

Creating and Using a Press Release

What is a Press Release?

The press release is your basic tool for communicating with the media. Whether you are publicizing an upcoming event or drawing attention to an important issue related to the *Pick Your Path to Health* campaign, your release should stimulate interest. It should also be connected to something concrete that is happening in your area. Including a local angle to any story you are trying to place with the media greatly increases the likelihood of getting coverage.

If you prefer to develop your own release, begin with an attention-grabbing headline and fill the text with supporting details and a quote from someone in your organization or another local expert or activist. Press releases should be brief and easy to read. Keep the length to one or two pages. Also, include a date for the release and the name and phone number of a person the media can contact. MMG is available to provide face-to-face media training to your spokesperson(s) and can also help develop talking points for each interview.

When you have completed your release, check to be sure you have included the basics: the who, what, when, where, and why of the *Pick Your Path to Health*-related event or theme. This information should be in the first few paragraphs of your release. Then print the release on your letterhead and mail it 2 to 3 days ahead of the release date.

Fact Sheets and Background Materials

It is not always possible to include all of the information in a one-page letter or press release. In this case, you may want to include some of the women's health information provided in Section I of this kit with your mailings, or you may develop other background materials. MMG can assist in tailoring materials for specific needs and audiences.

Fact sheets can also serve to remind the press about the campaign's central theme—taking manageable steps to women's health—when related topics make the news in a local paper or TV station, or in a feature or style column. Fact sheets can also be used as the information basis of a poster, headline, or flyer.

Creating and Using a Press Release

Sample of a Press Release

FOR IMMEDIATE RELEASE

CONTACT: **[Insert Spokesperson's Name]**
[Insert Date]
[Insert Name of Organization]
[Insert Telephone Number]

[Insert Organization Name] Joins
National Women's Health Campaign

Recognizing that women have multiple demands on their time and energy, often putting their own needs last on the "to-do" list, the **[Insert Local Organization]** is joining a nationwide education campaign, *Pick Your Path to Health*, to help women lead healthier lives.

Pick Your Path to Health, a community-based program developed by the U.S. Department of Health and Human Services' Office on Women's Health, encourages women to develop lasting good-health habits. Unlike other health programs that focus on single long-term goals such as losing weight or quitting smoking, *Pick Your Path to Health* suggests simple steps that can fit into any woman's hectic schedule. The campaign focuses on health disparities within different ethnic groups, particularly African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural areas, and women with disabilities.

In celebration of the campaign, **[Insert Organization Name]** will sponsor the following event(s):

- **[List Events/Activities with Dates, Locations, Times]**

"All of us hear about exercise programs, weight management programs, and stress reduction classes, but finding the time and money to participate is difficult, especially for women," says **[Insert Name and Title of Official]**. "*Pick Your Path to Health* focuses on simple, life-oriented steps such as taking the stairs instead of the elevator or taking 10 minutes alone of quiet time. These are practical and easy ways for women to improve their health—physically, spiritually, and emotionally," **[Insert Last Name of Official]** notes.

Risks and health requirements vary with lifestyle and circumstance, and women need to be informed so they can take actions to improve their own health. For example, heart disease is the number one killer for women in general, but for Asian and Pacific Islander women, cancer is the number one cause of death. Stroke is the third leading cause of death for American women, but it occurs at a higher rate among African American women and Latinas as compared to Caucasian women.

[Insert Organization Name] is working with the Office on Women's Health and other community partners to develop educational events for our area. More information about the *Pick Your Path to Health* campaign is available on the Web at <http://www.4woman.gov/PYPATH> or from the local offices of **[Insert Organization Name]**.

Soliciting Proclamations

Another way to bring recognition to your *Pick Your Path to Health* event is to get proclamations at the local city or county level.

Local Proclamations

Ask a local official to issue a *Pick Your Path to Health* or National Women's Health Week proclamation in your city or community. To make it easier for the official and his or her ceremonial services staff, it helps for you to draft a proclamation and send it to them with a cover letter explaining the significance of *Pick Your Path to Health*. Indicate your interest in meeting with the official and request an appointment. For the signing, work with the official's staff to alert the media. Arrange to have a photographer at the signing and distribute the photo to local papers. Be sure to display your proclamation at your *Pick Your Path to Health* events and reproduce it in newsletters and programs.

On the following page is a sample of a proclamation that you can use.

Soliciting Proclamations

YOUR TOWN, USA

Proclamation

- Whereas, National Women’s Health Week was being initiated in the dawn of the new millennium by a coalition of public and private organizations dedicated to raising awareness of women’s health issues;
- Whereas, From that day forward National Women’s Health Week has occurred in the spring with an annual celebration held the week following Mother’s Day;
- Whereas, National Women’s Health Week is a celebration of women taking responsibility for their own health through greater knowledge and understanding;
- Whereas, National Women’s Health Week celebrates the efforts of national and community organizations working with partners and volunteers to improve awareness of key women’s health issues;
- Whereas, **[Your Organization’s Name]** has chosen **[Your City and State]** to officially launch our local efforts.

Now, therefore, I, _____, Mayor of _____, on behalf of **[Your Organization’s Name]**, do hereby proclaim the week following Mother’s Day— Sunday May 9 through Saturday May 15, 2004—to be

NATIONAL WOMEN’S HEALTH WEEK

In the _____, I urge all citizens to participate in the activities planned hereforth.

In testimony whereof, I have hereunto set my hand and caused to be affixed the Seal of _____, this __ day of May 2004.

Mayor

City Clerk

Creating and Using Talking Points

What are talking points and how are they used?

This kit provides national talking points, but you will want to create your own for local campaigns. Talking points are used primarily for interviews. The interviews might take place at a press conference, during a question-and-answer session or at the end of a press conference, or during a one-on-one interview with a member of the media. These sessions typically come about in relation to the launch or announcement of a campaign.

Talking points can also be used by speechwriters, who may not be as familiar with the details of a campaign as those directly involved in it. They can help a speaker target statements to the language, perspectives, problems, and concerns of different audiences.

Sample Talking Points

Main Messages:

- This campaign was created both to address disparities among women of different ethnic groups and to provide workable health messages to all women.
- Health messages have long been too vague and overwhelming, and often are not realistic within the context of women's busy lives.
- This campaign will help women take manageable actions to improve their health by providing monthly health themes. This will make it easy for women to incorporate simple steps into their busy lives.
- **[Insert Name of Your Organization]** is committed to bringing these health messages to women in our community.
- A coaching program is the central feature of the *Pick Your Path to Health* program in our community. A coach will be assigned to assist each program participant in developing her own goals to attain better health. The *Pick Your Path to Health* monthly themes and overall framework will assist women in incorporating manageable health goals into their everyday lives.
- Campaign themes include: spirituality, weight management, physical activity, alcohol use, mental health, responsible sexual behavior, drug abuse, health care access, prevention, violence prevention, tobacco use, and family.

Supporting Points:

- *Healthy People 2010* (the Nation's agenda for health in the next decade) showed key health disparities between minority women and white women.

Creating and Using Talking Points

- African American women have the highest mortality rate from heart disease (284 per 100,000) of all American women. More than one-third (36 percent) of this population has high blood pressure, in contrast to 19 percent of white women.
- Diabetes was the fourth leading cause of death in 2000 among American Indian/Alaska Native women.
- In 2000, 80 percent of new AIDS cases in women occurred among African American and Hispanic females. African American women had the highest death rate from HIV/AIDS-related diseases of any group of American women.
- Hispanic women are three times more likely to die from HIV/AIDS than are white women. HIV/AIDS is the fourth leading cause of death for Hispanic women between the ages of 25 and 44.
- In 2000, Asian American/Pacific Islanders had the second highest mortality rate from suicide.
- Women tend to be the caretakers in our society—of children, spouses, parents, grandparents, friends, and neighbors—often caring for others before themselves.

[Note: Inform the press that during the next few months, there will be media opportunities to track the progress of program participants.]

Creating and Using PSAs

What is a PSA?

A PSA or public service announcement is a short video or audio announcement that is played on radio or television with the purpose of persuading the audience to take specific action(s) regarding a specific cause. Many radio and television stations air announcements on upcoming community events free of charge.

PSAs can be of varying lengths (10 seconds, 30 seconds, 60 seconds, 90 seconds) but are usually under 2 minutes. They are meant to be direct, giving very specific information and a very specific action to take, such as calling or writing. When placing these ads, the cost will most likely be based on the length of your PSA and how often it is aired.

How to Get a PSA Aired

All radio and television stations have an advertisement, public affairs, or promotions department. Get in touch with your local radio stations or television stations and ask them about the procedure for getting a PSA aired, but first ask if they have a free community event announcement in place.

Sample PSAs

Health Fair: Celebrate Your Health!

Join us! [**Name of Your Organization**] is sponsoring a free community health fair that will focus on the improvement of women's health. This will be your chance to learn about how you can take simple steps to improve your health while getting your blood pressure and cholesterol screened and learning your body mass index. Bring your family, friends, and neighbors on [**Date**] to [**Location**]. For more information, call [**Contact Information**].

Monthly Workshops: *Pick Your Path to Health* Workshops

Take simple steps to better health by attending our workshop for women on "How to Eat Right— for Busy Women." Find out how you can incorporate healthful and simple strategies to prepare well-balanced and nutritious meals. Join us on [**Date and Place**]. To sign up, call [**Contact Information**].

Walks/Runs: It's Easier Than You Think!

Staying active, even walking just 10 minutes a day, can improve your health and protect you against heart disease and high blood pressure. Come start your walking regimen by joining the Healthy Heart Walk. [**Date, Place, Start Time**]. Bring your family, friends, and neighbors as we all walk paths to better health. For more information, call [**Contact Information**].

National Women's Health Week: *Mother's Rule!*

Mother's Day marks the first day of National Women's Health Week, and the *Pick Your Path to Health* campaign is celebrating! African American women and Latinas—this is your chance to take a stand against heart disease and HIV. To find out what simple, manageable steps you can take to improve your health, contact the National Women's Health Information Center at 1-800-994-WOMAN, or log on to <http://www.4woman.gov/whw/2004>.

Materials Order Form

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Number of program participants: _____ Date: _____

Pick Your Path to Health Materials	Quantity	Date Needed
Poster (18" x 36")		
Pocket Planner – African American		
Pocket Planner – Asian and Pacific Islander		
Pocket Planner – American Indian/Alaska Native		
Pocket Planner – Latinas		
Pocket Planner – Women Living in Rural Areas		
Large Planner – Women with Disabilities		
Pocket Planner – Adolescent Girls		
Listserv Cards – Available in English Only		

Please mail or fax this form to:

Pick Your Path to Health Coordinator
ATTN: Maria Salinas
2600 Tower Oaks Blvd., Suite 200, Rockville, MD 20852
301-984-7191 (Phone)
301-984-7196 (Fax)

IV. Administration and Evaluation

This section contains information on items you will need to submit as part of the contractual obligations for this program. Forms are provided to facilitate data collection and reporting.

Progress Reports

- Event Tracking and Sign-In Sheet
- Individual Coaching Session Tracking Sheet
- Quarterly Report Form
- Final Report Form

Evaluation

1. Participant Assessment
 - Participant Baseline Form
 - Participant Journal Form
 - Participant Post-Test Form
2. Coach Assessment
 - Coach Pre-Program Assessment Form
 - Coach Follow-Up Evaluation Form

Progress Reports

Each community program will be required to provide a detailed work plan, quarterly reports, and a final report, as described in the schedule of deliverables. These reports will provide a historical record of project activities and should be as objective and unbiased as possible. They should also include recommendations for improving implementation of future *Pick Your Path to Health* (PYPTH) programs.

Work Plan

A detailed work plan must be prepared and submitted within 30 days of contract award to the project officer (OWH Regional Office). The plan should include an explanation of the program's implementation approach, as well as workshop and event content, length, and schedule. It should also cover information about educational and resource materials for each PYPTH theme, community resources, program personnel, and program participants. Lastly, it should provide information on the number of program participants and on journal recording and program evaluation. The project officer will arrange a teleconference or face-to-face meeting to discuss the work plan, timelines, tasks, and budget.

Tracking Events and Coaching Sessions

To facilitate data collection for the quarterly and final reports, the following tracking forms are included in this guide:

- **Event Tracking and Sign-In Sheet**
Program staff are to use a copy of this form for each PYPTH event sponsored. Participants will be asked to sign in, write their ID number, and record their age and ethnicity. At the end of the event, staff will tabulate the number of participants, as well as average ages, ethnicities, and other data. This information should be retained for reporting purposes.
- **Individual Coaching Session Tracking Sheet**
Program staff should use this form to keep track of individual coaching sessions. They should record the participant's ID number, the coaching session topic, and the ethnicity and age of the participant. When the sheet has been completed, staff will tabulate the total number of sessions, the number of unique individuals coached, as well as average ages, ethnicities, and other data. This information should be retained for reporting purposes.

Quarterly Reports

Quarterly progress reports are required detailing the current status of implementation tasks. The report will document project activities, participant demographics, successes, challenges, and suggestions.

- **Quarterly Report Form**
Once every 3 months, program staff should compile data from the event tracking and individual coaching session forms (described above) and record it in the quarterly report form. The form also solicits feedback about successes and challenges in implementing the program.

Progress Reports

Final Report

A draft of the final annual report must be submitted to the project officer 1 month before the end of the contract period. The project officer will respond to the draft within 2 weeks.

The final narrative report should assess the PYPATH model's efficacy when implemented in a community setting. In particular, it should discuss the model's success in motivating, educating, and empowering women to take steps towards health improvement. Data for the report may be compiled from the quarterly report forms, event tracking and sign-in sheets, and individual coaching session tracking sheets.

The report must document significant work activities during the entire length of the contract and include participant feedback. Please include copies of the coaches and participant feedback forms and take steps to ensure the anonymity of participants. The report should be as objective and unbiased as possible and include recommendations for improving implementation of future PYPATH programs.

Event Tracking and Sign-In Sheet

Program staff to complete shaded section after each event. Retain for reporting purposes.

Organization name: _____	Date: _____
Event name: _____	Event theme: _____
Event type (e.g., workshop, health fair, etc.): _____	Total # of participants: _____
Current event #, out of total # planned (e.g., 3 out of 6): _____ out of _____	In-kind resources contributed: _____
PYPH materials distributed: _____	Person-hours expended: _____
Ethnicity of participants: _____	Average age of participants: _____

	Participant ID # (From Journal)	Participant Name	Ethnicity	Age
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				
17.				
18.				
19.				
20.				
21.				
22.				
23.				
24.				
25.				
26.				
27.				
28.				
29.				
30.				

Age and ethnicity information is optional, but it will help us know who you are serving.

Individual Coaching Session Tracking Sheet

Program staff to complete this section at the end of each quarter. Retain for reporting purposes.

Organization name: _____ Reporting date: _____
 Total number of unique individuals coached: _____ Total coaching sessions held: _____
 PYPH materials distributed: _____
 Ethnicity of participants: _____ Average age of participants: _____

	Participant ID # (From Journal)	Coaching Session Topic	Date of Session	Ethnicity	Age
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
21.					
22.					
23.					
24.					
25.					
26.					
27.					
28.					
29.					
30.					

Age and ethnicity information is optional, but it will help us know who you are serving.

Quarterly Report Form

Organization Name: _____

Report Date: _____

The purpose of this form is to help program staff compile data for the *Pick Your Path to Health* (PYPTH) program throughout the implementation process. Quarterly reporting should help you monitor the program’s progress, strengths, and weaknesses, and make adjustments as you go along. It will also minimize the amount of work you need to do to produce the final report. Use data from the event tracking and sign-in sheets and individual coaching session tracking sheets to complete this form.

- *For 12-month contracts, this form should be completed 3 months after the start date, and again at 6 and 9 months.*
- *For 6-month contracts, it should be completed 3 months after the start date.*

Period Covered by this Report _____

1. How many individuals are in your target audience?
(This number should equal the highest participant ID number you have assigned, or the number of people attending the introductory workshop.)
2. How many unique individuals (i.e., not counting return visits) participated in PYPTH activities during this quarter?
3. Summary of this quarter’s events (workshops, health fairs, presentations, etc.)

Event #	Date	Event Title	Event Theme	Number of Participants	Age Range	Av. Age
Description of event and ethnicity of participants						
Description of event and ethnicity of participants						
Description of event and ethnicity of participants						
Description of event and ethnicity of participants						

Quarterly Report Form

4. Summary of resources used for events during this quarter

Event #	PYPH Materials Distributed	Person-Hours Expended	In-kind Resources Contributed, if any
Total:			

5. Summary of individual coaching sessions during this quarter

Number of Unique Individuals Coaching	Total Coaching Sessions Held (Including Repeat Visits)	Topics Covered	Average Age of Participants	Ethnic Breakdown of Participants

Were PYPH materials distributed during the individual coaching sessions? If so, please describe in the space below which ones were used and whether participants liked them.

Quarterly Report Form

6. What, if any, aspects of the PYPTH program have gone especially well over the past 3 months?

7. What, if any, challenges have you faced in implementing the PYPTH program over the past 3 months?

8. Do you have any comments or suggestions about ways to improve the community-based PYPTH model?

Final Report Form

Organization Name: _____

Report Date: _____

The purpose of this worksheet is to help program staff compile and analyze data from the entire *Pick Your Path to Health* (PYPTH) implementation period, and complete a final assessment of the program. The final report should be written in narrative form. Use data from the quarterly reports, event tracking and sign-in sheets, individual coaching session tracking sheets, participant assessment forms, and coach assessment forms to complete this worksheet, and then incorporate the information into your final report.

- *The final report should be submitted one month before the end of the contract period.*

Period covered by the final report _____

1. How many unique individuals did you serve over the course of the PYPTH program?

2. Please describe the demographic characteristics of the target audience your PYPTH program served, in terms of:

- Age range
- Average age
- Ethnic backgrounds (i.e., American Indian or Alaska Native, Asian, Black or African American, Native Hawaiian or other Pacific Islander, White, Hispanic or Latina)

If possible, describe specific numbers of individuals from each ethnic group who were served.

Final Report Form

3. Please indicate the **total number (#)** of the following types of events/sessions that you conducted over the course of the entire implementation period:

- Workshops: _____
- Presentations: _____
- Health fairs: _____
- Screenings: _____
- Individual coaching sessions: _____
- Others (please describe): _____

4. Please provide summary information for all types of events conducted over the course of the entire implementation period.

Type of event	Topics covered	Total # of participants in these events	Average participant satisfaction scores (from journal form)
Workshops	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. GRAND TOTAL:	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. Overall Average:

Final Report Form

Type of event	Topics covered	Total # of participants in these events	Average participant satisfaction scores (from journal form)
Presentations	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. GRAND TOTAL:	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. Overall Average:
Health fairs	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. GRAND TOTAL:	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. Overall Average:
Screenings	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. GRAND TOTAL:	1. 2. 3. 4. 5. 6. 7. 8. 9. 10. Overall Average:

Final Report Form

Type of event	Topics covered	Total # of participants in these events	Average participant satisfaction scores (from journal form)
Individual coaching sessions	1.	1.	1.
	2.	2.	2.
	3.	3.	3.
	4.	4.	4.
	5.	5.	5.
	6.	6.	6.
	7.	7.	7.
	8.	8.	8.
	9.	9.	9.
	10.	10.	10.
	11.	11.	11.
	12.	12.	12.
	13.	13.	13.
	14.	14.	14.
	15.	15.	15.
	16.	16.	16.
	17.	17.	17.
	18.	18.	18.
	19.	19.	19.
	20.	20.	20.
			GRAND TOTAL:
Other	1.	1.	1.
	2.	2.	2.
	3.	3.	3.
	4.	4.	4.
	5.	5.	5.
			GRAND TOTAL

5. Please indicate the number of participants whose primary health goals fall into each of the following topic areas:

- | | |
|-------------------------------|-----------------------|
| • Spirituality | • Drug Abuse |
| • Weight Management | • Health Care Access |
| • Physical Activity | • Prevention |
| • Alcohol Use | • Violence Prevention |
| • Mental Health | • Tobacco Use |
| • Responsible Sexual Behavior | • Family |

Final Report Form

6. Please indicate the number of participants whose secondary health goals fall into each of the following topic areas:
- Spirituality
 - Weight Management
 - Physical Activity
 - Alcohol Use
 - Mental Health
 - Responsible Sexual Behavior
 - Drug Abuse
 - Health Care Access
 - Prevention
 - Violence Prevention
 - Tobacco Use
 - Family
7. What were participants' motivations for wanting to change their health behavior?
8. Please describe how participants believed the PYPATH program might help them reach their health goals.
9. How many members of the target audience reported meeting their health goals?
- Primary goal:
 - Secondary goal:
10. How many participants reported experiencing changes in their health status? (Provide examples.)
11. What aspects of the PYPATH program did participants find most helpful, and why?
12. What aspects of the PYPATH program did participants find least helpful, and why?
13. What challenges did participants face that kept them from reaching their goals?
14. What did participants learn from PYPATH to help them meet their goals?

Final Report Form

15. How, if at all, did coaches' views of their role change over the course of program implementation?

16. How helpful did coaches find the PYPTH materials before they implemented the program, on a scale of 1-5, with 5 being "Very helpful" and 1 "Not helpful at all"?

17. How helpful did coaches find the PYPTH materials after they implemented the program, on a scale of 1-5, with 5 being "Very helpful" and 1 "Not helpful at all"?

18. Did coaches believe that the PYPTH program provides an effective model for motivating behavior change? Please explain.

19. Do you have additional comments or suggestions for improving PYPTH?

Evaluation

Participant Assessment

- **Participant Baseline Form:** This form solicits participants' input about their personal *Pick Your Path to Health* (PYPTH) goals, and what their current habits are in this area. While participants should be allowed to keep the "Goal Sheets" (see Program Tools) for their own records, program staff should collect the participant baseline form for program evaluation purposes.

This document should be distributed to participants at the start of the program (i.e., during the introductory workshop). When it is collected, participants should be assigned an ID number. The ID number should be recorded at the bottom of the participant baseline form, and should also be written on the cover of the participant journal.

- **Participant Journal Form:** Copies of this form will be placed into the participant journal as pages. The journal should have an ID number on its front cover and should be distributed during the introductory workshop. Participants will be asked to make an entry in the journal every time they take part in a PYPTH activity (i.e., an event or coaching session). Participant journals may be kept on-site and given to the participant when they attend program activities. Data from participant entries may be compiled and included in the narrative section of the final report.
- **Participant Post-Test Form:** This form solicits participants' feedback on how effective the program was in helping them to meet their health goals. It should be distributed to participants at the end of the program (i.e., after the final workshop). Comparisons with the baseline form may be used to document behavior change and overall satisfaction with the program.

Coach Assessment

- **Coach Pre-Program Assessment Form:** This form assesses the coaches' understanding of their role, and whether the PYPTH materials have helped to prepare them for it. It also solicits their initial beliefs about whether the PYPTH program will help women to make lifestyle changes to improve their health. This form should be distributed to coaches prior to the inception of the program, and once completed, it should be submitted with the first quarterly report.
- **Coach Follow-Up Evaluation Form:** This form assesses how the coaches' understanding of their role changed during the program, and whether they found the PYPTH materials useful. It solicits their input about whether the PYPTH program helped women in their target audience to make healthy lifestyle changes, and also asks whether the program is effective as a community-based model for motivating behavior change. It should be distributed to coaches at the end of the program (i.e., after the final workshop), and once completed, it should be submitted with the final report.

Participant Baseline Form

Please think about one or two ways you would like to live more healthily and write them below. Think of a date when you would like to reach your goal (e.g., the last day of the *Pick Your Path to Health* program).

Goal #1. By (*Target date*) _____ I want to become healthier by making the following change(s) in my lifestyle:

1. What are your current daily habits in this area?
(*For example, if you want to exercise more, how often do you now exercise? If you want to eat more fruits and vegetables, how many do you now eat each day? If you want to drink less alcohol, how many alcoholic drinks do you now have each day?*)
2. Why do you want to change this habit?
3. How would you like *Pick Your Path to Health* to help you make this change?

Goal #2. By (*Target date*) _____ I want to become healthier by making the following change in my lifestyle:

1. What are your current daily habits in this area?
(*For example, if you want to exercise more, how often do you now exercise? If you want to eat more fruits and vegetables, how many do you now eat each day? If you want to drink less alcohol, how many alcoholic drinks do you now have each day?*)
2. Why do you want to change this habit?
3. How would you like *Pick Your Path to Health* to help you make this change?

Organization Name: _____

Participant Name: _____

Participant ID# (See the front of your journal): _____

Date: _____

Thank you for your feedback, and welcome to *Pick Your Path to Health!*

Participant Journal Form

Participant ID#: _____ Date: _____

Activity Type (e.g., workshop, coaching, etc.): _____

Activity Topic: _____

1. Since your last visit to the *Pick Your Path to Health* program, how are you doing in reaching your health goal(s)?

2. Will today's activity help you reach your goal(s)? If so, how will it help? If not, why not?

3. On a scale of 1 to 5, where 1 is "Not at all Satisfied" and 5 is "Very Satisfied," how satisfied were you with the activity you took part in today?

1	2	3	4	5
Not at all Satisfied		Satisfied		Very Satisfied

Participant Post-Test Form

Thank you for taking part in the *Pick Your Path to Health* community program! Over the past few weeks, you've worked hard to accomplish your goals to live healthier. Please take a few minutes to tell us what this process has been like for you.

1. What was your first goal for improving your health during the program?

a. Did you reach this goal? (*Check one*)

Yes No

b. If you did reach this goal, how have your habits changed?

c. If you did not reach this goal, what challenges kept you from reaching it?

d. What, if anything, did you learn from the program to help you reach your goal?

2. What aspect of the *Pick Your Path to Health* program was most helpful, and why?

3. What aspect of the *Pick Your Path to Health* program was least helpful, and why?

Participant Post-Test Form

4. Did you experience any changes in your health during the program? If yes, please describe below. (Examples, "I lost 5 pounds; " "I lowered my blood pressure from 140/90 to 130/85.")

If you had a second health goal, please answer the questions below.

5. What was your second goal for improving your health during the program?

a. Did you reach this goal? (*Check one*)

Yes No

b. If you did reach this goal, how have your habits changed?

c. If you did not reach this goal, what challenges kept you from reaching it?

d. What, if anything, did you learn from the program to help you reach your goal?

Organization Name: _____

Participant ID# (See the front of your journal): _____

Date: _____

Thank you for your feedback!

Coach Pre-Program Assessment Form

To be completed before the program begins.

Organization Name: _____

Date: _____

1. How would you best describe your racial or ethnic background? (Check One)

- | | |
|--|---|
| <input type="checkbox"/> African American | <input type="checkbox"/> Caucasian |
| <input type="checkbox"/> American Indian/Alaska Native | <input type="checkbox"/> Hispanic or Latino |
| <input type="checkbox"/> Asian American | <input type="checkbox"/> Native Hawaiian/Other Pacific Islander |

2. What is your understanding of your role as a *Pick Your Path to Health* coach?

3. On a scale of 1 to 5 (where 1 is “Not at all Helpful” and 5 is “Very Helpful”), how helpful are the *Pick Your Path to Health* materials in preparing you for this role?

1	2	3	4	5
Not at all Helpful		Somewhat Helpful		Very Helpful

Please explain:

4. Do you think the *Pick Your Path to Health* program will help women in your target audience make lifestyle changes to improve their health?

- Yes No

Please explain your answer:

Thank you for your feedback!
This form should be submitted with the first quarterly report.

Coach Follow-Up Evaluation Form

To be completed at the end of the *Pick Your Path to Health* program.

Organization Name: _____ Date: _____

1. Did your understanding of your role as a *Pick Your Path to Health* coach change over the course of the program?

Yes No

Please explain your answer:

2. On a scale of 1 to 5 (where 1 is “Not at all Helpful” and 5 is “Very Helpful”), how helpful were the *Pick Your Path to Health* materials in preparing you for this role?

1	2	3	4	5
Not at all Helpful		Somewhat Helpful		Very Helpful

Please explain:

3. To what extent do you believe the *Pick Your Path to Health* materials helped members of your target audience make lifestyle changes to improve their health?

Not at all Somewhat Very Much

Please explain your answer:

4. Based on your experiences coaching participants, do you believe this program is effective as a community-based model for motivating behavior change?

Yes No

Please explain your answer:

Thank you for your feedback!
This form should be submitted with the final report.

V. Resources

This section has additional health-related information and a listing of health programs and organizations to support your program. You can incorporate the information in your workshop presentations or use them as handouts.

Evaluating Medical Resources on the Internet

This useful FAQ sheet provides Internet users with tips on assessing the accuracy and reliability of on-line health information.

Information on *Women's Health USA 2002*

Women's Health USA 2002 is a report on the health status of American women and major trends impacting their wellness. This page provides an overview of the report and ordering information.

Information on *Healthy People in Healthy Communities*

Healthy People in Healthy Communities, A Community Planning Guide Using Healthy People 2010 is a publication from the Office of Disease Prevention and Health Promotion that provides information about the steps involved in forming and running a healthy community coalition. This page provides a brief overview of the publication and instructions on how to download it from the Internet.

Annotated Health Resources List

The Annotated Health Resources list contains telephone and Web information for a variety of Government-sponsored health programs and organizations that provide educational information and materials to the public. Many of the resources offer information in both Spanish and English and have documents posted online that are available to download for free. This list will come in handy as you are planning your events. Whether you are looking for free health information handouts or topics, ideas, and experts, the list offers a rich compilation of resources.

Evaluating Medical Resources on the Internet

The number of Web sites offering health-related resources grows every day. Many sites provide valuable information, while others may have information that is unreliable or misleading. Even if the information is reliable, it is extremely important to note that personal medical decisions should never be made on the basis of what is found on a Web site. You should always check with your health care provider about your health needs and treatment options before attempting any changes relating to your health. If you find information on the Internet, you can always go over it with your health care provider so that they can provide more information and evaluate its usefulness for your specific health care needs.

This section contains important questions you should consider as you look for health information on the Internet. Answering these questions when you visit a new Web site will help you evaluate the information you find.

Who runs this site?

Any good health-related Web site should make it easy for you to learn who is responsible for the site and its information. The sponsor's name should be clearly visible on every major page of the site along with a link to the sponsor's homepage.

Who pays for the site?

It costs money to run a Web site. The source of a Web site's funding should be clearly stated or readily apparent. For example, Web addresses ending in ".gov" denote a Federal Government-sponsored site. You should know how the site pays for its existence. Does it sell advertising? Is it sponsored by a drug company? The source of funding can affect what content is presented, how the content is presented, and what the site owners want to accomplish.

What is the purpose of the site?

This question is related to who runs and pays for the site. An "About This Site" link appears on many sites. If it's there, use it. The purpose of the site should be clearly stated and should help you evaluate the trustworthiness of the information.

Where does the information come from?

Many health/medical sites post information collected from other Web sites or sources. If the person or organization in charge of the site did not create the information, the original source should be clearly labeled.

What is the basis of the information?

In addition to identifying who wrote the material you are reading, the site should describe the evidence that the material is based on. Medical facts and figures should have references (such as articles in medical journals). Also, opinions or advice should be clearly set apart from information that is "evidence-based" (that is, information based on research results).

How is the information selected?

Is there an editorial board? Do people with excellent professional and scientific qualifications review the material before it is posted?

Evaluating Medical Resources on the Internet

How current is the information?

Web sites should be reviewed and updated on a regular basis. It is particularly important that medical information be current. The most recent update or review date should be clearly posted. Even if the information has not changed, you want to know whether the site owners have reviewed it recently to ensure that it is still valid.

How does the site choose links to other sites?

Web sites usually have a policy about how they establish links to other sites. Some medical sites take a conservative approach and don't link to any other sites. Some link to any site that asks, or pays, for a link. Others only link to sites that have met certain criteria.

What information about you does the site collect, and why?

Web sites routinely track the paths visitors take through their sites to determine what pages are being used. However, many health Web sites ask for you to "subscribe" or "become a member." In some cases, this may be so that they can collect a user fee or select information for you that is relevant to your concerns. In all cases, this will give the site personal information about you.

Any credible health site asking for this kind of information should tell you exactly what its owners will and will not do with it. Many commercial sites sell "aggregate" (collected) data about their users to other companies—information such as what percentage of their users are women with breast cancer, for example. In some cases they may collect and reuse information that is "personally identifiable," such as your ZIP code, gender, and birth date. Be certain that you read and understand any privacy policy or similar language on the site, and don't sign up for anything that you are not sure you fully understand.

How does the site manage interactions with visitors?

There should always be a way for you to contact the site owner if you run across problems or have questions or feedback. If the site hosts chat rooms or other online discussion areas, it should tell visitors what the terms of using this service are. Is it moderated? If so, by whom, and why? It is always a good idea to spend time reading the discussion without joining in, so that you feel comfortable with the environment before becoming a participant.

How to navigate large Web sites

Some Web sites are quite large and offer information for several groups of people. For example, some sites offer information for medical personnel as well as for general consumers. Look for keywords to identify the consumer's portion of the site, such as "women's health," "health information," or "free consumer publications." Looking at the index or site map may help save time navigating large sites. If you have trouble finding the information you are looking for on a particular site, look for a telephone number on the home page and call for help.

This publication is adapted from a fact sheet produced by the National Cancer Institute. It is not copyrighted and it is in the public domain.

Information on *Women's Health USA 2002*

The U.S. Department of Health and Human Services Issues New Statistical Look at Women's Health

Women's Health USA 2002 is a report that gives statistical information on the health status of America's women and shows the disproportionate impact that certain health conditions such as osteoporosis, asthma, diabetes, and lupus have on women.

“For the first time, we're giving people a single place to go to get a comprehensive look at the health status of women across the nation,” HHS Secretary Tommy G. Thompson said. “It reflects our ongoing commitment not only to identifying trends in women's health but also to taking the right steps to improve their health in the future.”

Compiled by HHS' Health Resources and Services Administration (HRSA), the new report highlights current and historical data on some of the most pressing health challenges facing women and their families. Data is provided on health and health-related indicators in three categories—population characteristics, health status, and health services utilization. It includes data showing that most U.S. women 40 years of age and older in 1998 had received a mammogram in the previous 2 years and a Pap smear in the previous 3 years. Black non-Hispanic women (83 percent) were most likely to have reported receiving a Pap smear during that 3-year period.

Other highlights from the report are:

- Women's life expectancy reached a new record in 2000—79.5 years. While Black females had the greatest life-expectancy gain between 1950 and 2000 (12.3 years), there was still a 5-year difference in life expectancy between White (80 years) and Black (75 years) females.
- More U.S. women than ever before are getting prenatal care in their first trimester of pregnancy. In 2000, 83 percent received early prenatal care, up from 75 percent in 1989.
- Nearly 87 percent of women had health insurance coverage in 2000. About a quarter of women between 18 and 24 were without insurance in 2000.
- In 2000, 10,459 AIDS cases were diagnosed in females 13 years of age and older; 38 percent were exposed through heterosexual contact. Almost half of U.S. women under age 45 have been tested for HIV.

TO GET COPIES:

- Download and print a copy from the Web site at: <http://mchb.hrsa.gov/data/women.htm>.
- To order free hard copies, call the HRSA Information Center (1-888-ASK-HRSA) or visit the center's Web site at <http://www.ask.hrsa.gov>.

Information on *Healthy People in Healthy Communities*

The Office of Disease Prevention and Health Promotion, Office of Public Health and Science, Department of Health and Human Services has a planning guide that provides doable steps to forming a community coalition based on *Healthy People 2010* goals.

Healthy People in Healthy Communities is a guide that takes the *Healthy People 2010* goals and breaks them down into steps that can be implemented in any community. It covers strategies for creating a healthy community, how to assess community needs and put together an action plan, and how to get support for others in the community by partnering with local professionals and organizations.

This publication can be obtained in several ways:

Order online:

- <http://bookstore.gpo.gov>

Order by phone:

- Call (202) 512-1800

Order by fax:

- Fax order forms taken from Web site at <http://www.healthypeople.gov/Publications/gpo.htm> to (202) 512-2250

Order by mail:

- Mail order forms to:
Superintendent of Documents
PO Box 371954
Pittsburgh, PA 15250-7954

The full document can also be downloaded from the Web site link below:

<http://www.health.gov/healthypeople/Publications/HealthyCommunities2001/toc.htm>

Annotated Health Resources List

Following is a list of resources for health information and materials on a variety of topics related to *Pick Your Path to Health* themes. The list is intended for reference only; inclusion does not indicate endorsement of sites or contents therein.

GENERAL INFORMATION

Consumer Information Center (CIC)

Web: <http://www.pueblo.gsa.gov>

The quarterly CIC catalog lists helpful Federal publications on a variety of topics, including nutrition, health, and exercise, that are available for free or a nominal fee.

Healthfinder

Phone: 1-800-336-4797

Web: <http://www.healthfinder.gov>

Features a health library reference section, special topics organized by age, ethnicity and gender, health care information, and a directory of other reliable Web health-related resources.

National Women's Health Information Center (NWHIC)

Phone: 1-800-994-9662

TDD: 1-888-220-5446

Web: <http://www.4woman.gov>

Contains a comprehensive, searchable health information database and links to a broad range of diverse women's health topics (healthy pregnancy, disabilities, screening, and immunizations) and education campaigns, including the *Pick Your Path to Health* Web site.

WebMD

Web: <http://www.webmd.com>

Offers a broad spectrum of medical, health and wellness, and consumer information, with links to related Web resources.

ALCOHOL & DRUG ABUSE

Al-Anon Family Group Headquarters, Inc.

Phone: 1-888-425-2666

Web: <http://www.al-anon.alateen.org>

Offers information and local support group referrals for significant others in an alcoholic person's life, including spouses (Al-Anon) and children (Alateen).

Alcoholics Anonymous (AA) World Services, Inc.

Phone: 212-870-3400

Web: <http://www.aa.org>

Provides information and local support group referrals for people seeking help with alcohol abuse. Local AA chapters may also be listed in your community telephone directory.

Annotated Health Resources List

Narcotics Anonymous (NA) World Services, Inc.

Phone: 818-773-9999

Web: <http://www.na.org>

Offers information and local support group referrals for people seeking help with narcotics abuse. Local NA chapters may also be listed in your community telephone directory.

National Black Alcoholism Council (NBAC)

Phone: 1-888-622-2774

Provides information and referrals for individuals and families dealing with alcohol abuse.

National Clearinghouse for Alcohol and Drug Information (NCADI)

Phone: 1-800-729-6686

Spanish: 1-877-767-8432

TTY/TDD: 1-800-487-4889

Web: <http://www.health.org>

Disseminates publications and materials related to drug and alcohol use and operates a resource library that is open to the public.

National Council on Alcoholism and Drug Dependence, Inc. (NCADD)

Phone: 1-800-NCA-CALL (622-2255)

Web: <http://www.ncadd.org>

Offers information and educational materials on alcoholism. Contact NCADD for phone numbers of local affiliates for treatment resources in your community.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

Phone: 301-443-3860

Web: <http://www.niaaa.nih.gov>

Offers information and educational materials on various aspects of alcoholism (underage drinking, consumption during pregnancy) and help for reducing use. Some materials are available in Spanish.

National Institute on Drug Abuse (NIDA)

Phone: 301-443-1124

Web: <http://www.nida.nih.gov>

Contains research and educational materials related to drugs and their effect on the brain, a glossary of commonly used substances and their street names, and links to other drug-related Web resources.

DISABILITY RESOURCES

ADA Information Center for the Mid-Atlantic Region

Phone: 1-800-949-4232

Web: <http://www.adainfo.org>

Provides training, information, and technical assistance on the Americans with Disabilities Act (ADA) to businesses, consumers, and both state and local governments within the Mid-Atlantic Region (DC, DE, MD, PA, VA, WV).

Annotated Health Resources List

Breast Health Access for Women with Disabilities

Phone: 510-204-4866

TDD: 510-204-4574

Web: <http://www.bhawd.org>

Features information on an adaptive breast self examination and links to other health-related Web sites designed for women with disabilities.

Center for Resources on Women with Disabilities (CROWD)

Phone: 1-800-44-CROWD (442-7693)

TDD: 713-960-0505

Web: <http://www.bcm.tmc.edu/crowd/index.htm>

Offers information, educational materials, links that focus on issues related to health, aging, civil rights, abuse, and independent living for women with disabilities.

National Center on Birth Defects and Developmental Disabilities

Phone: 404-498-3800

Web: <http://www.cdc.gov/ncbddd>

Contains fact sheets, journal article summaries, hot topics, FAQ pages, and publications on the prevention, screening, and treatment of birth defects and developmental disabilities.

National Council on Disability (NCD)

Phone: 202-272-2004

TTY: 202-272-2074

Web: <http://www.ncd.gov>

Offers information on disability-related civil rights, technical assistance, parent support organizations, and Social Security benefits, and an archive of press releases on relevant topics.

National Dissemination Center for Children with Disabilities

Phone/TTY: 1-800-695-0285

Web: <http://www.nichcy.org>

Provides technical assistance, referrals and information on disabilities and disability-related issues, specifically topics of relevance for children and youth. Information regarding support for parents is also available. Bilingual (English/Spanish) staff is available to assist callers.

Social Security Administration (SSA)

Phone: 1-800-772-1213

TTY: 1-800-325-0778

Web: <http://www.ssa.gov>

Provides information on various disability benefits available through Social Security.

Annotated Health Resources List

DISEASE PREVENTION

CDC National Immunization Program

Phone: 1-800-232-2522

Spanish: 1-800-232-0233

TTY: 1-800-243-7889

Web: <http://www.cdc.gov/nip/default.htm>

Contains immunization charts for children and adults, educational materials on vaccine safety, an illustrated, quick reference disease chart, and general information on the importance of proper immunization. Select information is available in Spanish.

CDC National Prevention Information Network

Phone: 1-800-458-5231

TTY: 1-800-243-7012

Web: <http://www.cdcnpin.org>

Provides references, referrals, and information related to HIV/AIDS, sexually transmitted diseases, and tuberculosis. All calls are confidential and bilingual (Spanish/English) staff is available to assist callers.

Food and Drug Administration (FDA) Office of Women's Health

Web: <http://www.fda.gov/womens>

Features materials from the FDA's *Take Time to Care* campaign for the effective management of diabetes, and information about pregnancy registries to track the impact of medications taken during pregnancy.

National Cancer Institute (NCI) Information Service

Phone: 1-800-4-CANCER (422-6237)

TTY: 1-800-332-8615

Web: <http://www.cancernet.nci.nih.gov>

Provides information and free publications about cancer and related resources to the public. Spanish-speaking staff members are available to assist callers.

National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)

Phone: 770-488-5080

Web: <http://www.cdc.gov/nccdphp/nccdhome.htm>

Features chronic disease prevention and promotion information, materials, and referrals to the public. Resources include bibliographic databases focusing on health promotion program information for topics including cancer prevention and prenatal smoking cessation.

National Diabetes Information Clearinghouse

Phone: 1-800-860-8747

Web: <http://www.niddk.nih.gov/health/diabetes/diabetes.htm>

Provides referrals, patient education materials, and other publications related to diabetes, and responds to telephone and e-mail inquiries.

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National Digestive Diseases Information Clearinghouse

Phone: 1-800-891-5389

Web: <http://www.niddk.nih.gov>

Offers referrals, patient education materials, and other publications related to digestive diseases, and responds to telephone and e-mail inquiries.

National Heart, Lung, and Blood Institute Information Center

Phone: 1-800-575-WELL (9355)

Web: <http://www.nhlbi.nih.gov>

Presents information and educational materials on cardiovascular health and disease prevention.

National Institute of Allergy and Infectious Diseases (NIAID)

Phone: 301-496-5717

Web: <http://www.niaid.nih.gov>

Provides referrals and comprehensive health information on allergies, asthma, and a broad spectrum of infectious diseases, including hepatitis, HIV/AIDS, Lyme disease, sexually transmitted diseases, and tuberculosis. Materials may be downloaded or ordered online or via mail.

NIH Osteoporosis and Related Bone Diseases National Resource Center

Phone: 1-800-624-BONE (2663)

TTY: 202-466-4315

Web: <http://www.osteoporosis.org>

Offers resources and information to the public on osteoporosis and other metabolic bone diseases. Information is targeted to at-risk populations: the elderly, men, women, and adolescents.

FAMILY ASSISTANCE

National Clearinghouse on Families & Youth

Childcare: 301-608-8098

Web: <http://www.ncfy.com>

Contains an event calendar and links to resources for services and information on issues of interest to youth and families.

Childhelp USA

National Child Abuse Hotline: 1-800-4-A-CHILD (422-4453)

National Child Abuse Hotline (TTY): 1-800-2-A-CHILD (222-4453)

Web: <http://www.childhelpusa.org>

Contains resources dedicated to the child abuse prevention and intervention, including a fact sheet, guidelines, state reporting contacts, and links to local support services.

Eldercare Locator

Phone: 1-800-677-1116

Web: <http://www.eldercare.gov>

Provides referrals to local resources for seniors and links for caregivers on accessing support and health information.

Annotated Health Resources List

National Center for Missing and Exploited Children

Phone: 1-800-THE-LOST (843-5678)

Web: <http://www.ncmec.org>

Features educational resources and child safety publications that are available to download in both English and Spanish, photographs of missing children, and a 24-hour hotline for reporting or providing assistance with a missing child search.

HEALTH CARE ACCESS

Bureau of Primary Health Care

Phone: 301-594-4110

Web: <http://www.bphc.hrsa.gov>

Contains a searchable database of county-level community health indicators and a community health care service locator.

CDC's Division of Cancer Prevention and Control

Phone: 1-888-842-6355

Web: <http://www.cdc.gov/cancer>

Provides general information, materials, and news on the prevention and control of a variety of cancers, and features links to specific campaigns, such as *Screen for Life: National Colorectal Cancer Action Campaign* and *National Breast and Cervical Cancer Early Detection Program*.

Centers for Medicare and Medicaid Services

Phone: 1-877-267-2323

TTY: 310-786-0727

Web: <http://www.cms.gov>

Contains consumer information on Medicaid, Medicare, and SCHIP eligibility criteria, as well as benefits and state contacts.

DHHS' Insure Kids Now

Phone: 1-877-543-7669

Web: <http://www.insurekidsnow.gov>

Provides state-specific information on SCHIP eligibility criteria, benefits, and contacts.

Food and Drug Administration (FDA)

Web: <http://www.fda.gov/cdrh/mammography>

Features educational materials and a database of certified mammography providers searchable by zip code. Publications include a brochure, *Mammography Today: Questions and Answers for Patients on Being Informed Consumers*, that is formatted for download.

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National Cancer Institute (NCI) Information Service

Phone: 1-800-4-CANCER (422-6237)

TTY: 1-800-332-8615

Web: <http://www.cancernet.nci.nih.gov>

Provides information and free publications about cancer and related resources to the public. Spanish-speaking staff members are available to assist callers.

National Center for Complementary and Alternative Medicine (NCCAM) Information Clearinghouse

Phone: 1-888-644-6226

TTY: 1-866-464-3615

Web: <http://www.nccam.nih.gov>

Offers fact sheets and publications on various topics in complementary and alternative medicine. Bilingual (Spanish/English) staff are available to assist callers. Fact sheets and other information may be sent via fax.

Social Security Administration (SSA)

Phone: 1-800-772-1213

TTY: 1-800-325-0778

Web: <http://www.ssa.gov>

Features information about and online registration for retirement, disability, and spouses' benefits. Materials are available in English and 16 other languages.

MENTAL HEALTH

National Mental Health Information Center Knowledge Exchange Network

Phone: 1-800-789-2647

TDD: 1-866-889-2647

Web: <http://www.mentalhealth.org>

Contains a database of fact sheets, educational materials, and links to other resources, searchable by topic. State resource guides listing local mental health services and advocacy organizations are available for download.

National Institute of Mental Health (NIMH)

Phone: 301-443-4513

Web: <http://www.nimh.nih.gov>

Contains fact sheets, summaries, brochures, and other educational materials for general use under the "Public" tab. Publications can also be ordered by phone.

Annotated Health Resources List

MINORITY HEALTH

Indian Health Service (IHS)

Phone: 301-443-1083

Web: <http://www.ihs.gov>

The Indian Health Service provides a comprehensive health services delivery system for American Indians and Alaska Natives with opportunity for maximum tribal involvement in developing and managing programs to meet their health needs. The Web site details all the programs and initiatives under this office and resources for the American Indian and Alaska Native population.

National Alliance for Hispanic Health

Phone: 866-SU-FAMILIA (783-2645)

Web: <http://www.hispanichealth.org>

The National Alliance for Hispanic Health is the oldest and largest network of health and human service providers servicing over 10 million Hispanic consumers throughout the United States. Since 1973 the Alliance has grown from a small coalition of visionary mental health providers to a large, dynamic, and strong group of organizations and individuals. This Web site highlights a variety of publications for both consumers and health care providers, and provides links to other health-related Web sites. It also highlights three helplines that the Alliance runs for Hispanic families.

Office of Minority Health

Phone: 1-800-444-6472

TDD: 301-230-7199

Web: <http://www.omhrc.gov>

Contains information on a broad range of minority health issues; responds to information requests from the public and provides referrals to local technical assistance resources. English and Spanish-speaking staff are available to assist callers.

NUTRITION, WEIGHT CONTROL & PHYSICAL ACTIVITY

American Dietetic Association

Phone: 1-800-877-1600

Web: <http://www.eatright.org>

Features information to promote healthy eating habits. The “Healthy Lifestyle” section contains an archive of daily nutrition and healthy lifestyle tips, nutrition fact sheets, and other useful materials.

Center for Nutrition Policy and Promotion

Phone: 703-305-7600

Web: <http://www.usda.gov/cnpp>

Provides information on dietary guidelines, the Food Pyramid, recipes, and tips for thrifty and healthy meals.

Annotated Health Resources List

National Heart, Lung, and Blood Institute Information Center

Phone: 1-800-575-WELL (9355)

Web: <http://www.nhlbi.nih.gov>

Offers information and educational materials on cardiovascular health and disease prevention.

National Institute of Diabetes and Digestive and Kidney Diseases Weight-Control Information Network (WIN)

Phone: 1-877-946-4627

Web: <http://www.niddk.nih.gov/health/nutrit/nutrit.htm>

Contains information on nutrition, weight control, and obesity. The site also contains materials pertaining to the *Sisters Together: Move More, Eat Better* campaign, which was designed to encourage Black women to maintain a healthy weight through physical activity and nutrition.

The President's Council on Physical Fitness and Sports

Phone: 202-690-9000

Web: <http://www.fitness.gov>

Offers exercise and physical fitness educational materials, and provides technical assistance with program design and implementation.

USDA's Food and Nutrition Information Center

Phone: 301-504-5719

TTY: 301-504-6856

Web: <http://www.nal.usda.gov/fnic>

Offers information on food and nutrition, as well as links to resource lists, databases, and other related Web sites.

RESPONSIBLE SEXUAL BEHAVIOR

American College of Obstetricians and Gynecologists

Phone: 1-800-762-2264

Web: <http://www.acog.com>

Contains a searchable database of patient education materials on a range of women's health issues that may be ordered by phone or online.

March of Dimes

Phone: 1-888-MODIMES (663-4637)

Web: <http://www.modimes.org>

Spanish: <http://www.nacersano.org>

Offers a pre-pregnancy checklist to help women assess their readiness for motherhood, suggestions for talking with your partner, tips for a healthy pregnancy, nutritional information, and *Mama* magazine (in both a English and Spanish language version). The Spanish language Web site and magazine is intended to focus on the specific needs of Latinas.

Annotated Health Resources List

CDC's National Center for HIV, STD and TB Prevention

STD Hotline: 1-800-227-8922

HIV/AIDS Hotline: 1-800-342-AIDS (2437)

HIV/AIDS Spanish: 1-800-344-7432

HIV/AIDS TTY: 1-800-243-7889

Web: <http://www.cdc.gov/nchstp/od/nchstp.html>

Provides sexual health information, referrals to local reproductive health services, and links to educational sites. The 24-hour hotline is available to answer questions on testing, treatment, and prevention.

National Institute of Allergy and Infectious Diseases (NIAID)

Phone: 301-496-5717

Web: <http://www.niaid.nih.gov>

Provides referrals and comprehensive health information on a broad spectrum of infectious diseases, including HIV/AIDS and sexually transmitted diseases (STDs). Materials may be downloaded or ordered online or via mail.

National Institute of Child Health and Human Development

Phone: 1-800-370-2943

Web: <http://www.nichd.nih.gov>

Contains a searchable database of publications on subjects ranging from acute perinatal asphyxia to women's health, available to download or order.

National Maternal and Child Health Clearinghouse

Phone: 1-800-434-4MCH (4624)

Web: <http://www.ask.hrsa.gov/mch.cfm>

Provides educational materials and technical assistance on subjects including pregnancy; infant, child, and adolescent health; and nutrition.

RURAL RESOURCES

National Organization of State Offices of Rural Health (NOSORH)

Phone: 402-471-2337

Web: <http://www.nrharural.org/nosorh/default.htm>

Contains contact information and some Web links to the Office of Rural Health for each state.

HRSA's Office of Rural Health Policy (ORHP)

Phone: 301-443-0835

Web: <http://www.ruralhealth.hrsa.gov>

Provides full-text documents on topics pertaining to rural health, including the Children's Health Insurance Program (CHIP) enrollment of low-income children, emergency preparedness, domestic violence, physician shortages, and rural health networks. Also offers links to other related sites.

Annotated Health Resources List

Rural Information Center Health Service (RICHS)

Phone: 1-800-633-7701

TDD: 301-504-6856

Web: <http://www.nal.usda.gov/ric>

Provides referrals, information, and publications on a range of rural health issues.

Violence Against Women – Office of Rural Domestic Violence

Phone: 202-307-6026

Web: <http://www.ojp.usdoj.gov/vawo/about.htm>

Features the *Toolkit to Prevent Violence Against Women*, which contains information and materials for community-based organizations and health providers, and links to online domestic violence resources and publications focusing on sexual assault.

TOBACCO USE

CDC's Office on Smoking and Health

Phone: 770-488-5705

Web: <http://www.cdc.gov/tobacco>

Posts the annual *Surgeon General's Report on Smoking and Health*, as well as health information related to tobacco use. Topics include smoking cessation, secondhand smoke, and the potential impact of tobacco use during pregnancy.

NWHIC Breath of Fresh Air

Phone: 1-800-994-WOMAN (9662)

Web: <http://www.4woman.gov/QuitSmoking/index.cfm>

Features the *Surgeon General's Report*, reasons and methods for initiating smoking cessation, and special sections targeting parents and teens. Information is also available in Spanish.

VIOLENCE PREVENTION

Childhelp USA

National Child Abuse Hotline: 1-800-4-A-CHILD (422-4453)

National Child Abuse Hotline (TTY): 1-800-2-A-CHILD (222-4453)

Web: <http://www.childhelpusa.org>

Contains resources dedicated to child abuse prevention and intervention, including a fact sheet, guidelines, state reporting contacts, and links to local support services.

National Center for Victims of Crime

Phone: 1-800-FYI-CALL (394-2255)

Web: <http://www.ncvc.org>

Features a wide range of resources, including information on policy, legislation, and victim services, and an online library. The site also includes a link to the Stalking Resource Center.

Annotated Health Resources List

National Domestic Violence Hotline

Phone: 1-800-799-SAFE (7233)

TDD: 1-800-787-3224

Web: <http://www.ndvh.org>

Provides a national hotline number, local contact numbers, resource links, and information on domestic violence for teens, adults, victims, and abusers. This site also offers instructions to visitors on removing the Web address from their browser history to keep others from knowing they have visited the site.

Violence Against Women Office – Office of Rural Domestic Violence

Phone: 202-307-6026

TTY: 202-307-2277

Web: <http://www.ojp.usdoj.gov/vawo/about.htm>

Features the *Toolkit to Prevent Violence Against Women*, which contains information and materials for community-based organizations and health providers, and links to online domestic violence resources and publications focusing on sexual assault.