

II. Getting Started

Now that you are familiar with the background and mission of the *Pick Your Path to Health* campaign, the next step is to learn how to implement it in your community by first becoming a partner.

This section will get you started by explaining the process of becoming a partner in the *Pick Your Path to Health* campaign.

Overview of Partnerships

Pick Your Path to Health is a public education campaign for women. The Office on Women's Health (OWH) invites institutions, organizations, community programs, women's clubs, libraries, churches, recreation centers, colleges, health centers—all groups with an interest in the health of women, no matter how large or small—to join as partners in the *Pick Your Path to Health* campaign to reach out to the women in their *own* communities.

Currently, the campaign has over 100 national partners who:

- Sponsor community events using *Pick Your Path to Health* as a theme
- Distribute campaign materials
- Print the campaign's monthly health articles and/or action steps in their publications
- Highlight campaign information on their Web sites

Current *Pick Your Path to Health* Partners

- The AIDS Ministry Ecumenical Network
- Alabama Sisterfriends
- American College of Nurse-Midwives
- American Tai Chi Association
- Angel's Healthy Women Today
- *Asian American Times*
- *Asian Fortune*
- ASPIRA Association, Inc.
- Association of Black Cardiologist, Inc.
- Association of Women's Health, Obstetric and Neonatal Nurses
- The Atlanta Inquirer
- The Atlanta Journal-Constitution
- Benedict College
- Black Women For Wellness
- Boston Black Woman's Health Initiative
- Boston Chinese News
- Boston University Medical Center
- Brown University/Women & Infants Hospital
- CARDio Cycle
- Catholic Health Association of Texas
- CDC Office of Women's Health
- Center for Women Policy Studies
- Christiana Care Health System
- The Circuit Women in Fitness
- Cosmetic, Toiletry, and Fragrance Association (CFTA) Foundation
- Courage Unlimited, Inc.®

Overview of Partnerships

- DC Department of Health – Project WISH
- Delaware Valley Community Health, Inc.
- Delta Sigma Theta Sorority, Inc.
- El Hispanic News
- El Mundo
- Eliud Ministries
- Empowerment Program
- Family Violence Prevention Fund
- Georgia Department of Community Health – Office of Women’s Health
- *Goodnews Connecticut Press*
- Griffin Hospital
- Gwen's Girls
- Harvard Medical School
- The Health & Learning Connection of Sacred Heart Medical Center, Eugene, Oregon
- Heart & Soul
- Hennepin County Primary Care Department
- Here Now! Ministries
- Hispanic Radio Network
- *Hmong Times*
- In Balance Fitness – Women's Health & Fitness Center
- Indiana University School of Medicine
- International Bottled Water Association
- Iowa Department of Public Health
- Iris House
- Jefferson Health System
- *The Journal of Wilmington, NC*
- Kansas Department of Health and Environment
- Kappa Alpha Psi Fraternity, Inc.
- Kentucky Rural Initiatives Corporation
- Kokua Kalihi Valley Comprehensive Family Services
- *La Noticia*
- *La Salud Hispana*
- Lee County Health Department
- Magee-Womens Hospital
- Mariposa Community Health Center
- MCP Hahnemann University (doing business as Drexel University)
- Medicare Services of Oklahoma City, OK
- Memorial Hospital of Salem County
- Morton Plant Hospital
- National Asian Women's Health Organization
- National Association of Hispanic Publications
- National Women's Health Network
- National Women's Health Resource Center

Overview of Partnerships

- Native American Journalist Association
- Naval Medical Center Portsmouth
- Nebraska Department of Health and Human Services
- North Carolina Primary Health Care Association's Statewide Partnership in Women's Health (SPWH)
- Northeast Missouri Health Council, Inc.
- NorthEast Ohio Neighborhood Health Services, Inc.
- Northeastern Vermont Area Health Education Center
- *Northwest Asian Weekly*
- Nuviva Consulting – For Health & Wellness
- Oak Grove Baptist Church Women's Ministry
- Ogle County Health Department
- Ohio Reformatory for Women
- Oregon Health and Science University
- *Pennsylvania Health & Fitness Magazine*
- Phoebe Women Network
- REACH Project, Inc.
- Red Lake Comprehensive Health Services
- Santa Fe Women's Health Community Center
- *Seattle Chinese Post*
- Security DBS, a division of Halliburton
- Seneca Nation of Indians Health Department
- Sisters Supporting Sisters, Inc.
- Society for Women's Health Research
- Southeast Mississippi Rural Health Initiative, Inc.
- Spina Bifida Association of America
- Spirit of Women
- St. Barnabas Hospital and Healthcare System
- Swope Parkway Health Center
- Today's Child Communications, Inc.
- Tulane and Xavier Universities of Louisiana
- University of Arizona
- University of California, Los Angeles
- University of California, San Francisco
- University of Illinois at Chicago
- University of Michigan Health System
- University of Minnesota
- University of Mississippi Medical Center
- University of Puerto Rico
- University of Washington, Seattle
- University of Wisconsin, Madison

Overview of Partnerships

- VCU Institute for Women's Health
- Victorious Living Ministries, Inc.
- Virginia Commonwealth University
- Vital 4 Life, Inc.
- The Way of the Heart: The Promotora Institute
- *We Speak Loudly*
- William Beaumont Army Medical Center
- Woman of Vision International Inc.
- Women's Health Institute at Howard University
- Women's Health Services
- Women's ONE-Stop Comprehensive Health Clinic at Hubert H. Humphrey
- Women's Research & Education Institute
- YWCA of Racine, Wisconsin

How to Become a Partner

Role of a Partner

Pick Your Path to Health is a national outreach campaign to help narrow the health gap among all American women, especially minority women. The best way to do that is to reach women where they live and work in their communities.

That's where the "partners" come in. *Pick Your Path to Health* partners live in the same communities as the target audience. Partners are across the nation –they speak the same language, know the culture, and have the best ideas on how to involve the women in their communities to set and achieve their health goals.

The level and specific type of involvement can vary from partner to partner, but the common element is that they participate in, organize, and create activities focused on the *Pick Your Path to Health* campaign. They all contribute to increasing the visibility of the campaign and supporting the efforts to help women make simple, achievable steps on their path to better health.

The *Pick Your Path to Health* campaign will supply all accepted partners with campaign materials to use in a variety of activities. These activities include:

- Full-sized color *Pick Your Path to Health* posters to be displayed in centers, local businesses, libraries, or as part of exhibits
- Listserv cards (available in English and Spanish) for women to sign up to receive weekly e-mail health messages
- Pocket planners that provide useful health information, as well as specific messages geared toward six minority populations (African American women, Latinas, Asian and Pacific Islander women, American Indian and Native Alaskan women, women living in rural areas, and women with disabilities)
- Access to health articles based on the *Pick Your Path to Health* monthly themes that can be e-mailed directly to the partner or downloaded from the *Pick Your Path to Health* Web site
- Access to and use of the *Pick Your Path to Health* logo that can be downloaded and used on promotional materials for partner activities and events

What Does a Partner Do?

Being a partner takes a desire to help women achieve better health, and a commitment to do so. This is where the campaign and these materials will assist you.

How to Become a Partner

It's easier than you think. Partnership activities do not have to cost a lot of money; they can be as simple as helping women get signed onto the *Pick Your Path to Health* listserv to receive weekly e-mail health tips, or starting a walking club to get in low impact exercise a few times a week.

Section III, Community Action, gives specific suggestions for *Pick Your Path to Health* activities that partners can undertake in their communities. However, partners can come up with other activities that are better suited for their community's needs or interests.

A partner is expected to make a commitment for one year to implement at least **one** activity based on the *Pick Your Path to Health* themes.

The Application Process: How to Become a Partner

1. The first step in becoming a partner is filling out a *Pick Your Path to Health* Campaign Partner Interest Form. This one-page form will give us some information about your organization and the level of involvement you expect to have as a partner.
2. Once we receive your application, we will review it.
3. If accepted, we will send you
 - An acceptance letter
 - A level of interest form to indicate how you plan to implement the campaign
 - A form to order campaign materials for your planned activities and events

It's that simple. You will then be well on your way to spreading the campaign messages and playing a vital role in encouraging and supporting women and their families on their paths to better health.

Pick Your Path to Health Campaign Partnership Application Form

The *Pick Your Path to Health* campaign is supported by over 100 national partners who help spread messages to communities and women across the nation. If your organization is interested in becoming a campaign partner and willing to commit to doing at least one activity during the next year, please complete the form below.

Organization Name: _____

Contact Person(s): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web: _____

Please provide some background on your organization: _____

Number of years your organization has existed: _____

Kinds of activities: _____

Mission of your organization: _____

Interest in health issues, especially related to women: _____

Other information you want us to know: _____

If available, attach a copy of your organization's mission statement and goals as they relate to women's health.

Send completed application (with attached) to:

Fax: 301-984-7196, Attn: Y. Ge

Mail: MMG, 2600 Tower Oaks Boulevard, Suite 200, Rockville, MD 20852, Attn:
Y. Ge