



Office on Women's Health

U.S. Department of Health and Human Services

Campaigns and Educational Programs Supported by the Office on Women's Health

The National Women's Health Information Center (NWHIC)

The National Women's Health Information Center (NWHIC), acts as a Federal "women's health central" for the public, health care professionals, researchers, and the media. With access through both a toll-free telephone line (800-994-WOMAN) and the Internet (www.4woman.gov), NWHIC is a single point of entry to the information and resources available through more than 80 Federal health clearinghouses and hundreds of private sector organizations. The NWHIC allows users to link to, read, and download a wide variety of women's health-related materials. NWHIC was formally launched on November 1998, and has been named as a top health web site by numerous media organizations.

Breastfeeding Awareness Campaign

While many Americans know that the best form of nutrition for babies is breast milk, our nation has one of the lowest breastfeeding rates in the developed world. Recent studies show that babies who are breastfed are less likely to develop ear infections, respiratory illness, and diarrhea. The U.S. Department of Health and Human Services Office on Women's Health and the Ad Council have teamed up to develop a nationwide breastfeeding awareness campaign. All of the ads drive home the message: "Babies were born to be breastfed." The PSAs will target the general market as well as minority communities.

The public is asked to visit www.4woman.gov or call (800) 994-WOMAN to talk with trained Breastfeeding Peer Counselor who can help with basic breastfeeding issues.

Pick Your Path to Health Campaign

The Pick Your Path to Health campaign encourages health awareness among all women, with special emphasis on African American, Asian American/Pacific Islander, Hispanic American, and American Indian and Alaska Native women, who as minorities, face disproportionate obstacles to health care. The campaign focuses on Healthy People 2010 objectives, the nation's health agenda. Through public/private partnerships campaign materials are distributed to local neighborhood groups and local media, trusted by minority women, so that the information can be transformed into formats and messages most appropriate for those individual communities. Educational materials are available on-line for community groups wanting to be a part of this important campaign.

For more information go to www.4woman.gov, or call 1-800-994-WOMAN (9662).



4Girls Health Website

In keeping with the mission statement of OWH of improving the health of women across their life span, from childhood through adolescence and into adulthood, OWH has developed a sister site to www.4woman.gov. This site, www.4girls.gov, was created for girls ages 10 to 16 and focuses on many health topics such as relationships, trust, body image, violence and abuse, peer pressure, and self-esteem. The site is a resource that responds to adolescent girls' health concerns. The purpose of the site is to motivate girls to choose healthy behaviors using positive and supportive messages. All of the sections are in printable format for your convenience.

Girl Power!

Girl Power! - A national public health education campaign for the Nation's eleven million girls ages 9-14, was launched in November of 1996 by the Department of Health and Human Services (HHS) under the leadership of ASPA, SAMHSA, and OWH. The Girl Power! Campaign is designed to reach girls at home, on the Internet, in magazines, on radio and television, and through community groups and activities. Its goal is to provide the support and encouragement necessary for girls to make good health and lifestyle choices. In its first four years, the campaign has doubled its national endorsers to 60, increased community based organization programs to 9000, and has received over 45 million hits on its website since its launch. For more information please visit: www.girlpower.gov.

National Bone Health Campaign

The National Bone Health Campaign (NBHC) is a multiyear national campaign to promote optimal bone health with behaviors that begin at age 9, and thus reduce their risk of osteoporosis later in life. The goal is to educate and encourage girls to establish lifelong healthy habits, especially increased calcium consumption and physical activity to build and maintain strong bones. In addition to a focus on young women, the campaign will target adults who influence them, including parents, teachers, coaches, youth group leaders, and health care professionals. This campaign is a unique public/nonprofit partnership among the Centers for Disease Control and Prevention (CDC), the Department of Health and Human Service's Office on Women's Health (OWH) and the National Osteoporosis Foundation. For more information visit: <http://www.cdc.gov/powerfulbones/index2.html>

BodyWise Eating Disorder Educational Campaign

Eating Disorders are disabling illnesses that affect between 1-3 percent of young women in the United States. OWH is sponsoring the "BodyWise Eating Disorders Educational Campaign" targeting middle school educators and providers. The goal of the program is to increase awareness and knowledge of eating disorders, including their signs and symptoms, steps to take when concerned about students, and ways to promote healthy eating and reduce preoccupation with weight and size. An information packet is available that includes materials emphasizing the links among healthy eating, positive body image, and favorable learning outcomes. Materials are also targeted to minority groups. More information on BodyWise packets are available online at www.4woman.gov.

Get Real! Video Kit

Today, behavioral and lifestyle factors constitute over 50% of the causation of all 10 of the leading causes of death in American women. As many as one million premature deaths in the U.S. could be prevented through changes in behavior. The Get Real project consists of a 27-minute video, facilitator's guide, fact sheets and promotional posters. The video portrays the typical activities, attitudes, and reactions of young people on college campuses

today, and is meant to serve as an introduction to women's health issues and to stimulate further discussion. This video kit has been distributed across the country to college health centers. Health educators may wish to view and use this important tool to promote the health of college-age women.

To request free copies of the Get Real: Straight Talk about Women's Health video, please call the National Women's Health Information Center, 1-800-994-9662.

Other HHS Campaigns Supporting Women's Health

Smallsteps.Gov

An unprecedented majority of American adults (64%) are overweight or obese due to sedentary lifestyles and unhealthy diet and exercise habits. Studies show that people who are overweight or obese have a greater chance of developing high blood pressure, heart disease, stroke, diabetes, high cholesterol and certain cancers. The total direct and indirect costs, including medical costs and lost productivity, amount to \$117 billion each year.

The Obesity Prevention campaign encourages families to make small dietary and physical activity changes, such as using stairs instead of the escalator, or replacing a Sunday drive with a Sunday walk. Viewers are encouraged to visit www.smallstep.gov to learn more about small steps they can take toward a healthier lifestyle.

The Heart Truth

The Heart Truth is that heart disease is the #1 killer of American women. In fact, one in three women dies of heart disease in America. Heart disease also can lead to disability and a significantly decreased quality of life. Unfortunately, most women don't know The Heart Truth. Less than half know that heart disease is the leading cause of death for women. Women often fail to make the connection between risk factors, such as high blood pressure and high cholesterol, and their own chance of developing heart disease.

The National Heart, Lung, and Blood Institute (NHLBI) and partner organizations are sponsoring a national campaign called The Heart Truth. The campaign's goal is to give women a personal and urgent wake-up call about their risk of heart disease.

For more information go to www.4woman.gov, or call 1-800-994-WOMAN (9662).

Lupus Awareness Project

Lupus disproportionately affects women but has long been under-recognized. There is a lack of public understanding of its seriousness or urgency. Lupus affects the lives of 1.4 million Americans often manifesting in women between the ages of 15-44. It is 2-3 times more prevalent in women of color. HHS and the Office on Women's Health recognize the impact of this disease in the lives of American women and has partnered with the Lupus Foundation of America to promote awareness of lupus.

For more information go to www.4woman.gov, or call 1-800-994-WOMAN (9662).

For more information on these and other women's health programs please contact:

The National Women's Health Information Center

www.4woman.gov

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