



Success Story Title: Helping WISEWOMEN Find the PATH

Location: Hackley Community Care Center

Focus: Recruiting WISEWOMAN participants to enroll in the Personal Action Toward Health (PATH) Program

Strategy: When Lifestyle Counselor, Callie Talamantez, recruits for the PATH program she always refers to the classes as workshops. She feels that people respond differently to the idea of a workshop vs. a class.

Callie also talks about the PATH program as an opportunity to meet and talk with other people who are experiencing similar health issues. She describes how it is an opportunity to share your personal experiences while helping others.

She also takes time to thoroughly explain the program and how the participant might benefit from the various sessions (i.e. – the guided imagery exercise.) She really emphasizes why it's important that WISEWOMAN participants to take time for themselves by attending.

Hackley Community Care Center is also able to cover the cost of the program for the WISEWOMAN participants and offers free bus passes and transportation for those not on a bus route. They don't offer PATH classes in the winter as they feel this would discourage participation. Hackley providers also regularly discuss the PATH course and offer additional encouragement to the women.

For agencies not able to subsidize the cost of the program, Callie suggests linking with area groups/organizations that might be willing to sponsor a WISEWOMAN participant.

“The enthusiasm of the instructor is key to the program's success,” says Callie. “If participants can relate to the instructor they'll keep coming back.”

Outcomes: Referred 15 women, 8 women completed the program.

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