



WISEWOMAN UPDATE

February 2007

February is American Heart Month

Cardiovascular diseases, including stroke, are our nation's Number 1 killer. To urge Americans to join the battle against these diseases, Congress has required the president to proclaim February "American Heart Month" since 1963.

In an effort to educate the public about heart disease, the American Heart Association has developed an online *Learn and Live Quiz*. By taking this brief quiz, you will get a list of resources on their site to help you live a longer, stronger life. You will also find potentially lifesaving resources such as free health programs and questions to ask your doctor at your next appointment.

The quiz is available online at:

<http://www.americanheart.org/presenter.jhtml?identifier=3019149>

Stats At-A-Glance

Currently for Fiscal Year (FY) 2007, we have screened 943 women which puts us at 29% of our caseload goal of 3,258.

The CDC performance indicator for rescreening is greater than or equal to 75%. Our current rescreening rate for program duration is 34.5%. Please remember to make use of the WISEWOMAN Rescreen Reminder list that is posted with the Quality Improvement Reports each month.

The CDC performance indicator for the percentage of women who attend at least one lifestyle counseling session is 75%. So far in FY07, 97.7% have attended at least one counseling session. For program duration, 80.2% have attended at least one counseling session.

Since the program began, 52.3% of clients returning for their first annual rescreen report improvements in lifestyle behaviors over the year before. That means we are exceeding our Michigan WISEWOMAN goal that at least 50% report improvements in lifestyle behaviors. Great Work! Please keep encouraging your clients to make those small changes.



"Celebrate Your Health!" Club

Last year Kathy Hollister, Breast Health Outreach Coordinator for the Northwest Initiative in Lansing, started the "Celebrate Your Health!" Club. Below are excerpts from a recent interview with Kathy about what is making the club a success. We hope this information provides you with some ideas and inspiration for thinking about ways of bringing women together to impact behavior change.

What was the impetus for the health club?

We wanted to have a place for women in northwest Lansing to gather and connect with other women, share their stories, share their health concerns, eat good food, and enjoy themselves. The women in particular we wanted to get involved in the health club are low income and underinsured.

How did you recruit women for the club?

We put flyers up in laundry mats, convenience stores, clinics, and local businesses. We went door to door in certain neighborhoods and passed out flyers at different community events. We also go to grocery stores and businesses to meet new women.

What was your first meeting like?

Our first meeting was a huge success, with 14 women and too many kids to count. We had a lively discussion about what our health needs are and what the barriers are to staying healthy. We then brainstormed which direction we wanted to see the club take and talked about the practicalities of how often, what day, and time to meet. The goal here is to make this club as convenient as possible for the women who want to get involved. We decided to meet monthly for an hour and a half at a local church. This club is open to any woman.

How did you determine club programming?

One prevalent theme that emerged from our initial discussions was the need for health advocates, as women often do not know what questions to ask when at the doctor's office or feel intimidated about speaking up. Another theme that emerged was the desire for tips on nutrition and affordable healthy eating. The women also desired information on breast health issues. At one meeting, we had a speaker come in from Sparrow Hospital and give a demonstration on how to do a breast self-exam.

How do you keep women coming back month after month?

We have breakfast together at every club meeting and childcare is always available, as the lack of childcare can be a huge obstacle for some women. If women need transportation to the club, we are happy to arrange that. A drawing for an incentive (gift certificate) also happens at each meeting. We're lucky to have a grant that helps pay for childcare (we work with a Michigan State Student and volunteers), transportation, and the purchase of small incentives. But most importantly we continually follow up on the phone with the many women we have connected with.



“Celebrate Your Health!” Club continued

What has been one of your biggest successes to date?

In October, a woman called our office to get more information about the club. She had seen one of the flyers at her local laundry mat. She is a breast cancer survivor and currently has colon cancer. Despite her health difficulties, she has been a great encouragement to the other women in the club and a big contributor. This is a great example of what the club is all about.

The “Celebrate Your Health!” Club is part of Northwest Initiative’s Breast Health Outreach Program, which is funded by the Greater Lansing Susan G. Komen Affiliate (www.komengreaterlansing.org).

For more information on the “Celebrate Your Health!” Club, please contact Kathy Hollister at 517-483-4499, ext. 5.

Food Assistance Information

Did you know that you may be eligible for food assistance even if:

- You don’t live with any children
- You own a car
- You are working
- You receive WIC or other government benefits
- You or your family members are not U.S. citizens
- You are a senior citizen, especially if you have high housing or medical bills

To find out if you are eligible, call the Food and Nutrition Program Helpline for a free, confidential screening at 1-800-481-4989, Monday through Friday from 9:00 a.m. – 5:00 p.m.

The Helpline also works with Michigan State University Extension to provide information on:

- How to help you stretch your food dollars and buy more for less
- Food recipes and ways to prepare nutritious meals
- How to cook and store food safely

More information about the Food Assistance program is available at www.foodstamphelp.org.



Dietary Behavior Change Program

Little by Little is a behavioral intervention designed to help individuals make dietary changes to eat more fruits and vegetables and reduce fat intake through participant handouts and an interactive "Welcome to Little by Little!" CD-ROM program. It was developed at the University of California, Berkeley and highlighted as one of the National Cancer Institute's Research-tested Intervention Programs.

The program includes the following components:

- 10 item questionnaire
- Immediate feedback regarding need for change
- Modules on how to make dietary improvements
- Suggestions for goal setting

The Little by Little CD-ROM is available free of charge by visiting http://rtips.cancer.gov/rtips/rtips_search.do?topicid=9&choice=default&cg and clicking on

11. Title: [Little by Little](#)

Purpose: Designed to increase fruit and vegetable consumption among low-income African American or White women.

Outcomes Evaluation Published: 2004

Original Grant Funded By: CDC (Grant number: U48/909706-09)



Free Online Cooking Videos, Recipes

If you are interested in healthy seasonal cooking, chef created recipes, nutritional articles, and on-demand cooking videos, please visit www.harvesteating.com.

All you need to do is complete the online registration form, and your free basic membership gives you access to all recipes, articles, and site tools as well as access to most video content and discussion forum.



The screenshot shows the Harvest Eating website homepage. At the top, there is a logo with a tomato and the text "Harvest Eating" and "Four Seasons...One Lifestyle". Below the logo is a navigation bar with links: Home | Discussion Forum | RSS Food Feed | Tell a Friend | Text Size | Advertising | To Contact Us | Search. The main content area features a "Join Today" section with a button that says "CLICK HERE FOR FREE REGISTRATION". To the right of this is a section for "On-Demand Cooking Videos Featuring Chef Keith Snow" with a "MY YAHOO!" button. Below this is a section titled "About This Site" with a link "What's Harvest Eating?". On the right side of the page, there is a photo of a woman smiling.

