



WISEWOMAN Program Description

The WISEWOMAN Program provides chronic disease risk factor screening and lifestyle interventions to Michigan women with little or no insurance. In order to be enrolled in WISEWOMAN, a woman must first be in the Michigan Breast and Cervical Cancer Control Program (BCCCP). The BCCCP provides breast and cervical cancer screening and follow-up services (including cancer treatment) to low income women aged 40-64 with little or no insurance.

The WISEWOMAN Program helps participants understand their chronic disease risk factors and make healthy lifestyle choices. A healthy lifestyle can help reduce current chronic disease risk factors and symptoms. It may also prevent or delay the onset of new chronic disease risk factors.

For each participant, the WISEWOMAN Program begins with an accurate assessment of chronic disease risk factors by conducting a health history, a lifestyle assessment, and a clinical screening.

The health history and lifestyle assessment allow the participant to tell us about her personal and family medical history as well as her current health behaviors.

At the clinical screening, the clinical staff:

1. measure the participant's height and weight in order to calculate her body mass index (BMI),
2. measure her blood pressure,
3. assess her pulse regularity, and
4. collect a drop of blood from the participant's finger in order to determine her total cholesterol, high density lipoprotein (HDL) cholesterol, and glucose.

The program participant receives appropriate medical referrals based on the results of her clinical screening.

A lifestyle counselor at the screening site communicates the participant's risk factors to her in a risk reduction counseling session and works with the participant to identify small steps she can take toward better health.

Each participant, regardless of her risk factors will:

1. receive risk reduction counseling;
2. agree on how she can make small steps toward better health; and
3. receive referrals to Michigan State University Extension *Supplemental Assistance Nutrition Program Education* and other community resources

After that, her participation in lifestyle interventions (follow-up by a lifestyle counselor) depends on her self-reported readiness to make changes and her risk factors as determined by the lifestyle counselor.

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Participants who are ready are offered lifestyle counseling to assist them in making healthy lifestyle behavior changes. The focused areas of change are:

- 1) dietary behavior,
- 2) physical activity and
- 3) smoking.

Each participant is encouraged to determine the area in which she wants to make changes. The lifestyle counselor works with her to develop a goal related to this area.

Lifestyle counselors make referrals to smoking cessation counseling, low/no-cost physical activity programs, and low/no-cost nutritional counseling/classes as appropriate. Lifestyle counselors provide face-to-face and telephone lifestyle counseling contacts to support the participant in making progress toward her identified goals.

Program Focus Areas

The WISEWOMAN program has three main focus areas.

1. Identify and communicate risk factors for cardiovascular disease (CVD), stroke, diabetes, and other chronic diseases. The participant is better able to determine where she wants to focus her change efforts if she understands her chronic disease risk factors.
2. Encourage healthy lifestyle choices. Lifestyle counselors assist participants in making lifestyle behavior changes that will positively impact their current chronic disease risk factors and symptoms as well as prevent or delay the development of new chronic disease risk factors.
3. Work with partners to create healthy lifestyle opportunities in WISEWOMAN communities. When local health departments partner within their own communities to bring about policy and environmental changes, those changes benefit the WISEWOMAN participant, but they also benefit the entire community.