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**Success Story Title: Ladies Night Out**

**Location:** Catherine's Health Care Center (Grand Rapids)

**Focus:** Enhancing self esteem with some primping and pampering.  
Rewarding women for making positive lifestyle changes.

**Strategy:** Catherine's Health Care Center partnered with Q Salon in Grand Rapids to offer WISEWOMAN participants an opportunity to be pampered. Participants who had made positive lifestyle changes were invited to attend an evening event at Q Salon where stylists and cosmetologists provided ten women with free haircuts, eyebrow waxes, make-up lessons and manicures.

Lifestyle Counselors from Catherine's set up a nutrition station and provided demonstrations on how to make easy, quick, healthy foods. The participants also snacked on veggie trays with lo-cal dip and fresh bruschetta. Each woman also received a recipe book to take home.

"The women were so incredibly appreciative," said Lifestyle Counselor Kelsie Carriere who coordinated the event. "Q Salon gave the women some very classy, high quality treatment." All of the cosmetologist and stylists volunteered their time.

According to Kelsie, this night out gave the women an opportunity to indulge themselves, something they can rarely do. "It really made them feel good about themselves."

**Outcomes:** Based on the feedback from the participants, Ladies Night Out was a huge success and one Catherine's Care Center is hoping to duplicate in the future. Follow-up contact with the women has confirmed the continuing positive effect on the women's self-esteem.

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