



# Patchwork to Quilt: From Individual Programs to Comprehensive Women's Health Care



**The Florida Department of Health  
Women's Health Program**



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# Learning Objectives

By the end of the session, participants will be able to:

- Discuss the five essential components to establishing a sustainable women's health infrastructure
- Identify and avoid potential pitfalls in the process of integrating women's health care



# Overview

- Introduction
- Laying the Foundation
- Building Relationships
- Maximizing Resources
- Creating Momentum
- Sustaining Progress



# Patchwork to Quilt



## Key partners:

- U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA)
  - Three year HRSA grant
- Florida Legislature
  - Florida Statute 381.04015
- Committed individuals
  - Building relationships, creating momentum, and building sustainability



# Comprehensive Women's Health Services Three Year Grant

- Awarded September 2004
- Three Year Funding Cycle - \$300,000
- Goals to improve women's health through:
  - Increase awareness and improved coordination
  - Develop a forum for sharing information among other state agencies
  - Strengthen relationships with stakeholders in the private sector
  - Provide educational opportunities to increase public awareness



# Florida Legislation

In 2004, section 381.04015 was passed creating:

- An Officer of Women's Health Strategy
- Establishment of an Interagency Committee on Women's Health

## Mandates

- Collection and review of health data and trends
- Organize women's health month activities
- Promote employer incentives for wellness programs
- Promote public awareness campaigns and education



# Laying the Foundation



## Leadership

### ➤ Officer of Women's Health Strategy

- Ensure the state's policies and programs are responsive to sex and gender differences and to women's health needs across the lifespan.

## Dedicated staff

- Women's Health Coordinator
- Special Projects Coordinator
- Administrative Assistant/Web Manager



# Building Relationships



- Breast & Cervical Cancer Prevention
- Cardiovascular Health & Stroke Prevention
- Family Planning
- Healthy Start
- Osteoporosis Prevention
- Obesity Prevention
- Office of Minority Health
- Sexual and Domestic Violence Prevention
- Tobacco Prevention
- Women, Infants, and Children (WIC)





# Intra-agency Committee for Women's Health

- Representatives from all state-level public health programs
- Committee developed:
  - The first inventory of DOH women's health programs
  - A gap analysis of core women's health services
  - Strategic plan to integrate women's health



# Interagency Committee for Women's Health

## Mandated state agency partners:

- Agency for Health Care Administration
- Department of Education
- Department of Elder Affairs
- Department of Corrections Office of Insurance Regulation and Department of Financial Services
- Department of Juvenile Justice (DJJ)

## Invited partners:

- Universities
  - Florida A & M University
  - University of South Florida
  - University of Miami
- Non-profit partners
  - March of Dimes
  - Governor's Council on Physical Fitness
  - Florida Commission on the Status of Women



# Data Assessment



- Women's Health Data Report 2006
  - First comprehensive assessment of women's health status in Florida
  - Analyses of morbidity and mortality data, behavioral factors, indicators of access, reproductive health and unique health issues.
  - Functions of report
    - ❖ Captures attention of policy makers
    - ❖ Provides an assessment template for benchmarking progress
    - ❖ Collaborative effort

Available electronically on the Department of Health's  
Women's Health Website



# Maximizing Resources



Let others do it for you!

- SWOT (Strengths, weaknesses, opportunities, and threats) Analysis
  - Gather input from groups/individuals around the state with varying expertise, affiliations, and interest
  - Utilize existing forums/meetings and get added on agendas
    - ❖ Examples: statewide county health department director meetings



# Overview of the Governor's Conference on Women's Health



Putting the  
pieces  
together

Working to Improve  
Women's Health  
in Florida

May 15-16, 2007, Tampa Convention Center

An educational forum for women's health stakeholders to discuss major issues affecting women across the lifespan.

# Maximizing Resources

## Governor's Conference for Women's Health

- Convened in 2006 (Orlando, FL) and 2007 (Tampa, FL)
- Mandated without funding
- 2006 – University of South Florida co-sponsored first conference
  - ❖ Partnerships with Intra-agency and Interagency Committee for Women's Health
- 2007 – 19 organizational co-sponsors



# Conference At-A-Glance

- 310 participants from across the United States and Puerto Rico
- 26 Break-out Sessions
- 50 participants at the Town Hall Meeting
- Over 1,000 hours worth of continuing education credits awarded
- 42 Exhibitors and Vendors present
- Over \$20,000 collected in sponsorships

# Maximizing Resources

## Available Resources

- Office of Communications
  - ❖ Press releases, formatting and publishing of documents, and promotional items
- Internships
  - ❖ University programs (Public Health and Nursing)





# Creating Momentum

Create a presence

- Best Practices in Women's Health

- ❖ Public awareness strategy
- ❖ Quarterly conference calls – free and open to public
- ❖ Past topics: Showcase of women's health wellness programs, promising practices addressing health needs of incarcerated women, oral health needs across the lifespan



# Creating Momentum

## Create a presence

- National Women's Health Week
  - National observance a powerful stimulus
  - Local and statewide events

## Extend your Reach

- Breast Cancer Education Demonstration Projects
- Demonstration Projects for Integrating Health Care
- Networking
  - State, regional, and national conference calls, outreach to advocacy groups (All Women's Coalition, Hispanic American Coalition, Healthy Start, and the Legislative Black Caucus.



# Sustaining Progress



## Women's Health Liaisons

- Within programs at the Florida Department of Health
- County Health Departments

## Evaluation

- Annual Report of the Officer of Women's Health Strategy
- Feedback (conference, meetings, audioconference)



# Sustaining Progress

## Education

- Women's Health Website
- Women's Health SharePoint Site
- Local Community Events/Event Calendar
- Intra- and Interagency Committee for Women's Health
- Publications (Data Report, Annual Report, Newsletter)
- Audioconferences
- Governor's Conference on Women's Health
- Women's Health Month
- Monthly Women's Health Topic
- Women's Health Day at the Capitol
- Lifespan Approach to Women's Health



# Pitfalls to avoid



- Lack of collaboration
  - Stakeholders
  - Related meetings/conferences
- Duplication of work/efforts
- Not selecting liaisons
- Lack of communication
  - Internal
  - External



# Contact Information

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Women's Health  
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Maternal Health  
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