

**Vision:** Connecting Utah Women to Wellness

**Mission:** Promote optimal health for all Utah women through collaborative planning, community action, and policy/systems change.

**Priorities**

- Coordinate activities and engage in collaborative efforts whenever possible to achieve our mission
- Share information about how to promote optimal women's health for all Utah women
- Facilitate the development and sharing of information about the health status of Utah women
- Provide guidance and advice to the Utah Women's Health Information Network (UWIN) and others about how to promote optimal health for Utah women

**Utah Women's Health Coalition**

**Background**

The US Department of Health and Human Services, Office on Women's Health, Region VIII, proposed the development of a strategic plan for Utah women's health and provided funding in the fall of 2006. The rationale was that Utah had many organizations and state programs working to improve women's health, but lacked a strategic plan and a coordinating body for these efforts. While Utah women rank well compared to other states, there are measures that can be improved such as health screening, physical activity and maintaining a healthy weight.

Lois Bloebaum, Manager of the Reproductive Health Program at the Utah Department of Health and Kathleen Digre, Director of the Utah Center of Excellence in Women's Health at the University of Utah's School of Medicine co-facilitated the process. Support was provided by Helene Kent of HM Kent Consulting. A group of stellar participants from private, public, non-profit, government, academic, and community groups addressing women's health were asked to participate in the development of the Coalition (appendix A – members list). Together they were the founding members of the Utah Women's Health Coalition.

Beginning in November 2006 and over sixteen months, several in-person and phone meetings were held. The outcome of the process was the development of a Utah Women's Health Coalition. Additionally, the core group for the Utah Women's Health Coalition was instrumental in developing a successful Assist 2010 proposal submitted in June 2007. The proposal was designed to address Healthy People 2010 measures associated with diabetes, heart disease, stroke and cancer. In the fall of 2007 the grant was selected and the Utah Health Review Women's Health Information Network (UWIN) received a \$1.5 million grant from the U.S. Department of Health and Human Services to improve Utah women's health. UWIN provides a platform to enhance education and improve health care by increasing availability of health information and specifically impacting eating habits, physical activity and diabetes within the state.

While not directly a result of this planning process, the [Utah Annual Health Review: Special Supplement Utah Women's Health](#) was also completed by a collaborative partnership; the Research Workgroup of the University of Utah's Center of Excellence in Women's Health during this time. The editors of this document were part of the planning

committee. The Supplement both influenced and was influenced by the planning process.

**Utah Women's Health Coalition**

The Utah Center of Excellence in Women's Health articulated an approach to health that was adopted by the planning group. The Center of Excellence developed an approach to health based upon a review of the scientific literature and identified seven domains of health. Those domains are: physical; psychological, mental and emotional; social; intellectual; environmental; occupational and economic; and spiritual. This comprehensive view of health is integral to how the Coalition approaches promoting health among women.

The Utah Women's Health Coalition's planning group envisioned a coalition that builds upon what already exists in Utah and is based upon evidence-based practice using collaborative approach. It is important to bring together groups with diverse perspectives and to learn from each other. The group wants to avoid duplication of efforts and to collaborate, coordinate, and share resources/information. It is felt that together the Coalition would make more progress in optimizing the health of Utah women than could any single group alone. Representative from private, public, government, academia, and community groups are all welcome to participate in the Coalition. Members want to be creative, learn how to impact health systems and cause lasting sustainable changes in Utah. These factors will influence the Coalition's development as the following workplan is implemented over the next two years.

**Utah Women's Health Coalition  
2008 to 2010 Work Plan**

The following workplan reflects the activities to be accomplished by the Utah Women's Health Coalition over the next two years. Accomplishment of these activities will lead to a thriving organization, well positioned to carry out the vision of "Connecting Utah Women to Wellness".

Two major goals are listed. The first goal and accompanying activities will lead to the development of a sound infrastructure needed for a functioning coalition. The second goal addresses the types of activities that will allow the Coalition to positively impact the health of women in Utah. The second goal has three activities. The first set of activities detail the Coalition's role within the Utah Women Information System (UWIN). The second set describe the development of a communications plan to increase awareness of the health needs of Utah women. The final set describes the development of a statewide strategic plan to be coordinated by the Utah Women's Health Coalition that should lead improving Utah women's health.

**Goal 1: Develop and maintain the infrastructure of the Utah Women's Health Coalition**

**Activity 1** - By June 30, 2009, have a functioning and sustainable organizational structure.

- Develop organization bylaws and policies.
- Organize the steering committee to provide regular oversight, direction and guidance.
- Develop and coordinate committees to address organizational issues such as: Website/Communications; Membership; Policy/Advocacy; Special Events/Programs; Data/Research, and others as designated by the Coalition.
- Maintain a calendar of Coalition, Steering and Workgroup meeting dates and maintain records.
- Develop an identity including a logo that can be used on correspondence etc.
- Engage in regular planning and evaluation opportunities to gauge progress and adjust organizational direction.
- Develop a funding plan for the organization.
- Monitor the need to seek non-profit status.

**Activity 2** - By June 30, 2009, have in place a website for communication with members and others.

- Develop and maintain an interactive website that provides information about the organization.
- Highlight member organizations on the website with links to their sites.
- Provide members with information about current organizational activities and events, including reports, documents, committee minutes etc.
- Provide public and private organizations, professionals and interested consumers with pertinent information about women's health.
- Regularly evaluate and update website.

**Activity 3** - By June 30, 2009, develop a membership that is inclusive of the majority of the organizations working to improve women's health in Utah.

- Develop a membership/outreach committee.
- Identify the organizations that work to improve the health of women as a priority activity.
- Contact agencies ask them to join.
- Develop and maintain membership list.
- Engage in ongoing membership outreach.
- Develop a member's orientation packet that includes a description of membership benefits.
- Monitor the need to institute dues.

**Goal 2 – Engage in special projects that support the Coalition's vision and mission**

**Activity 1** - By June 30, 2009, completes at least three activities that assist in carrying out UWIN's mission.

- Participate in the planning of the 2009 diabetes conference.
- Provide time on each Coalition meeting agenda for a UWIN update and provide feedback as requested. Also, provide an update to UWIN regarding the Coalitions activities and needs.
- Review and comment upon UWIN quarterly report.
- Participate in an evaluation of UWIN first year activities.
- Provide technical assistance and advice as requested by UWIN staff.
- Support UWIN activities promoting women's health by sharing information with members.

**Activity 2** - By June 30, 2009, develop a communications plan and carry out at least one outreach activity to increase awareness of women's health needs among key stakeholder groups.

- Determine what message(s) need to be conveyed and to whom.
- Prioritize what audiences (public and nonprofit organizations, decision-makers, funders, residents, and/or others) the message campaign will be directed toward.
- Determine appropriate methods to distribute information (social marketing campaign, brochures, newsletters, letter writing campaign, small group conversations, women's health event, etc.).
- Summarize content into a communications plan.

**Activity 3** - By June 30, 2010, develop and begin implementing a Utah Strategic Plan to Improve Women's Health

- Engage in planning to outline an effective strategic planning process.
- Secure resources and engage partners.
- Determine the priority health needs of Utah women through data collection, expert advice and analysis. Build on the work done in the ***Utah Annual Health Review: Special Supplement Utah Women's Health***.
- Identify how to possibly resolve needs through literature review, key informant surveys and other methods.
- Engage in a strategic planning process that uses information collected and includes recommendations shaped by stakeholder and consumer input.
- Widely share the draft plan and seek feedback prior to release.
- Secure resources to implement the strategic plan and to monitor progress.