



Tips for Building Partnerships for National Women's Health Week

Below are tips and ideas on how to build partnerships with organizations in your community to celebrate National Women's Health Week. Developing partnerships allows you to:

- Share resources.
- Increase visibility of the event and your organization.
- Generate more media attention for a women's health topic and your event.
- Reach more women in your community.
- Have a greater impact on women's health.

Partners can publicize your event and offer an event venue, volunteers, and other resources. For example, an organization that focuses on women's health may want to partner with a women's health department at a hospital. Or, if you offer body mass index tests, think about teaming up with a local fitness center to host the event.

Whom Should I Reach Out To?

- **Hospitals.** Hospitals can be used as the location for a free or reduced-cost health screening event. They may also be able to donate the materials needed to administer screenings, such as exam gloves, and offer doctors or nurses to perform the tests. If you work with a hospital for a health screening event, be sure they have a referral system or strategy in place for follow-up with individuals that have an abnormal or a positive test result. This holds especially true for individuals without health insurance or a doctor. Go to go.usa.gov/nAE to find a Federally-funded health center that will provide care for individuals even if they have no health insurance, and for more information about health insurance and women, go to go.usa.gov/nYH.
- **Retail stores.** Retail stores can help promote your event by displaying posters or offering fliers to customers. Retail stores can also include links to your event on their websites.
- **Associations/organizations.** Associations and organizations that specifically target women can help promote National Women's Health Week in their publications (e.g., newsletters, listservs, websites). They may also help you organize an event.
- **Local businesses.** Local businesses often look for ways to give back to the community and may be interested in holding events at their locations, offering staff to volunteer at your event, or offering additional resources, such as goodie bags or printing services. They may also be able to promote your event to employees or through newsletters and listservs. If they are

interested in holding a lunchtime seminar for employees, you can offer to have someone from your organization speak.

- **Fitness centers.** Fitness centers are focused on improving the health of their clients. They may be able to offer a fitness expert to speak at your event or lead participants through exercise activities. Ask if they would be able to offer free incentives. For example, fitness centers could offer free one-day passes to event attendees. They could also support your event with volunteer staff, help promote your event to their members, or even offer their locations as event venues.

How Do I Find Partner Organizations in my Community?

Go online and do research! You can also check your local newspaper for organizations that are holding events similar to the one you would like to hold. Talk with your coworkers to see if they have contacts outside of your organization who may be interested.

How Do I Reach Out to Other Organizations?

Once you have done research and found organizations in your community that you want to partner with for National Women's Health Week, it's time to contact them. Find contact information for each organization on its website or in the phone book, and send a letter or e-mail explaining why it should be a part of National Women's Health Week. In the e-mail or letter, mention your event and why you think the organization would be a great partner (refer back to its mission statement, past activities, etc.). Use the National Women's Health Week Fact Sheet, available at go.usa.gov/nox, as a guide. Follow up with a phone call.

If the organization expresses interest, set up a call or face-to-face meeting to discuss a potential partnership. Make sure you have ideas already thought out and ready to present. Be prepared to offer background information about your organization and National Women's Health Week. The best type of partnership helps both groups, so think about what you/your organization can offer too.

Once an agreement has been made, keep in touch on a regular basis as the event approaches. Monthly, weekly, and daily phone calls, e-mails, and/or meetings should be arranged to make sure all tasks are completed and everyone is on the same page.

Once the event is over, make sure you thank your partner and keep the door open for future partnership opportunities.