



## Ideas for Celebrating National Women's Health Week

### Hold a Free Screening

On National Women's Checkup Day (Monday, May 14, 2012), hold a free screening for members of your community or your employees. There is a wide range of screenings tests available, such as those that check blood pressure, cholesterol, blood glucose, bone density, or body mass index. You may also be able to offer Pap tests, mammograms, and tests for sexually transmitted infections.

Depending on the screening, you can host the event at your office, a local hospital, a community center, or even a fitness center. Ask a doctor or health care professional to administer the screening test, answer questions, provide a follow-up strategy for positive or abnormal test results, and distribute women's health information. You may want to explore the possibility of raffling off a prize. Prizes can include a basket of women's health items and resources, such as a gift certificate for a massage or manicure, coupons for a sporting goods store, or bottles of water.

No matter what screening test is offered, please remember you need to have a referral system or strategy in place for individuals with an abnormal or positive test result. This holds especially true for individuals without health insurance or a doctor. Go to [go.usa.gov/nAE](http://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](http://go.usa.gov/nYH).

### Hold a Lunch 'n' Learn for Employees

During National Women's Health Week, invite a speaker to come to your office and educate your employees on some aspect of women's health. Encourage male employees to join by making the health topic broad, such as overall nutrition and fitness. Offer a healthy lunch for your employees or organize a healthy potluck where everyone brings a nutritious dish to share. It's a great time to discuss your organization's commitment to health and the various health benefits you offer.

### Organize a Woman Challenge Kickoff Event

Fitness is a very important aspect of a daily health routine, so why not gather a group of women in your community and organize a fun 5K run or walk? The walk can raise money for a certain women's health matter, or it can just be for fun. Consider starting or ending at a local sporting goods store or health center where you can display women's health information and hand out goodies, such as energy bars.

### Hold a Speaker Series

Throughout National Women's Health Week, invite local health experts to speak to your employees or members of your community about various women's health topics. You can invite the speaker to your office during lunch or work with a local bookstore, coffee shop, or library to hold the event at

night. You can display women's health information and make the event interactive by opening it up for a discussion at the end.

### **Host a Mother's Day Health Event**

Since National Women's Health Week kicks off on Mother's Day, a day when moms are already celebrating with their families (at brunch, for example), why not work with a local restaurant to give mothers free women's health information, such as the Office on Women's Health's *A Lifetime of Good Health* guide? It's a great way to reach women, share health information, and encourage moms to take time for themselves.

### **Reach Women Online**

While an actual event is a great way to celebrate National Women's Health Week, engaging women online can be just as successful. Highlight National Women's Health Week and the importance of adopting healthy behaviors on your website, Facebook page, or Twitter feed. Include National Women's Health Week language and tips on your organization's blog, along with the Web banners and Web buttons. To access Web graphics and buttons, go to [go.usa.gov/nAh](http://go.usa.gov/nAh). Visit [go.usa.gov/nog](http://go.usa.gov/nog) for specific tips on how to celebrate National Women's Health Week online and through social media.

### **Engage Retail Stores**

Work with grocery stores or pharmacies in your community to hold free screenings, distribute materials, and offer discounts on healthy foods, such as fruit and vegetables. Consider asking the store to arrange National Women's Health Week displays where women's health products and information are featured.