

Appendix A  
Healthy Women: A Framework for a Healthy Community  
**MATERNAL & CHILD HEALTH DISCRETIONARY GRANT  
PROJECT ABSTRACT  
FOR FY 2006**

**PROJECT:** Healthy Women: A Framework for a Healthy Community

**I. PROJECT IDENTIFIER INFORMATION**

1. Project Title: Healthy Women: A Framework for a Healthy Community
2. Project Number: 364215061
3. E-mail address: [Betsy.Wood@doh.state.fl.us](mailto:Betsy.Wood@doh.state.fl.us)

**II. BUDGET**

- |   |                   |
|---|-------------------|
| 1. MCHB Grant Award<br>(Line 1, Form 2)               | \$ <u>100,000</u> |
| 2. Unobligated Balance<br>(Line 2, Form 2)            | \$ _____          |
| 3. Matching Funds (if applicable)<br>(Line 3, Form 2) | \$ _____          |
| 4. Other Project Funds<br>(Line 4, Form 2)            | \$ _____          |
| 5. Total Project Funds<br>(Line 5, Form 2)            | \$ <u>100,000</u> |

**III. TYPE(S) OF SERVICE PROVIDED (Choose all that apply)**

- Direct Health Care Services  
 Enabling Services  
 Population-Based Services  
 Infrastructure Building Services

**IV. PROJECT DESCRIPTION OR EXPERIENCE TO DATE**

A. Project Description

1. Problem: Programmatic responsibility for women's health services in Florida is fragmented within and across organizations. Increased collaboration is needed to engineer a well-coordinated, system of health care for all women of Florida. Increased awareness at the state and community levels is needed with regard to women's health issues and available services.

2. Goals and Objectives

Goal 1: Create a focal point for the coordination of women's health programs in Florida and to establish a sustainable infrastructure at the state and community levels for women's health.

Objective 1: To develop a strategic plan, including a Women's Health Atlas, for integrating women's health services in Florida by March 31, 2006.

Objective 2: To increase the availability of information and awareness about women's health status, available health services and related resources, and key women's health issues by May 31, 2006.

Appendix A  
Healthy Women: A Framework for a Healthy Community

Objective 3: To provide technical assistance and support to communities in the state that leads to the implementation of at least three local coordinated, integrated programs in women's health by December 31, 2006.

3. Activities undertaken to meet project goals:

The foundational activities for developing a strategic plan for women's health services, increasing awareness, and providing technical assistance are well underway. During the first four months of budget year one, three public forums were held, where information about this grant's goals, objectives, and planned activities was distributed. These open meetings also provided opportunities to hold focus groups for collecting uncensored data about community perceptions of Florida's strengths, weaknesses, opportunities, and threats with regard to women's health. Additionally, public opinion data about state and community-level priorities related to women's health was collected.

During the initial grant period, a project coordinator was hired and an interagency workgroup of key stakeholders in women's health was convened. This workgroup will be incorporated into a legislatively mandated body called the Interagency Committee on Women's Health. The full Interagency Committee is expected to hold its first meeting in March 2005.

In addition to institutionalizing these partnerships, this project will promote awareness by making women's health data and other information regarding availability of services, innovative projects and topical issues available through an easily accessible Web site. A web site "shell" has been established and contains several documents. Interagency ad hoc committees have been assembled to organize a women's health day at the state capitol in March during the main legislative session and assist with web site development.

To promote integration at the community level, two key activities will undertaken. Bimonthly meetings of state DOH program representatives will improve coordination with county health departments and identify opportunities and barriers to integration of women's health services. Technical assistance will be provided to staff in local public health agencies, Healthy Start coalitions and other organizations through quarterly women's health forums. These forums will be convened via statewide Web-enhanced conference calls and will showcase best practices for integrating women's health services.

4. Primary Healthy People 2010 objectives this project addresses:

- a. Increase the proportion of insured persons with coverage for clinical preventive services (Objective 1.2)
- b. Increase the proportion of persons appropriately counseled about health behaviors (Objective 1.3)
- c. Increase the proportion of persons who have a specific source of ongoing care (Objective 1.4).

Appendix A  
Healthy Women: A Framework for a Healthy Community

- d. Increase the proportion of persons with a usual primary care provider (Objective 1.5)
5. **Coordination:** The internal work group proposed in this project will include representatives from DOH programs, including Maternal and Child Health, Family Planning, Abstinence Education, School Health, Child & Adolescent Health, Breast & Cervical Cancer, Women, Infant & Children, Children's Medical Services, Regional Perinatal Intensive Care Centers, HIV/STD, Chronic Disease, Sexual/Domestic Violence, Osteoporosis, Healthy Start, and the Office of Minority Health.

Additionally, an Interagency Committee on Women's Health will include heads or directors of state agencies with programs affecting women's health, including but not limited to: DOH, the Agency for Health Care Administration, the Department of Children and Families, the Department of Education, the Department of Elder Affairs, the Department of Corrections, the Office of Insurance Regulation of the Department of Financial Services, and the Department of Juvenile Justice. Representatives from other programs affecting women's health will also be invited to participate on this committee, including but not limited to: Community Health Centers, Universities, Healthy Start Coalitions, Federal Healthy Start programs, March of Dimes, Substance Abuse and Drug Abuse Treatment Programs, and other state and local agencies.

6. **Evaluation:** The evaluation for this project will be comprised of both internal and external evaluation processes. Internal evaluation will be provided by the DOH data and evaluation team, who will provide initial evaluation activities including the design framework and establishment of baseline data. A small third party external evaluation will be conducted to 1) review the grant activities and provide evaluation of the achievement of the stated goals and objectives, and 2) review sample activities at the national, state, and local levels to create a briefing on "best practices" in creating infrastructures for women's health.

**V. Key Words:** Access to Health Care, Advocacy, Anticipatory Guidance, Community Integrated Service System, Continuity of Care, Cultural Diversity, Information Sources, Interagency Cooperation, Mental Health Service, Minority Groups, Online Databases, Preconception Care, Repeat Pregnancy Prevention, Title V Programs.

**VI Annotation:** The Florida DOH proposes to create a focal point for the coordination of women's health programs and establish a sustainable infrastructure for improving services by building on existing efforts to address fragmented programmatic responsibility for women's health services and lack of awareness about women's health issues. The project proposes to 1) develop a strategic plan, including a Women's Health Atlas, for integrating women's health services; 2) increase the availability of information and awareness about women's health status, available health services and related resources, and key women's health issues; and 3) provide technical assistance and support to communities.