2012 Annual Report

It all begins with a healthy woman.
A Message from the President and Founder

As we mark our 15th year of service, your support of our work is immensely rewarding. It’s humbling to see the level of shared commitment as we strive to reach all Wisconsin women and improve the overall quality of life for women and their families. As we grow, we continue to strive for excellence.

Some of our 2012 highlights include:

- Implementing 28 more First Breath sites in 59 counties, bringing our total to 138 sites. First Breath offers non-judgmental, client-centered counseling and support to help pregnant women quit smoking with pregnancy-specific educational materials and meaningful incentives.

- Launching development of the curriculum for our new GrapeVine unit: Dementia and Aging. The unit will be complete in Summer 2013 and will be presented by Faith Community/Parish Nurses (FCNs) in communities statewide.

- Extending our efforts to the online community through social media and a weekly blog. We are engaging the community in a conversation about research findings, stories from Wisconsin women, and ways to make healthy changes for yourself and your family.

At the Wisconsin Women’s Health Foundation, we are thankful for many things: our sponsors, donors, clients and all who help us in our work of helping provide Wisconsin women with the information, opportunities and support they need to be healthy.

With your support, we are able to continue to help Wisconsin women and their families reach their healthiest potential. And there’s no greater gift than that.

I cannot thank you enough. After all,

It all begins with a healthy woman.

Sincerely,

Sue Ann Thompson
President and Founder
Each year, our outreach and communication initiatives reach over 15,000 people.

**2012 Outreach and Communication Initiatives**

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Annual Dialogue: Obesity in Women

The Annual Dialogue is a panel discussion with state and national leaders about innovative solutions and strategies that can improve healthcare outcomes for Wisconsin communities. The 2012 Dialogue focused on the challenges of preventing and treating obesity in low-income communities, reproductive health and obesity, and the economics of obesity.

2012 Panelists:

- Michael J. O’Grady, PhD – President, West Policy Center
- Catherine Spong, MD – Branch Chief, National Institute of Child Health & Human Development
- Michelle Rimer, MS, MPH, RD, LDN – Inaugural Director, The Solmaz Institute of Obesity at Lenoir Rhyne University
- Susan Latton – Obesity Prevention Program Coordinator, Wisconsin Department of Health Services, Nutrition & Physical Activity Program
- Chanel Tyler, MD – Assistant Professor, Department of Obstetrics and Gynecology at the UW School of Medicine and Public Health

White Paper available at www.wwhf.org/annual-dialogues/

The Gathering

Since 2002, the Gathering has provided women the opportunity to meet old and new friends and attend workshops on health information and resources they need to be healthy. The event is designed to engage and energize attendees, to teach new information applied in real life, help with goal setting, and create support networks. Participants learn to become better advocates for their health and that of their families in a way which allows them to create balance, wholeness and wellness in body, mind, and spirit.

2012 Speakers:

  Karen Timberlake answered some of the tough questions regarding health and health care and educated the audience on what we can do about some of the issues.

- Bryan DeJarlais – Safe and Easy Exercises for Everyday
  This program educated participants on basic exercise techniques, safe body mechanics, simple and effective stretches and the benefits of staying active.

- Millie J. Jones, PA, MPH – Healthy People at Every Stage of Life
  This presentation featured a discussion of the Life Course Framework and the importance of healthy behaviors across all ages and stages of life.

- Kristen Rasmussen, MS, CGC – Heirlooms, Hope Chests, and Genes...What Did You Inherit?
  Kristen Rasmussen conducted a talk about using family history to stay healthy and introduced current and future uses of genetic testing.

- Teri Woods, PhD – The Importance of Dreams: How Our Values Shape Our Happiness
  The presentation focused on the importance of knowing what is significant and relevant and using that information to chart a course toward happiness.
Health Blog:
Begun in November 2012, WWHF’s health blog is a new way to share the health and wellness information that we are so passionate about. We engage readers in conversation about research findings, stories from Wisconsin women, and ways to make healthy changes for women and their families.

2012 Blog Topics:
- Birth Defects
- Cardiovascular Disease
- Exercise
- Laughter
- National Health Observances
- Prevention
- Stress
- Stroke
- Tips
- WWHF Event Information
- WWHF Program Updates

2012 Blog Traffic:
- 1579 Visits
- 688 Unique Visitors

Visit the blog at: http://wwhfblog.com/

Newsletter:
Published twice per year, the newsletter features the “Sue Ann Says” column, articles on timely and relevant health topics, program updates, success stories, grants and award recognition, and donor recognition.

Find WWHF’s Newsletters at www.wwhf.org/publications/
2012 Outreach & Communication Initiatives

Sue Ann Says Monthly Column:

Appearing in publications statewide and on our website, Sue Ann Thompson’s columns address the most current women’s health issues based on interviews with some of the state’s top health experts.

2012 Column Topics:
- Aging and Dementia
- Compression-Only CPR
- Emotion
- Gynecological Cancer
- Immunizations
- Menopause
- Obesity
- Pap Smears
- Skin Cancer
- Stress and Depression
- And more...

Find SAS at:
http://www.wwhf.org/publications/sue-ann-says-column/
2012 Direct Service Programs

Each year, our direct service programs impact over 4,000 women and families.

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**Achilles Test/Bone Density Screenings:**
Trained staff and volunteers conduct Achilles Test screenings using a GE Achilles Bone Ultrasonometer on women throughout the state. The Achilles Test aids in the diagnosis of osteoporosis. The results are printed out and given to the individual, along with information on osteoporosis risk factors and prevention tips. Individuals with below normal scores are encouraged to take their results to their doctor. This information, along with other factors, helps doctors gauge the risk of osteoporotic fracture.

**2012 Program Outcomes:**
- 13 screening events in 5 WI counties
- 577 individuals screened

**EveryWoman’s Journal:**
These workshops help women learn proactive health journaling techniques as a tool for increased self-awareness. Women learn how their mental and physical health is affected by their body’s response to everyday life experiences.

**2012 Program Outcomes**
- 28 workshops
- 213 participants

“The EveryWoman’s Journal program allowed me to work through a particularly difficult time and I feel more mentally prepared to engage fully in life”
- EWJ Participant

**EveryWoman’s Journal - Areas of Focus:**
- nourishing awareness
- scattered loss
- relating to life
- respectful caring
- pure joy
2012 Direct Service Programs

First Breath:
First Breath is a statewide program to help pregnant women stop smoking through one-on-one counseling. First Breath sites receive free smoking cessation materials, smoking cessation counseling training, client incentives, and are also eligible to apply for mini-grants to support their work with First Breath clients.

2012 Program Outcomes:
- **138 First Breath sites** serving 59 Wisconsin counties.
- **1,247 women enrolled** in First Breath.

In 2012, First Breath met or exceeded its smoking cessation and reduction goals.
- **30% of women abstained from smoking** during pregnancy.
- **38% of women abstained from smoking postpartum.**

First Breath Success:
“When I was about 6 weeks pregnant I realized that smoking wasn’t what I wanted to do. I heard about the First Breath program and realized that if I was going to quit that I needed help doing so. I had the desire to quit but didn’t have the tools. By learning what smoking did to my son, my desire to quit got stronger. I didn’t quit completely at first; I was smoking about five cigarettes a day, then I went down to three, then one, then eventually none. I made progress by sticking with the program and learning about what the smoking did, not only to me, but also to my unborn child. It took me two weeks to completely quit. I now have a healthy baby boy. I have a smoke free home now and the added benefits are that my health is better, my home doesn’t smell like smoke, and my family is happy. I could not have done this without the help from the First Breath program."
- First Breath Mom

GrapeVine Project:
The GrapeVine Project trains Parish Nurses to provide health and well-being resources to underserved women. Through our pioneering partnership with Faith Community/Parish Nurses (FC/PN), we train FC/PNs to provide health and well-being information and resources to women in Wisconsin communities.

2012 Program Outcomes:
- **901 participants** in 15 WI counties.
- **86 sessions** completed
- There are **71 FCN’s** involved in GrapeVine

2012 Educational Topics:
- Bone Health
- Breast Health
- Cervical Health
- Dementia & Aging*
- Domestic Violence
- Heart Health
- Mental Health
- Oral Health

*Pilot project started June 2012. Final unit available in summer/fall 2013.

Why did you become a GrapeVine Parish Nurse?
After I retired as private scrub nurse and office nurse for a hand surgeon, I became aware of the parish nurse program. And because of the generosity of the Women’s Health Foundation in providing a grant, it enabled me to take the Parish Nurse Course. I found this a very satisfying way to use my nursing experience from the past years and provide a way to help my congregation. I found becoming involved with The “GrapeVine Project” a natural fit to fulfilling my goals in parish nursing, and as a way I could repay the Wisconsin Women’s Health Foundation.

Dee Wiseman
2012 Direct Service Programs

Kohl’s Southeast Wisconsin Breast Health Assistance Fund:
We administer the Assistance Fund under the direction of the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure. This “community safety net” fund provides financial assistance to uninsured and underinsured men and women of any age in southeast Wisconsin who are at or below 400% of the federal poverty level. Funds cover breast health screening services, and for individuals with breast cancer, access to treatment services. Funds are available to residents of Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha counties.

2012 Program Outcomes:
- We provided assistance to 600 individuals and referred 110 others to the Wisconsin Well Woman Program for services.

My Baby and Me:
This program helps pregnant women stay alcohol-free through one-on-one counseling and incentives. With the support and guidance of experts in the field of Alcohol and Substance Abuse and Fetal Alcohol Spectrum Disorders (FASDs), WWHF has been able to develop program materials specific to the My Baby & Me program. This collaboration enables My Baby & Me providers access to the most up-to-date and current information relating to alcohol use and FASDs.

2012 Program Outcomes
- 56 women enrolled in the My Baby & Me program.
- Of the 26 women from whom we received postpartum data in 2012, 99% reported abstaining from alcohol while enrolled in My Baby & Me.
- 49 My Baby & Me sites
2012 Scholarship and Grant Recipients

WWHF has awarded $620,969 in grants and scholarships since 1997.

**Dr. Judith Stitt Women Faculty Scholar Grant:** This $50,000 grant, awarded every other year, helps women reach leadership positions in academic medicine, where they can contribute to scientific study and benefit women’s health.

**Roberta Strigel, M.S., M.D.**
**Assistant Professor**
University of Wisconsin - Madison

Dr. Strigel’s research aim is to develop a breast MRI examination providing simultaneous high spatial and temporal resolution which can be optimized to the individual patient, increasing diagnostic accuracy and specificity for breast cancer. She strives for an expanded group of patients to have access to this powerful tool. Ultimately, she wishes to improve care and decrease mortality in women with (and at risk for) breast cancer.

**Markos Family Breast Cancer Research Grant:** This $10,000 grant funds new or continuing research initiatives advancing the diagnosis, treatment or prevention of breast cancer.

**Gui Su, PhD**
**Assistant Scientist**
University of Wisconsin - Madison

Dr. Su has made significant contributions to the project of investigating the interaction of stromal fibroblast and breast cancer cells. She has driven progress by miniaturizing a 3D collagen gel co-culture model. Dr. Su has discovered a tumor-grade dependent functional hierarchical network of stromal factors in carcinoma associated mammary fibroblasts. She will further research this remarkable discovery.

**Faith Community/Parish Nurse Scholarship:**

The Faith Community/Parish Nurse Scholarship aims to increase the number of Faith Community/Parish Nurses in underserved communities.

**Laura Anderson, RN**
**Waukesha, WI**

After volunteering internationally, and in her current position as a Community Outreach nurse, Laura has had the opportunity to work with people of all walks of life. She strives to help them find resources and be resourceful for themselves when advocating for their needs. This scholarship has allowed her to grow personally and professionally to continue to meet the holistic needs of her clients through the Faith Community/Parish Nurse program.

**Joanne Borchardt**
**Reedsburg, WI**

Joanne seeks to expand her involvement with her congregation by beginning a Parish Nurse program for her church with a big congregation in a small town. Offering to educate, set up in-services, and visit the sick, Joanne hopes to begin the program on a voluntary basis with six nurses in her congregation. Joanne feels that the Intensive Conference of Introduction to the Concept and Practice of Parish Nursing provided tools to help in the development of this program.
2012 Financial Report

Support, Revenue, & Reclassifications

Grants and contracts $1,545,438
Contributions 359,823
  Total support and revenue 1,905,261

Net assets released from restrictions 213,660

Total unrestricted support, revenue and reclassifications 2,118,921

Expenses

Program services 1,732,653
Supporting activities 303,675
  Total expenses 2,036,328

Change in unrestricted net assets
before investment activity 82,593
Investment activity 311,858
Change in unrestricted net assets 394,451

Change in temporarily restricted net assets (102,606)

Change in net assets 291,845

Notes:
CHC Wisconsin is the source of workplace contributions to the Wisconsin Women’s Health Foundation. Other contributions are solicited through our annual appeal campaign, special event fundraisers, and individual requests from supporters. In addition, the WWHF solicits for event sponsorships and receives grant funding from public and private entities.
The Wisconsin Women’s Health Foundation would like to thank all donors who help our organization maintain its mission of helping Wisconsin women and their families reach their healthiest potential.

$20,000+
- Centene Charitable Foundation
- Delta Dental
- New American Policy Institute
- The Cudahy Foundation

$10,000-20,000
- Dairyland Vanners
- Marshfield Clinic
- Mary Paul Long
- Meriter Health Services
- St. Mary’s Hospital
- The Markos Foundation, Inc.
- Sue Ann & Tommy Thompson
- Wisconsin Physicians Service

$5,000-10,000
- ABC Supply
- American Family Insurance Company
- Ashley Furniture Industries
- Blain’s Farm & Fleet
- Yogi Bear’s Jellystone Park Camp Resort
- Eric & Julie Olson
- Michael & Noemi Neidorff
- Parfitt Facial Plastic Surgery Center
- Terri & Damon Bresenham
- Ultimate Spa Salon
- United HealthCare Services, Inc.
- UW Department of Radiology
- UW Health & Unity Health Insurance
- Wal-Mart
- World Wide Technology Foundation

$1,000-5,000
- American Transmission Company
- Amphion Medical Solutions
- BMO Harris Bank
- Mark & Ann Bradley
- Richard & Sudie Burnham
- Charles Kubly Foundation
- Children’s Hospital of Wisconsin
- DeWitt Ross & Stevens
- Exact Sciences Corporation
- Tom & Penny Gialamas
- Gordon Flesch Company, Inc.
- Green Bay Packers
- Group Health Cooperative
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- Mark Train
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- US Bank
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- Thomas & Ellen Vanderboom
- Von Briesen & Roper, SC
- Wahlin Foundation, Inc.
- We Energies
- Wegner LLP CPAs & Consultants
- Jocelyn Wiebe
- Willaim Blair & Associates
- Wisconsin Counties Association
- Coryene Woodman

$500-1,000
- Cindy & Frank Byrne
- Dance Wisconsin, Inc.
- Melinda & Rob Ferraro
- Randal Hopper
- Tom Jefferson
- Marlene Kremer
- Sandria Maass
- Eberhard Mack
- New Glarus Brewing Co.
- QTI Group Inc.
- Mavis Steil
- Cheryl Sykora
- Pamela Washburn
- Essie Whitelaw

$100-500
- ABCD: After Breast Cancer Diagnosis
- Kathleen Abraham
- Seymour & Shirley Abrahamson
- Alt N Bach’s Town Tap
- Larry & Sharon Ambrose
- Wendy Arends
- Ken Artis
- Atomic Tattoos-Midwest, LLC
- Margaret Baltus
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- Janie Krohmer
- Karen Laatsch
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Menominee Indian Tribe of Wisconsin
Kerri Minett
Joseph Miotke
Suzanne Miranda
Ryan Murray
Ann & Bruce Nattinger
Doug & Dianne Naujeck
Scott & Kate Neitzel
Ian & Jan Nicolaisen
Caroline Niemann
Roger Nilles
Meghan O’Connor
Peggy Parfitt
Jill Pelisek
Susan Plakus
Ethel Pledger
Nathan Plumb
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Katherine Little
Julie Luk
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Susan Novak
Karen Oelhafen
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Northleaf Winery
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Raven Software
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Rejuvenation Spa
Ruth’s Chris Steak House
Shedd Aquarium
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