First Breath Training Addresses Mental Health

WWHF’s First Breath Program helps women and their families quit smoking. However, we know tobacco isn’t the only health issue that many of our First Breath participants face.

In 2018, First Breath performed a statewide Health Equity Assessment, which revealed that 60% of First Breath participants currently have a mental health diagnosis or have had one in the past. To help our First Breath Providers develop a deeper understanding of the challenges and opportunities associated with tobacco dependence and mental health, this year’s Regional Practice Sessions focused on "Tailoring Smoking Interventions for Individuals with Mental Health Challenges." During the sessions, Outreach Specialists from the University of Wisconsin - Center for Tobacco Research and Intervention (UW-CTRI) introduced the Bucket Approach, which is an intervention developed by researcher, Bruce Christiansen, to help address tobacco use with patients who are also struggling with a mental health diagnosis. The bottom line - with empathy and support, a mental health diagnosis does not have to be the reason why an individual cannot overcome their tobacco dependence.

Leading the Way

In September, Emily Sullivan, WWHF Database & Evaluations Manager, presented alongside Dr. Bruce Christiansen of UW-CTRI at the National Conference on Tobacco or Health in Minneapolis, MN (pictured above). They shared information about First Breath, and explained how tailoring smoking cessation interventions to low income pregnant women helps increase participation and cessation from tobacco products.

"Being part of this national conference, it was very exciting to see that the work we are doing with First Breath is leading in several areas," says Emily. "It was also important for us to learn about the latest challenges in the tobacco world to see how we can tackle those issues using our existing program platform."
As we wrap up another calendar year and look back on all the work we've done, I'm incredibly proud. Our team works diligently to ensure that our programs and events are meeting the ever-changing needs of the women in our Wisconsin communities, and the evidence is in the thousands of women who confidently utilize our programs and services each year. Just in this newsletter, you'll read about First Breath tackling mental health along with tobacco dependence, and how GrapeVine is helping women cope with stress. We're growing our programs and expanding our reach... and we couldn’t do it without you!

We are so grateful for your involvement and ongoing commitment to help us innovate, impact, and improve women's health in Wisconsin. Be sure to take a look at the upcoming 2020 Spring Gala opportunities and other ways to get involved.

From Our Executive Director

Though WWHF's GrapeVine Program has been in operation for almost the entirety of the Foundation itself, it's not the same GrapeVine it was back then! Each year brings about new and innovative ways to provide the same great quality women's health education.

Journaling with GrapeVine

Joining GrapeVine's nurse-led curriculum in 2019 were units to address "Coping with Stress Through Journaling" and a "Care for Caregivers" book club. Both take a more interactive approach to our free community education sessions, while still promoting wellness and chronic disease prevention for the women in Wisconsin.

The journaling unit in particular has been widely popular, and women are expressing their excitement to explore journaling as a way to cope with stress and improve their self-care.

"The most important thing I learned today is that stress can be managed and reduced," said one GrapeVine session attendee. "This has been a good reminder to use the tool of writing to take more stress out of my life," added another. "This can be a special gift just for me."

To learn more about GrapeVine and its 14 women's health topics, or to attend a session, please visit wwhf.org/grapevine/.
Online ticket sales begin March 1, 2020.

- $150 - individual ticket
- $1,600 - table

Sponsorships available NOW!

- Gold - $10,000
- Silver - $5,000
- Bronze - $2,500

bit.ly/2020GalaSponsorship
WAYS TO GIVE

General Donation (wwhf.org/donate/)

$100
- Funds one in-person home visit from a WWHF Quit Coach with a postpartum woman to help her quit smoking
- Provides supplies for a First Breath participant to verify their smoke-free success by taking a carbon monoxide breath test

$250
- Sends a volunteer nurse to the annual GrapeVine training conference
- Provides an AIRS certification examination for our Well Badger Resource Center specialists and database curators

$500
- Re-calibrates our breast self-exam simulator teaching tool used in breast cancer education sessions
- Creates one teaching toolkit for GrapeVine nurses: new kits are created every year to ensure we are offering the most current healthcare topics while providing evidence-based information

$1,000:
- Funds the Well Badger Resource Center for one day

Become a “Friend of the Foundation” with your $1,000 donation! Receive a personal update on how your donation has helped WWHF and an acknowledgment of your contribution in our newsletter!

Planned Giving: Leave a Legacy

Planned giving is the process of committing to a charitable gift that is part of your financial or estate plan. These include gifts of equity, life insurance, real estate, property, stocks, and/or cash.

Planned giving can be simple, cost you nothing, and even sometimes has tax benefits. Talk to your financial adviser to learn more about how planned giving might be a fit for you!

Options:
- Name the WWHF as the beneficiary of an account, such as Life Insurance policy or an individual retirement account.
- Leave a gift to the WWHF in your will or living trust.

Sample Gift Language:

"I give to the Wisconsin Women’s Health Foundation located at 2503 Todd Drive, Madison, WI 53713 [insert specific dollar amount of percentage] in support of its full mission. Federal Tax ID number: 39-1900678"
Accessibility at the 18th Annual Gathering

On September 19th, the WWHF hosted its Annual Gathering in Marshfield, WI to discuss "Accessibility: Creative Solutions That Work." Through exhibits and presentations, we addressed adaptable stress management techniques as well as accommodations across the lifespan for accessibility challenges (i.e. independence, transportation, mobility, social inclusion, special education).

More than 100 women joined for a great day of programming, and many said the discussion helped them overcome the barrier of not knowing where to go for information and services.

A special thanks to Marshfield Clinic Health System for hosting, and our gratitude to the participating speakers and organizations as well!

Roses & Women's Health

On September 22nd, Rose Cottage Florals partnered with the Forward Madison FC to sell pink "flamingo" roses at the final soccer match of the season. Proceeds generously went to the WWHF to support our programming and services for women's health in Wisconsin.

Thank you to owner Romni Pullen for her donation!

Clinical Trials Research Luncheon

On October 22nd, the WWHF, along with the Clinical Trials Education Network of Wisconsin (CTEN), hosted a Clinical Trials Research Luncheon in La Crosse. Around sixty area health professionals, educators and community members maxed out the event to get a glimpse into the clinical trial world and how it is benefiting the local community.

Thank you, CTEN for sponsoring, and to speakers Laura Strong (Exact Sciences) and Deb Kettner-Sieber (Gundersen Medical Foundation).
Innovate, Impact, Improve Women's Health

2503 Todd Drive | Madison, WI 53713
800-448-5148 | www.wwhf.org
Well Badger Resource Center | 800-642-7837
www.wellbadger.org

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- Email us to sign up: communications@wwhf.org

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