



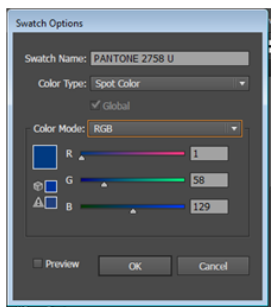
## WWHF LOGO BRAND KIT



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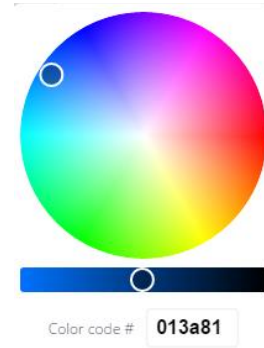
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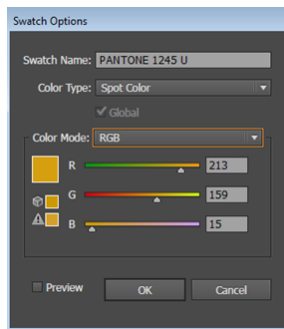
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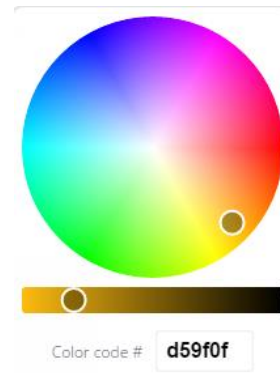
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- 1 The Wisconsin Women’s Health Foundation (WWHF) is a nonprofit organization that provides health services and education for women and families.
- 2 We have 6 statewide programs in all 72 Wisconsin counties, serving over 5,000 women each year.
- 3 WWHF services and research initiatives are rooted in evidence-based prevention of the diseases and conditions that most impact Wisconsin women’s wellness. Our mission is to innovate, impact, and improve women’s health.

**1** Stand-alone summarizing statement      The Wisconsin Women’s Health Foundation (WWHF) is a nonprofit organization that provides health services and education for women and families.

**1 + 2** Summarizing statement with additional impact      The Wisconsin Women’s Health Foundation (WWHF) is a nonprofit organization that provides health services and education for women and families. **We have 6 statewide programs in all 72 Wisconsin counties, serving over 5,000 women each year.**

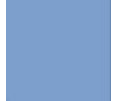
**1 + 2 + 3** Descriptive paragraph      The Wisconsin Women’s Health Foundation (WWHF) is a nonprofit organization that provides health services and education for women and families. **We have 6 statewide programs in all 72 Wisconsin counties, serving over 5,000 women each year. WWHF services and research initiatives are rooted in evidence-based prevention of the diseases and conditions that most impact Wisconsin women’s wellness. Our mission is to innovate, impact, and improve women’s health.**



# MY BABY & ME

## MBM LOGO BRAND KIT

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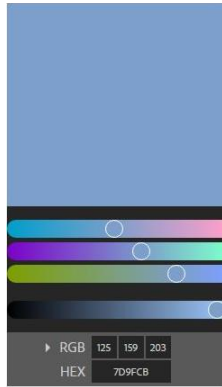


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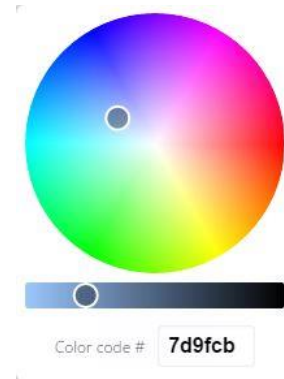
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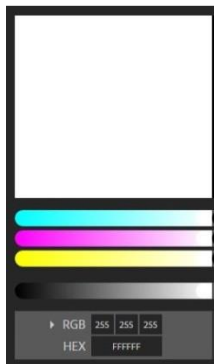


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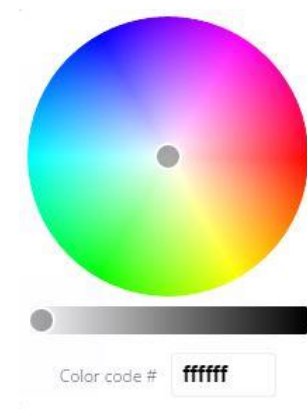
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**FONT: CANTORA ONE**



# MY BABY & ME

- 1** My Baby & Me helps women achieve alcohol-free pregnancies through screenings, education, phone counseling and text message support.
- 2** Over 2,000 pregnant women are screened annually by providers at 90 sites statewide.
- 3** Healthcare providers use the My Baby & Me screening process to identify pregnant women with alcohol-related questions or concerns. Women who need additional support are referred to the WWHF for phone counseling and education. My Baby & Me provides consistent messaging and evidence-based information about the often confusing issue of alcohol use during pregnancy.

**1**

Stand-alone summarizing statement

My Baby & Me helps women achieve alcohol-free pregnancies through screenings, education, phone counseling and text message support.

**1 + 2**

Summarizing statement with additional impact

My Baby & Me helps women achieve alcohol-free pregnancies through screenings, education, phone counseling and text message support. **Over 2,000 pregnant women are screened annually by providers at 90 sites statewide.**

**1 + 2 + 3**

Descriptive paragraph of the program

My Baby & Me helps women achieve alcohol-free pregnancies through screenings, education, phone counseling and text message support. **Over 2,000 pregnant women are screened annually by providers at 90 sites statewide. Healthcare providers use the My Baby & Me screening process to identify pregnant women with alcohol-related questions or concerns. Women who need additional support are referred to the WWHF for phone counseling and education. My Baby & Me provides consistent messaging and evidence-based information about the often confusing issue of alcohol use during pregnancy.**

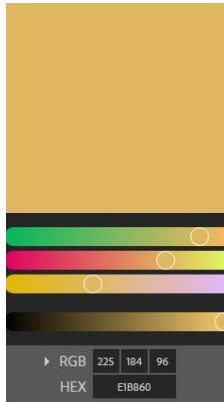
# FIRST BREATH

## FB LOGO BRAND KIT

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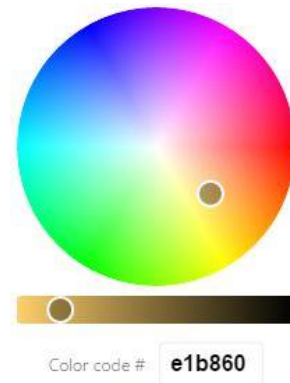
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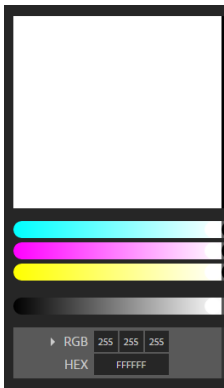
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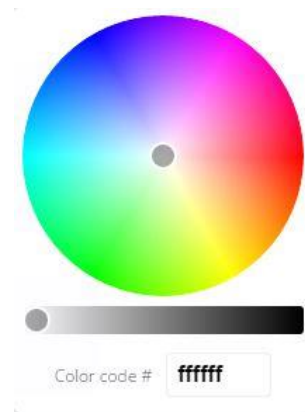
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**FONT: CANTORA ONE**

# FIRST BREATH

- 1** First Breath helps pregnant women quit smoking by training healthcare providers to deliver tobacco counseling.
- 2** Each year, 1,600 women learn quit strategies at 160 First Breath sites statewide.
- 3** The First Breath program uses evidence-based cessation counseling and motivational interviewing to support women during their quit attempts. WWHF health educators travel to recruit and train prenatal care providers at sites statewide. Prenatal care providers integrate the First Breath tools into their existing visits with pregnant women, addressing a leading preventable cause of premature birth and infant mortality.

<b>1</b>	Stand-alone summarizing statement	First Breath helps pregnant women quit smoking by training healthcare providers to deliver tobacco counseling.
<b>1 + 2</b>	Summarizing statement with additional impact	First Breath helps pregnant women quit smoking by training healthcare providers to deliver tobacco counseling. <b>Each year, 1,600 women learn quit strategies at 160 First Breath sites statewide.</b>
<b>1 + 2 + 3</b>	Descriptive paragraph of the program	First Breath helps pregnant women quit smoking by training healthcare providers to deliver tobacco counseling. <b>Each year, 1,600 women learn quit strategies at 160 First Breath sites statewide. The First Breath program uses evidence-based cessation counseling and motivational interviewing to support women during their quit attempts. WWHF health educators travel to recruit and train prenatal care providers at sites statewide. Prenatal care providers integrate the First Breath tools into their existing visits with pregnant women, addressing a leading preventable cause of premature birth and infant mortality.</b>

# FIRST BREATH *families*

## BF LOGO BRAND KIT

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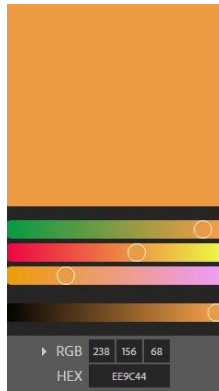


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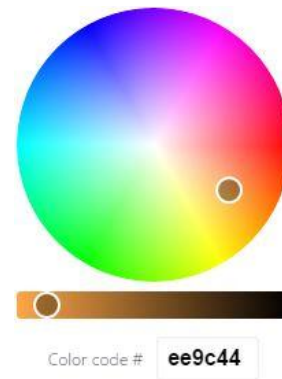
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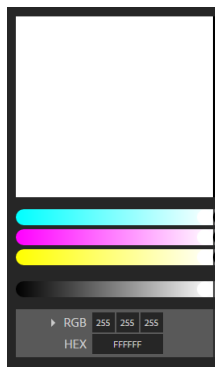


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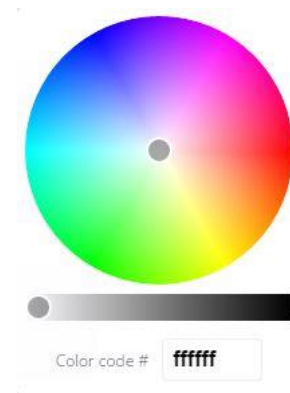
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**FONT: CANTORA ONE**

# FIRST BREATH *families*

- 1 First Breath Families provides pregnant and postpartum women with intensive help to quit smoking through home visiting and phone support.
- 2 First Breath Families' goal is to help women quit smoking during pregnancy and stay quit postpartum, promoting smoke-free environments for women, children, and families.
- 3 First Breath Families health educators provide intensive smoking cessation and relapse prevention counseling to women from pregnancy through six months postpartum. Pregnant women in participating counties can enroll to receive 4 home visits and 4 phone calls from a WWHF tobacco cessation specialists. Other adult smokers in women's households are offered education and referrals to help them quit and reduce environmental tobacco exposure, especially for children. These expanded services are designed as an extension of our prenatal First Breath program, and the home visiting intervention is based on a 5-year research study involving over 1,000 Wisconsin women who achieved nearly a 40% quit rate. We are currently seeking funding to offer home visit services in more counties statewide.

1	Stand-alone summarizing statement	First Breath Families provides pregnant and postpartum women with intensive help to quit smoking through home visiting and phone support.
1 + 2	Summarizing statement w/ additional impact	First Breath Families provides pregnant and postpartum women with intensive help to quit smoking through home visiting and phone support. <b>First Breath Families' goal is to help women quit smoking during pregnancy and stay quit postpartum, promoting smoke-free environments for women, children, and families.</b>
1 + 2 + 3	Descriptive paragraph of program	First Breath Families provides pregnant and postpartum women with intensive help to quit smoking through home visiting and phone support. <b>First Breath Families' goal is to help women quit smoking during pregnancy and stay quit postpartum, promoting smoke-free environments for women, children, and families. First Breath Families health educators provide intensive smoking cessation and relapse prevention counseling to women from pregnancy through six months postpartum. Pregnant women in participating counties can enroll to receive 4 home visits and 4 phone calls from a WWHF tobacco cessation specialists. Other adult smokers in women's households are offered education and referrals to help them quit and reduce environmental tobacco exposure, especially for children. These expanded services are designed as an extension of our prenatal First Breath program, and the home visiting intervention is based on a 5-year research study involving over 1,000 Wisconsin women who achieved nearly a 40% quit rate. We are currently seeking funding to offer home visit services in more counties statewide.</b>





## GV LOGO BRAND KIT

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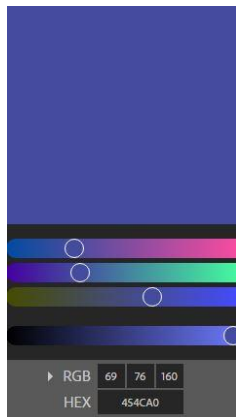


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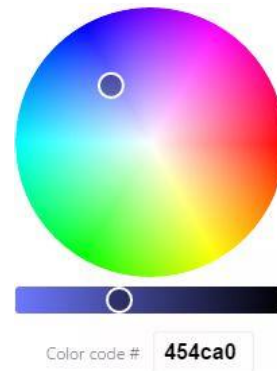
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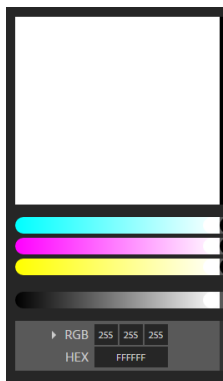


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- 1** GrapeVine trains nurses to lead health education sessions in their communities.
- 2** Each year, 100 volunteer nurses reach over 1,500 women at 120 local sessions across the state.
- 3** Nurses complete annual training on WWHF curricula developed with input from academic partners. Nurses then use the GrapeVine toolkits to provide free one-hour education session on women's health topics. Sessions can include seminars, book club discussions, small group meetings and more. The goal of GrapeVine is to educate Wisconsin women about disease prevention and healthy lifestyle changes.

**1** Stand-alone summarizing statement GrapeVine trains nurses to lead health education sessions in their communities.

**1 + 2** Summarizing statement with additional impact GrapeVine trains nurses to lead health education sessions in their communities. **Each year, 100 volunteer nurses reach over 1,500 women at 120 local sessions across the state.**

**1 + 2 + 3** Descriptive paragraph of the program GrapeVine trains nurses to lead health education sessions in their communities. **Each year, 100 volunteer nurses reach over 1,500 women at 120 local sessions across the state. Nurses complete annual training on WWHF curricula developed with input from academic partners. Nurses then use the GrapeVine toolkits to provide free one-hour education session on women's health topics. Sessions can include seminars, book club discussions, small group meetings and more. The goal of GrapeVine is to educate Wisconsin women about disease prevention and healthy lifestyle changes.**



**Komen Breast Fund**  
SUPPORTED BY KOHL'S CARES

## KOMEN LOGO BRAND KIT

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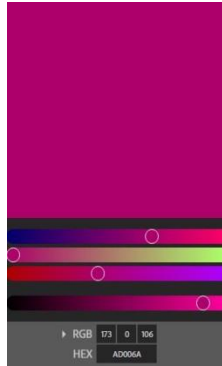


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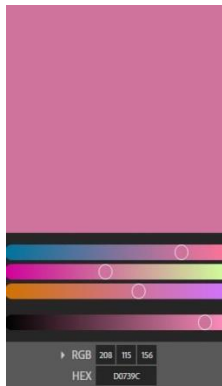


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- 1 The Komen Breast Fund provides financial assistance for men and women in need of breast health services.
- 2 The WWHF administers funds from Komen Southeast Wisconsin supported by Kohl's Cares, which allows over 500 women per year to receive breast health services.
- 3 The Komen Breast Fund can help men and women who are income-eligible and live in 7 select counties in Southeast Wisconsin. Available services include mammograms, wigs, travel assistance, and more. This financial assistance is vital for early detection of breast cancer, and in making recommended services accessible for all women.

<b>1</b>	Stand-alone summarizing statement	The Komen Breast Fund provides financial assistance for men and women in need of breast health services.
<b>1 + 2</b>	Summarizing statement with additional impact	The Komen Breast Fund provides financial assistance for men and women in need of breast health services. <b>The WWHF administers funds from Komen Southeast Wisconsin supported by Kohl's Cares, which allows over 500 women per year to receive breast health services.</b>
<b>1 + 2 + 3</b>	Descriptive paragraph of the program	The Komen Breast Fund provides financial assistance for men and women in need of breast health services. <b>The WWHF administers funds from Komen Southeast Wisconsin supported by Kohl's Cares, which allows over 500 women per year to receive breast health services. The Komen Breast Fund can help men and women who are income-eligible and live in 7 select counties in Southeast Wisconsin. Available services include mammograms, wigs, travel assistance, and more. This financial assistance is vital for early detection of breast cancer, and in making recommended services accessible for all women.</b>

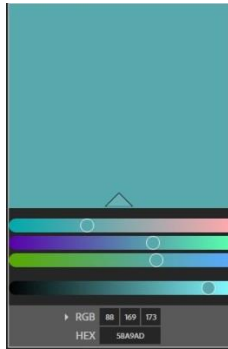
EWJ LOGO BRAND KIT



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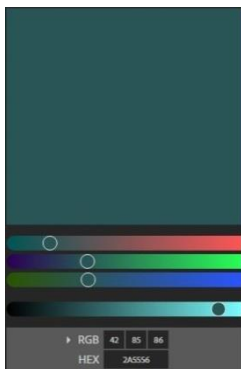
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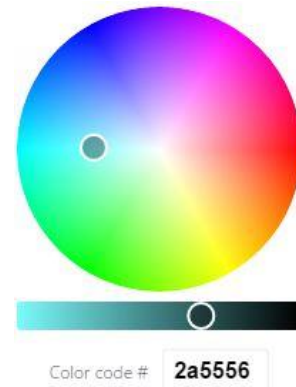
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# EVERYWOMAN'S JOURNAL



- 1** EveryWoman's Journal teaches women to use journaling as a tool for stress reduction and self-care at workshops statewide.
- 2** Each year, over 20 EveryWoman's Journal workshops are attended by at least 150 women in communities across Wisconsin.
- 3** The WWHF trains volunteer facilitators to hold EveryWoman's Journal workshops in their communities. Women who attend the two-hour workshops are guided through expressive writing techniques that help to increase awareness of their mental, physical, and emotional health. Women also receive monthly emailed journaling exercises to help them continue their self-care. 89% of participants report that EveryWoman's Journal helped them learn how to better cope with stress and improve their overall wellbeing.

<b>1</b>	Stand-alone summarizing statement	EveryWoman's Journal teaches women to use journaling as a tool for stress reduction and self-care at workshops statewide.
<b>1 + 2</b>	Summarizing statement with additional impact	EveryWoman's Journal teaches women to use journaling as a tool for stress reduction and self-care at workshops statewide. <b>Each year, over 20 EveryWoman's Journal workshops are attended by at least 150 women in communities across Wisconsin.</b>
<b>1 + 2 + 3</b>	Descriptive paragraph of the program	EveryWoman's Journal teaches women to use journaling as a tool for stress reduction and self-care at workshops statewide. <b>Each year, over 20 EveryWoman's Journal workshops are attended by at least 150 women in communities across Wisconsin. The WWHF trains volunteer facilitators to hold EveryWoman's Journal workshops in their communities. Women who attend the two-hour workshops are guided through expressive writing techniques that help to increase awareness of their mental, physical, and emotional health. Women also receive monthly emailed journaling exercises to help them continue their self-care. 89% of participants report that EveryWoman's Journal helped them learn how to better cope with stress and improve their overall wellbeing.</b>