



WISEWOMAN Program Fact Sheet

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Background

The Centers for Disease Control and Prevention (CDC), through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP), funds states and other organizations to provide screening for breast and cervical cancer. In 1993, Congress allocated a proportion of these funds to assess the feasibility and benefits of providing additional preventive services such as blood pressure and cholesterol screenings. As a result, the WISEWOMAN (Well-Integrated Screening and Evaluation for Women Across the Nation) Program was started.

The Program

Purpose:

The purpose of the WISEWOMAN Program (Program) is to provide preventive health services in addition to the breast and cervical cancer services provided under the NBCCEDP. The Program's primary emphasis is to reduce the risk of illness and death from cardiovascular disease (CVD). Women who are to receive services are underinsured or uninsured women 40-64 years of age. WISEWOMAN participants must first be enrolled in their state's Breast and Cervical Cancer Early Detection Program (BCCEDP).

Services:

State preventive services for WISEWOMAN participants may include the following:

- Screening for heart disease risk factors (cholesterol, blood pressure, and glucose)
- Education and counseling to help women lower their risk for CVD
- Dietary and physical activity interventions for women with abnormal screening results
- Smoking cessation
- Referral and follow-up as appropriate

Current Program Activity

Currently, CDC funds Programs in 21 states and tribal organizations: Oregon, Pennsylvania, South Carolina, Utah, Virginia, Wisconsin, Southcentral Alaska, Southeast Alaska, California, South Dakota, Nebraska, Iowa, Illinois, Michigan, Vermont, Connecticut, West Virginia, Minnesota, Missouri, Massachusetts, and North Carolina.

California's Program

In 2001, funding was awarded for California's Program, "Heart of the Family" or "*Corazón de la Familia*."

California's Program began as a research project to pilot test the intervention design and materials from the North Carolina Program's curriculum entitled "New Leaf" and its Spanish translated version "*¡Vida Saludable, Corazón Contento!*"



Target population:

Heart of the Family participants consist of eligible women, 40-64 years of age, enrolled in California's BCCEDP, *Cancer Detection Programs: Every Woman Counts (CDP: EWC)*. In California, 70% of women enrolled in *CDP: EWC* are Latinas.

California state program goals:

- New CDC funding will allow the state program to build upon the lessons learned during the research phase and adapt the program for all women served by *CDP: EWC*.
- Educating all screened women in the signs and symptoms of heart attack and stroke and when to call 911.
- Deliver multi-session lifestyle interventions to women based on cardiovascular disease risk factors.

Current program locations:

- Olive View-UCLA Education and Research Institute/Mid-Valley Comprehensive Health Center, Los Angeles County, Van Nuys
- QueensCare Family Clinics, Los Angeles County, Los Angeles
- Vista Community Clinic, San Diego County, Vista
- Family Health Centers of San Diego, San Diego County, San Diego

A Request for Application process was used to select four qualified *CDP: EWC* clinic sites in California to implement the WISEWOMAN pilot program. Each site serves a large number of low-income Latinos. As funding permits, expansion to other California locations is planned.