



California Department of Public Health
**California Well-Integrated Screening and Evaluation for
Women Across the Nation (WISEWOMAN)**
Program Fact Sheet

Mission

To provide low-income, underinsured, or uninsured 40- to 64-year-old women with the knowledge, skills, and opportunities to improve their diet, physical activity, and other life habits to prevent, delay, or control cardiovascular and other chronic diseases.

Program Background

WISEWOMAN participants must be enrolled in the California Breast and Cervical Cancer Early Detection Program (BCCEDP) to be eligible for WISEWOMAN services. WISEWOMAN focuses on reducing cardiovascular disease risk factors among high-risk women. Addressing risk factors such as high blood pressure, elevated cholesterol, obesity, inactivity, diabetes, and smoking greatly reduces a woman's risk of heart disease and stroke related illness and death.

The goals of the WISEWOMAN program are: 1) assuring that cardiovascular screening is provided; 2) working with community-based organizations to provide evidence-based prevention services to those women in need through agreements with organizations such as the YMCA, Weight Watchers, and providers of Diabetes Primary Prevention Programs; 3) improving the management and control of hypertension by integrating innovative health system-based approaches and strengthening community-clinical linkages (such as team-based care); and 4) gathering and reporting program related evaluation data, including impact measures.

California WISEWOMAN Program

California WISEWOMAN delivers services through bilingual, bicultural clinic staff. Clinic staff utilize core elements from the evidence-based Spanish-language intervention called *Vida Saludable, Corazón Contento!*, and the English-language version, "*A New Leaf: Choices for Healthy Living*," along with the *Manual del Programa Corazón de la Familia de California*, during health coaching. The program also makes referrals to community resources to support physical activity, healthy eating, and smoking cessation as appropriate.

WISEWOMAN Sites

- Family Health Centers of San Diego, (Logan Heights Family Health Center) San Diego County
- Vista Community Clinic, Vista, CA, San Diego County
- Northeast Valley Health Corporation (Pacoima Health Center) Los Angeles County

Services

- Screening for heart disease risk factors (cholesterol, blood pressure, and glucose)
- Deliver multi-session health coaching sessions tailored to each woman's heart disease and stroke risk factor screening results and her readiness to make lifestyle behavior changes.
- Educate women on the signs and symptoms of heart attack and stroke and when to call 911.
- Dietary and physical activity interventions for women with abnormal screening results
- Smoking cessation
- Community program referral and follow-up as appropriate



Statistics

- Heart disease is the leading cause of death for women in the United States
- 85% of California WISEWOMAN clients are Latinas
- One of 3 female adults has some form of cardiovascular disease.
- During the 2011/2012 fiscal year; the California WISEWOMAN programs provided screenings to 2,625 women; of those women screened:
 - 890 were overweight
 - 1052 were obese
 - 169 were morbidly obese

Funding

The Centers for Disease Control and Prevention (CDC), through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP), funds states and organizations to provide breast and cervical cancer screening services. In 1993, Congress authorized the CDC to establish the WISEWOMAN Program to extend the services that are provided to women as a part of the NBCCEDP.

Key Partners

- Million Hearts
- American Heart Association
- California Breast and Cervical Cancer Early Detection Program

Program Contact

California Department of Public Health
California WISEWOMAN Program
1616 Capitol Avenue, Suite 74.420, MS 7212
Sacramento, CA 95814-5052
Email: CaliforniaWISEWOMAN@cdph.ca.gov

Website

For more information and resources, please visit the [WISEWOMAN](#) website.

