

Bright Futures for Women's Health and Wellness

Bright Futures for Women's Health and Wellness (BFWHW) is a new Health Resources and Services Administration (HRSA) initiative that builds on the successful approach used in the Bright Futures for Infants, Children, and Adolescents Program.

The mission of BFWHW is to plan, develop, implement, and evaluate a variety of culturally competent consumer, provider, and community-based products to increase awareness and use of preventive health services for all women across their lifespan. BFWHW identifies opportunities for integrating prevention into self-care, culturally competent health care, and community action to achieve better physical, mental, social, and spiritual health through:

- Increasing women's use of preventive services
- Empowering women to share in health care decisionmaking
- Encouraging women to practice prevention in their daily lives
- Increasing practitioner utilization of preventive health guidelines
- Supporting communitywide health promotion

Activities

The development of an organizational and conceptual framework for Bright Futures for Women's Health and Wellness began in 2001. Several guidelines, including those for osteoporosis screening, heart disease prevention, and depression screening, have been analyzed to compare age and periodicity of the recommended interventions. Professional and consumer preventive health literature for women and adolescent girls has been collected and analyzed. In 2002, further analyses of the literature, development of communications and evaluation strategies, and the creation of BFWHW products is planned.

BFWHW product development is guided by a Federal executive management committee chaired by Peter C. van Dyck, M.D., M.P.H., associate administrator for maternal and child health, HRSA, and a non-Federal steering committee cochaired by Karen Scott Collins, M.D., M.P.H., vice president of the Commonwealth Fund, and Karen Carlson, M.D., director of Women's Health Associates at Massachusetts General Hospital. Members of the steering committee represent multiple disciplines and include consumer representatives. Federal and private organizations will be partners throughout the initiative.

A variety of resources will be created for consumers, community organizations, and health care providers. Evidence-based recommendations for age-appropriate preventive health services delivery will be the cornerstone of these tools. Resources for communitywide health promotion activities to improve women's health will also be included.

The Bright Futures for Women's Health and Wellness Initiative is led by the Health Resources and Services Administration (HRSA), Office of Women's Health. For more information, call (888) ASK-HRSA (275-4772) or visit www.hrsa.gov/womenshealth.

Resources

Additional information on BFWHW will be available in the future from the following:

The **HRSA Women's Health Web Site**, www.hrsa.gov/womenshealth, is a gateway to information about the Office of Women's Health and HRSA programs serving women.

The **HRSA Information Center** offers a wealth of women's health publications and resources. To see a complete list of offerings, visit www.ask.hrsa.gov or call toll-free, (888) ASK HRSA (275-4772).