

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
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CENTER FOR MEDICARE

TO: All Medicare Advantage (MA) Organizations and Prescription Drug (Part D) Sponsors

FROM: Jonathan Blum, Director, Center For Medicare

SUBJECT: National Women's Health Week (NWHW)

DATE: February 23, 2012

The U.S. Department of Health and Human Services will celebrate National Women's Health Week (NWHW) beginning May 13, 2012, and its signature event, National Women's Check-Up Day, on May 14, 2012. The week is a national effort led by an alliance of organizations to raise awareness about manageable steps that women can take to improve their health and helps underserved women gain access to important preventive health care services.

In 2011, more than 100,000 people participated in over 2,000 activities nationwide. Many underserved women and men were able to gain access to important preventive health services. NWHW received its second Presidential Proclamation and was recognized by Congress with resolutions of support. Many mayors, governors, and tribal leaders issued proclamations. Media impressions exceeded 250 million with attention at the national, regional, state, and local levels. In 2012, we want to increase the impact of National Women's Health Week by expanding the number of activities that occur during the month of May. Your organization is invited to participate. You could sponsor a display table, health fair, educational workshop, or fitness event or you could partner with a local health provider to offer health screenings such as blood pressure checks, pap tests, mammograms, diabetes tests, and HIV/AIDS tests.

Organizations that add their events to the online Activity Registry at www.womenshealth.gov/whw will be considered NWHW partners and will be able to order, while supplies last, free promotional and educational materials to support their efforts. The Activity Registry opens in March, and participation is free. You will find more information on registering your event and ordering materials for National Women's Health Week at www.womenshealth.gov/whw.

Your organization's ability to engage hard-to-reach populations and your experience with the health issues relevant to your population will be very important to our success. Thank you for your commitment to improving the health of women.