



Office of Women's Health

LA County Department of Public Health

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November 19, 2015





About the Office of Women's Health

- Who we are
- What we do
- Women's Health Hotline
- Hotline campaign
- Current and future projects
- Takeaway points

OWH Director and Medical Director



Ellen Eidem, MS
Director



Rita Singhal, MD, MPH
Medical Director

Our Staff





Women's Health Policy Council

The Women's Health Policy Council (WHPC) serves as advisers to the Office of Women's Health (OWH).

- Consists of community leaders, clinicians, service providers, health advocates, public-sector representatives, and private-sector representatives
- 13 current council members



Creation of the Office of Women's Health

- In 1997, the Los Angeles County Board of Supervisors and the Los Angeles County Commission for Women convened a Health Care Summit on Women's Health.
- Summit purpose: Develop strategies and solutions to improve the quality of women's health care.
- During Summit, it was determined there needed to be a **focal point** for strategic planning to make county programs and policies more responsive to women.
- The Office of Women's Health was established in 1998 to serve as that focal point.



How OWH Fits into the County Structure

- OWH is one of 39 programs in the LA County Department of Public Health (DPH).
- Our Office is part of DPH's "Health Promotion Bureau" along with...
 - Children's Medical Services
 - Chronic Disease & Injury Prevention
 - Maternal, Child, & Adolescent Health
 - Substance Abuse Prevention & Control
- As of November 5, 2015, DPH was integrated with the Department of Health Services (DHS) and Department of Mental Health (DMH) under an umbrella "Health Agency."



Mission of the Office of Women's Health

To improve the health status of women in LA County by...

- Providing education and promoting resources, programs, and policies that are helpful and responsive to women
- Promoting health equity
- Increasing access to culturally competent, comprehensive health services.



Diversity of Women in LA County

- Estimated 3.8 million adult women
- Over 68% are women of color
- 46% are foreign-born; 39% speak language other than English
- Aging population – number of women 65+ years expected to double from 2000 to 2050
- Over half of women are living at less than 200% FPL



OWH improves the health status of women

The office uses a multipronged approach, working at the...

- Systems/Policy Level
- Community Level
- Individual Level



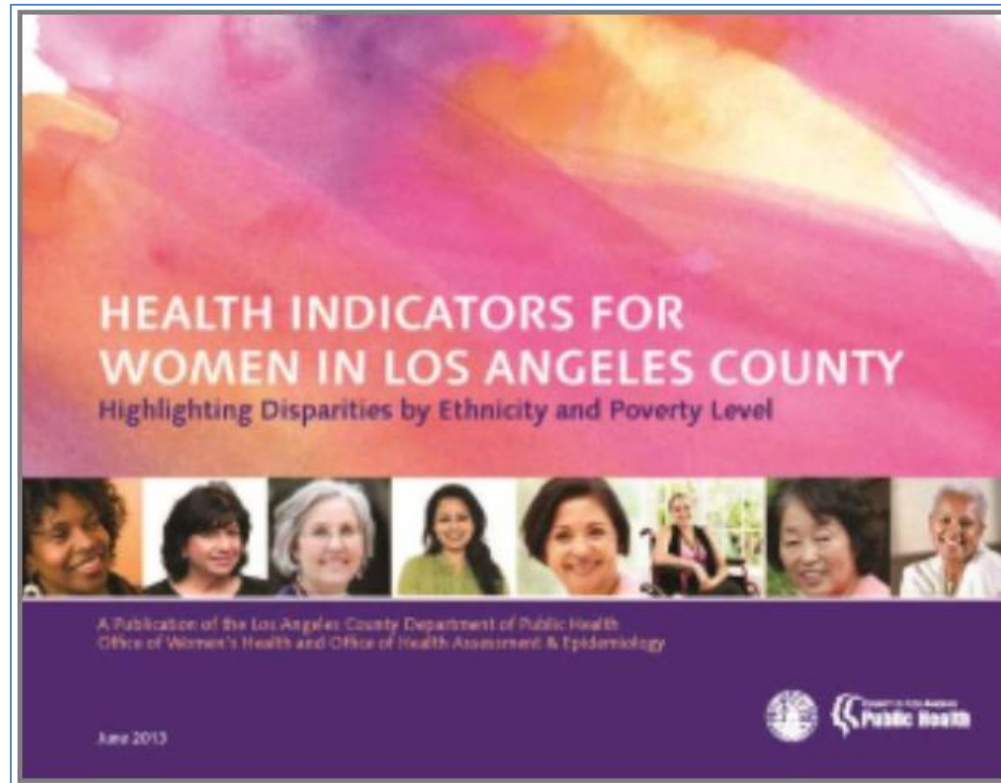
OWH improves the health status of women (cont'd)

Some of our key initiatives working at the **Systems/Policy** and **Community** levels:

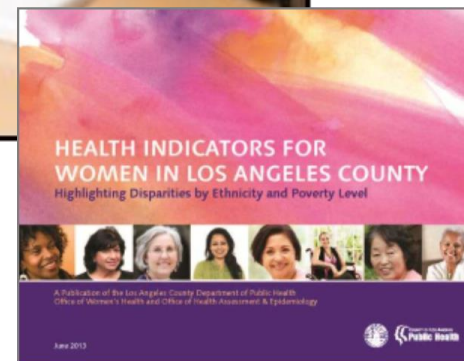
- Women's Health Data Report
- Data Dissemination Project
- Healthy Aging
- Violence Against Women
- Policy recommendations on women's health issues as part of LA County's legislative efforts.



Women's Health Data Report



Data Dissemination Project



Healthy Aging



The Office of Women's Health and the
Los Angeles Alliance for Community
Health and Aging present

Mind, Body, Spirit Integrating Behavioral and Physical Health

Monday, April 6, 2015
8:30 am - 12:30 pm
The California Endowment

This program is sponsored by the
Los Angeles County Commission for Women
and the **Archstone Foundation**





OWH improves the health status of women (cont'd)

- Building and participating in community partner networks and fostering collaboration.
- Key collaborations:
 - Advancing Women's Health Equity and Financial Literacy
 - Health Care Consumer Protection Partnership
 - Lesbian/Bisexual Women's Health Collaborative
 - Reproductive Health and the Environment
 - Violence Against Women Workgroup
 - Women and Health Care Reform Coalition



OWH improves the health status of women (cont'd)

Some of our key initiatives working at the **Individual** level:

- Multilingual Women's Health Hotline
- Enrollment into a research study to increase HPV vaccine receipt among underserved high-risk adolescents (cervical cancer prevention)
- Heart Disease Risk Assessment
- Health Outreach (health fairs, outreach at Latin American Consulates)

Heart Disease Risk Assessment





OWH Programs


Over the past 17 years, our Office's projects and priorities have evolved as the needs of women in LA County have changed.

- **Cervical cancer** was the first initiative chosen due to the high rates of this disease among women of color and also because it is preventable.
- In addition to educational and multimedia campaigns targeting high-risk multicultural populations, a **1-800 Hotline** was established, offering appointments for Pap tests in several languages.

OWH Programs (cont'd)

- In 2002, the Mobile Clinic Outreach Program was launched with funding from public and private organizations.
- It remained in operation for 7 years.

Office of Women's Health
Mobile Clinic Program



When: Saturday, March 4, 2006
9:00am - 2:30pm


Where: Do Right Christian Church
(Parking Lot)
9815 S. Vermont Ave.
Los Angeles, CA 90044

Call today to schedule your
appointment for a free Pap test!
1-800-793-8090

Appointments are recommended.
Prevention Matters!

Free Health exams for
WOMEN over age 40 that
do not have health
insurance
↓
Pap Test
Clinical Breast Exam
Diabetes Test
Cholesterol Test
Blood Pressure Test

SPONSORED BY:



Los Angeles County
Department of Health Services
Office of Women's Health



Women's Health Hotline





OWH Multilingual Services

At the heart of OWH is the ability to address significant barriers to care by providing multilingual services to at-risk populations: African American, Latina, Chinese, Korean, Vietnamese, and Armenian women.

Women's Health Hotline

1-800-793-8090

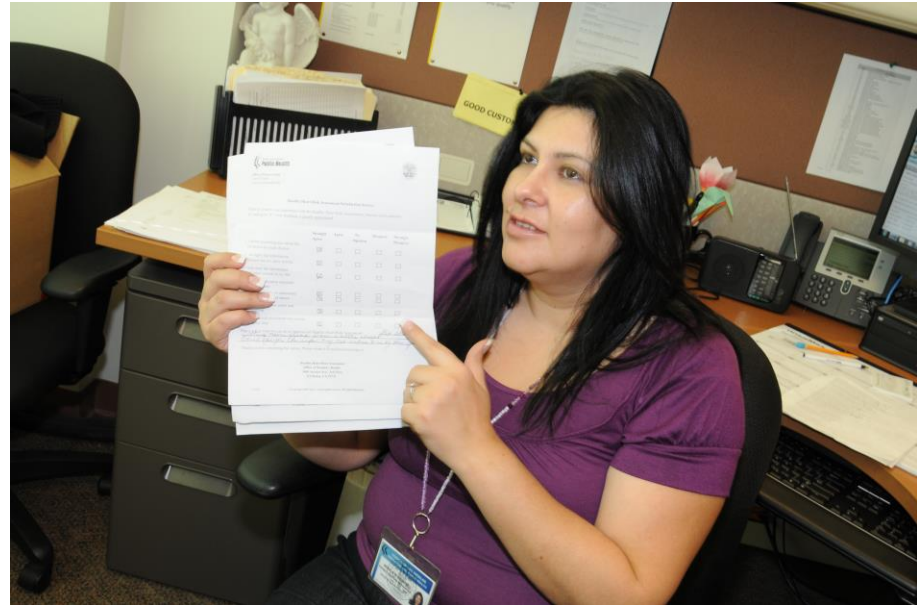
- The Women's Health Hotline handles thousands of calls every year.
- Hotline operators speak 7 languages: English, Spanish, Cantonese, Mandarin, Korean, Armenian, and Vietnamese.
- Hours: Monday-Friday, 8 am-6 pm.





Women's Health Hotline

1-800-793-8090





Women's Health Hotline

1-800-793-8090

Services

- Information and referrals for health, mental health, and social services
 - Family planning/Pregnancy
 - Doctor appointments
 - STDs
 - Dental/Vision
 - Immunization
 - Housing/Food



Women's Health Hotline Calls

Real-life Story:

- A distressed mother calls. She and her husband are divorcing. They have two children, but the 7-year-old daughter is having an especially difficult time and is constantly crying for her Daddy, who has moved out.
- **Our Hotline operator provides the mom with a referral for mental health services for her daughter.**



Women's Health Hotline Calls

Real-life Story:

- A Korean woman had just arrived in the United States. She had gone to a community health outreach and had a Pap test. Her results were abnormal. She called the Women's Health Hotline because she was scared and wanted to talk to someone in Korean. She didn't speak English, was low income, and didn't know where to get help.



Women's Health Hotline Calls

Real-life Story:

- Our Hotline operator listened to her and set up a doctor's appointment at a local county medical center. The doctor told her she needed a surgical procedure and that if she didn't have the procedure it could lead to cervical cancer. So she decided to have the procedure. She called a few weeks later to tell the Hotline operator she was okay and that she was so thankful. She said, "This country saved my life." She was very appreciative and called a few more times after that to say she was healthy and doing very well.



Creating Community Linkages





Healthy Aging and Creating Community Linkages

- Exciting new project to improve health of women and men in LA County through enrollment in health-promotion workshops.
- Workshops are evidence-based and focus on...
 - Chronic diseases (high blood pressure, heart disease)
 - Self-management (diabetes, chronic pain)
 - Caregiving
 - Fall prevention
- Will use Hotline to assess clients and enroll those who qualify in evidence-based workshops.



Healthy Aging and Creating Community Linkages (cont'd)

- Currently working on building the referral system:
 - Listing community-based organizations that offer the workshops
 - Health care systems/providers to refer patients into the workshops via the Hotline
- **ACTION: Please refer your clients to our Hotline for assessment and enrollment in health-promotion workshops.**
Launch in 2016



Hotline Campaigns





Hotline Campaign

- Goal: Increase calls to Women's Health Hotline and connect callers to needed services
- Small budget
- Primarily English and Spanish
- 7-week campaign
- Paid media, earned media, and social media

Hotline Campaign



Putting your health last
is not putting your family first.

Let's talk about the care you need.
Women's Health Hotline
1-800-793-8090



Hotline Campaign

Poner tu salud al final
no es poner a tu familia primero.



Hablemos del cuidado que necesitas.



Línea directa de salud para la mujer

1-800-793-8090



CONDADO DE LOS ANGELES
Salud Pública



Hotline Campaign

- Women make 80% of the health care decisions for their family. More likely to be caregivers when someone falls ill.
- Moms are great at multitasking. They make sure to take their children to their doctors' appointments but, ironically, they often forget to schedule their own.
- The campaign is a call to action. It's a reminder for moms to make their own health a priority so they can be there for their loved ones in the years to come.



Hotline Campaign

- Paid Media
 - Radio: KLAX (97.9 La Raza) and KXOL (Mega 96.3)
 - Mix Spanish/English
 - Station websites; banner ads
- Earned Media
 - Print, online, broadcast
- Social Media
 - Twitter and Facebook
 - Facebook mobile ad

Hotline Campaign

- Facebook Mobile Ads
 - Pay per click
 - English and Spanish
 - 2 weeks
 - Only appears on mobile phones to targeted demographic



Hotline Campaign

- Website
 - Public Health rotating banner
 - www.publichealth.lacounty.gov
 - Hyperlink to OWH homepage
 - Google Analytics





Hotline Campaign

Key Learnings

- If funding available, test with focus group.
- For our targeted demographic, focus on broadcast.
- 1-800-793-8090 is not easy to remember. Consider using words, such as 1-800-GET-CARE. Could be confusing, however, if creating for each language.
- The website address is not easy to remember – www.publichealth.lacounty.gov/owh. Consider an easier URL that points to the homepage.
- Although the campaign has ended, the copy is timeless and can be reused and repurposed.

Hotline Campaign

New Campaign to Launch in Winter 2015

- Test wallet cards

Women's Health 
begins with a
 Conversation

1-800-793-8090
 Women's Health Hotline

La Salud de la Mujer 
empieza con una
 Conversación

1-800-793-8090
 Línea Directa de Salud para la Mujer

Do You Need...

- An appointment for breast or cervical cancer screening?
- Health coverage/insurance or Medi-Cal?
- A Heart Disease Risk Assessment (by phone)?

Information & referrals for health, mental health & social services
 Family planning/Pregnancy • Doctor appointments • STDs • Dental
 Vision • Immunization • Housing • Food

 **Call Us. We are here to help you!**
 MONDAY – FRIDAY, 8 AM – 6 PM
 We speak English, Spanish, Chinese,
 Korean, Vietnamese, Armenian



Necesita...

- ¿Una cita para un examen de detección de cáncer de seno o cervical?
- ¿Cobertura de un plan de salud/seguro médico o Medi-Cal?
- ¿Una evaluación por teléfono de su riesgo de una enfermedad cardíaca?

Información y Referencias de Salud, Servicios Sociales y Salud Mental
 Planificación familiar/embarazos • Citas médicas • Enfermedades
 de transmisión Sexual • Dentista • Visión • Inmunizaciones
 Vivienda • Alimentos

 **¡Llámenos! Estamos aquí para ayudarle.**
 LUNES A VIERNES, 8 AM – 6 PM
 Hablamos Inglés, Español, Chino, Coreano,
 Vietnamita y Armenio





Takeaway Points

- The Office of Women's Health is a resource for **all** women (and men) in Los Angeles County.
- Our **Women's Health Hotline** (1-800-793-8090) is a free, multilingual resource for health, mental health, and social service referrals.
 - 7 languages: English, Spanish, Cantonese, Mandarin, Korean, Armenian, and Vietnamese
 - Looking for referrals into our Hotline for health promotion workshops
- We publish a Women's Health Data Report to inform health leaders when policy planning.
- We believe collaboration not only brings richness but is essential to our work.



Q & A



Thank You!

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**LA County Department of Public Health
Office of Women's Health**

(626) 569-3850 Main

(800) 793-8090 Multilingual Hotline

Website

www.publichealth.lacounty.gov/owh