

2018 ANNUAL REPORT



First Breath Quit Coaches and Program Staff

The Wisconsin Women's Health Foundation (WWHF) is a nonprofit organization that provides free health services and education for women and families in Wisconsin. We have five statewide programs in all 72 counties, serving over 7,000 women each year. WWHF services and research initiatives are rooted in evidence-based prevention of the diseases and conditions that most affect Wisconsin women.

2018 marked our 21st year of carrying out our mission to innovate, impact, and improve women's health in Wisconsin. We thank the numerous supporters who helped make 2018's programs, initiatives, and events possible! The pages that follow highlight the year's outreach efforts and results.

INNOVATE, IMPACT, IMPROVE WOMEN'S HEALTH



2018 Champions in Women's Health

WWHF PROGRAMS

Five statewide programs in all 72 counties*



I think that the foundation should be very proud that they are providing this health service to women across Wisconsin. It's likely helped a multitude of women.

- WWHF Supporter



Helps pregnant women, new moms, and their families become smoke-free.



Trains nurses to lead women's health education sessions in their communities.



Provides financial assistance for individuals in need of breast health services.



Provides health Information and Referral (I&R) services to individuals, families, and health professionals.



Helps women achieve alcohol-free pregnancies through screenings, education, phone counseling and text messages.

*View individual program reports at www.wwhf.org/about/annual-reports/



First Breath Quit Coach



GrapeVine Heart Health Education - Juneau, WI



INNOVATE (NEW IN 2018)

NEW SERVICE - WELL BADGER RESOURCE CENTER

The Well Badger Resource Center is the new home to the Wisconsin Public Health Information and Referral telephone lines, which include: Wisconsin First Step, Wisconsin Maternal and Child Health Hotline, and the Wisconsin Services Access Line/Informed Consent.

The Well Badger Resource Center provides Information & Referral (I&R) Services to individuals, families, and health professionals throughout the state.

Well Badger specializes in referrals for:

- WIC
- BadgerCare Plus
- Children and Youth with Special Health Care Needs
- Wisconsin Well Woman Program
- Mental Health Services
- Many more!



NEW PROGRAM MODEL FOR FIRST BREATH

To address the needs of Wisconsin communities and to adapt to a changing healthcare landscape, First Breath implemented a streamlined Ask-Advise-Refer model in 2018. The model more quickly identifies at-risk pregnant, postpartum, and other household smokers, connecting them with personalized, evidence-based tobacco treatment services from WWHF Quit Coaches.



PROGRAM GROWTH USING THE NEW ASK-ADVISE-REFER MODEL IN 2018*:



50% INCREASE IN NUMBER OF FIRST BREATH SITES



13% INCREASE IN WISCONSIN COUNTY COVERAGE



34% INCREASE IN PREGNANT AND POSTPARTUM WOMEN REACHED

*"This new model helps me to be more confident in the process."
- First Breath Provider*

*First Breath program growth from 2017-2018



IMPACT

7,563 WOMEN

served by WWHF programs, initiatives, and events in 2018!

OUTREACH & EDUCATION



248

Women's health education sessions



27

Self-care journaling workshops



15

Community outreach and education events

SCREENING & ACCESS



1,537

Information & Referral phone call cases



379

Screening and diagnostic mammograms



112

Rides to oncology appointments

PERINATAL HEALTH



1,506

Referrals to WWHF tobacco cessation services



1,386

FASD prevention messages



527

In-person counseling visits with First Breath enrollees

IMPROVE

Individuals*

98% of women said financial assistance

received from the Susan G. Komen Breast Cancer Assistance Fund improved their **quality of life.**

Breast Cancer Health Education Session - Milwaukee, WI



90% of women felt motivated to take action to **improve their health**

after attending a GrapeVine health education session.

Healthy Lifestyle Changes:

- Eat better
- Exercise more
- Check heart health numbers
- Breathe deeply each day
- Stop smoking
- Share information with others
- Update my advance care directives
- Put myself first
- Advocate for my health
- Get routine breast exams
- Dispose of opioid medication I don't need
- Ask questions

80% of families achieved **smoke-free homes**

after receiving intensive smoking cessation counseling and support from WWHF Quit Coaches.

*Percentages based on those women and individuals surveyed

”

“I would like to thank Susan G. Komen and the Wisconsin Women’s Health Foundation for the financial assistance that you provided to me and my family. It is more appreciated than you know. In a time of need, every bit helps.

- Komen Fund Recipient

70% of individuals successfully secured needed **health services**

after an initial referral by the Well Badger Resource Center.



First Breath Smoke-Free Home

”

The encouragement that I could quit was a tremendous help... I haven't smoked for 3 months now!

- First Breath Participant

Community

Hundreds of statewide healthcare and public health professionals trained to provide women's health services and education:

- 104 First Breath Providers attended the First Breath Tobacco Cessation Conference in Johnson Creek on "Difficult Conversations: How to Get Through Them and Why They are Important."
- 60 GrapeVine nurses attended the Annual GrapeVine Conference in Madison to train on emerging women's health topics, including Opioid Misuse Prevention and Creating Smoke-Free Spaces.



"[The First Breath Conference] was refreshing and a great reminder to keep working hard for Wisconsin families."

- First Breath Provider

Free women's health education events



17th Annual Gathering (9.20.18, Marshfield, WI)



- Free health education conference with exhibits and access to information and resources related to women's health
- "Healthier, Happier Caregiving"
- 126 attendees

12th Annual Dialogue (10.10.18, Madison, WI)



- Moderated panel discussion with health experts exploring complex issues related to the health of Wisconsin families
- "How to Talk to Our Kids: Using Tools to Navigate Difficult Family Conversations"
- 100 attendees



MEET OUR LEADERS



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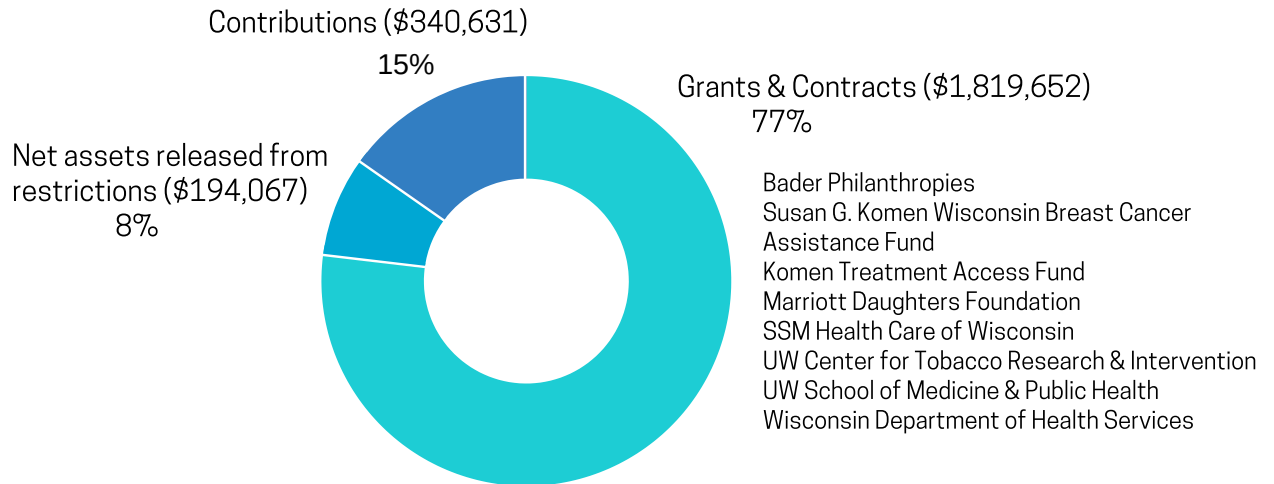
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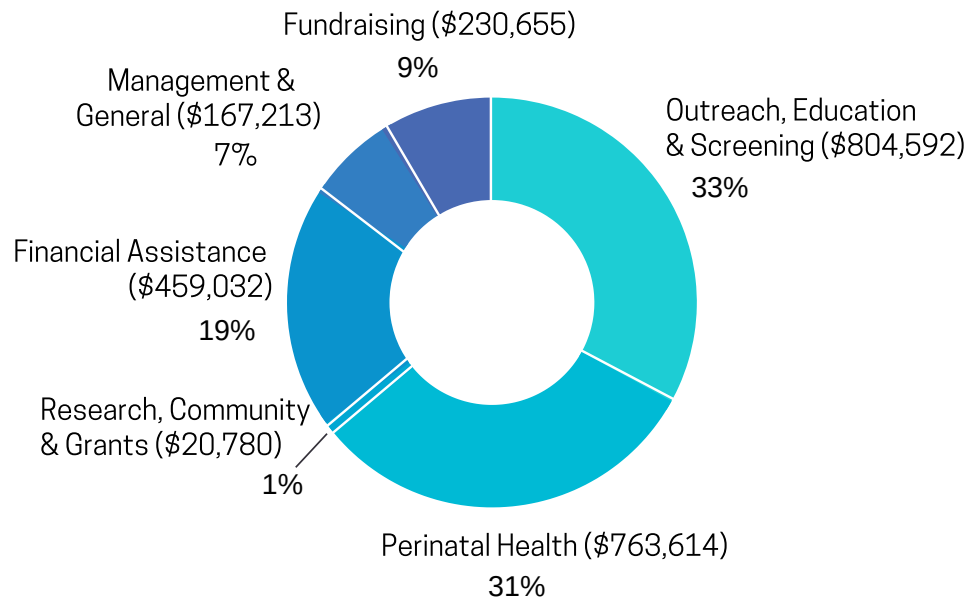
2018 FINANCIAL OVERVIEW

To see a copy of the 990 Tax Form, please visit wwhf.org/about/annual-reports/

INCOME (\$2,354,350)



EXPENSES (\$2,445,886)



Change in net assets without donor restrictions before investment return	(\$91,536)
Investment activity	\$320,747
Change in net assets without donor restrictions	\$412,283
Change in net assets with donor restrictions	\$67,067
Change in net assets	\$479,350
Net assets - end of year	\$4,402,840

2018 DONORS & SUPPORTERS



Cedarburg and Homestead High School Softball Teams who hold a Benefit Game each year to support WWHF programs

With your support, we continue to innovate, impact, and improve women's health in Wisconsin for thousands of individuals!

Your contribution makes our mission possible.

<http://www.wwhf.org/donate/>

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