



In October, the WHF relocated its headquarters to a new office space within the same complex, affording the organization more square footage at no additional expense. Cutbacks in state funding challenged the WHF to operate more efficiently with strategic use of volunteers. It reached out to the Horizon Foundation for New Jersey and was awarded a \$15,000 grant for administering its *Teen Esteem Health and Fitness Program* at Trenton Central High. An additional \$25,000 in state funding was earmarked by Rutgers University –Camden Department of Nursing for *Teen Esteem* support and through this collaboration, WHF enjoyed another successful year. Outcomes demonstrated improvement in the number of students who remained in school, improvement in Body Mass Index (BMI) scores and improvement in LDL cholesterol (the “bad” cholesterol). These clinically significant findings were heralded by WHF and it gives substance to its message of wellness as an intervention for the prevention of heart disease in women and teens.

### **Outreach**

- February 4, 2006 WHF partnered with the NIH Heart Truth Project, the American Heart Association GO RED campaign, the State of New Jersey Department of Health & Senior Services and the Delta Sigma Theta Sorority to administer a GO RED– WEAR RED FOR WOMEN Day with a women’s heart expo and rally. The event was sponsored by Region II Office on Women’s Health, L’Oreal USA, American Heart Association and Roma Bank, and featured The HEART TRUTH talk show with a mother and her teenaged daughter being interviewed to address poor eating habits in teen girls.
- May 1, WHF partnered with WEGMANS and with the UMDNJ Dietetic Internship Program for *Shopping for a Healthy Heart®*. The program was administered as a collaborative with the UMDNJ and the Trenton Central High School and took place as a field trip to the grocery store. Eighty students and chaperones participated.
- On Mother’s Day, WHF held its 3rd annual RUN FOR YOUR HEART with 350 participants at Mercer County Park, located in central New Jersey. The event commemorated the launch of National Women’s Health Week and was funded by a generous grant from Region II Office on Women’s Health, DHHS. The HEART TRUTH survey was designed with a pre and post test to determine knowledge gained by attendees. There were Kids’ FUN RUNS, a DJ, awards, a post-event buffet and prizes.
- WHF took part in numerous local health fairs and events throughout the year, including the annual Lawrence Senior Health Fair, the state of NJ Department of Labor Health Fair, and a Mercer County Women’s Wellness Outreach Day. WHF traveled to Washington, DC in April to partake in the NBC Fitness Expo whereby over 200 women were screened for high blood pressure and offered lifestyle counseling.

### **Research**

WHF is continuing its research project at Teen Esteem with twice per year health surveys of all 10th grade girls and the collection of physical data, including height, weight, waist circumference and blood pressure, monitoring BMI scores and targeting indicators for metabolic syndrome. The Teen Esteem research project will continue until June 2007. Dr. Kathleen Ashton serves as the principal investigator.

### **Advocacy**

WHF used its e-newsletter, mailing to over 1,000 subscribers, to advocate for citizens to contact their legislator for The HEART FOR WOMEN Act and to raise awareness of research highlighting gender-specific healthcare and medicine and promoting the practice of evidence-based medicine.

### **Future**

WHF secured registration for *the Gender Care Initiative®* and is using the mark to network with national nursing organizations and cardiology interest groups to create new educational messages for medical textbooks. It seeks to define and institutionalize gender-specific healthcare and medicine. WHF will be looking for health partners, corporate sponsors and grantors to begin *Women’s Heart and Wellness Centers®* in communities to make wellness available, affordable and accessible to every woman.