



**THE SOURCE:**

***Your Guide to***

***Resource Center***

***Development***



U. S. Department of Health & Human Services

Office on Women's Health

**THE SOURCE:  
YOUR GUIDE TO RESOURCE  
CENTER DEVELOPMENT**

**National Centers of Excellence in  
Women's Health**

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Office on Women's Health

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# Introduction

This Resource Center Guide is intended for use as a reference for other CoEs or any other organizations that want to create a Women's Health Resource Center. The Guide is a way for organizations to share ideas and strategies about the many facets of establishing and maintaining a vibrant, user friendly Women's Health Resource Center. Each section has an introduction and ideas or tips from the CoEs based on their strategies and experiences on the subject of the section. After each introduction a few ideas or tips from the CoEs are highlighted and noted. If you have questions about their ideas, you can contact the appropriate CoE (see Appendix B).

The CoEs have also developed a Virtual Resource Center (VRC) describing their community programs and linking to the supporting educational materials on their Web sites. The VRC is found at [www.4woman.gov/COE/programs/index.cfm](http://www.4woman.gov/COE/programs/index.cfm).

## What is a Women's Health Resource Center?



Women's Health Resource Centers come in all shapes and sizes. They provide a wide range of services from classes on women's health issues to educational materials for patients and staff. Whatever you would like your Resource Center to be, this guide is a great way to get started!

## What is a CoE?



The Office on Women's Health (OWH) within the Department of Health and Human Services (DHHS) is the government's focal point for women's health issues, and works to redress inequities in research, health care services, and education that have historically placed the health of women at risk. The Office on Women's Health established the National Centers of Excellence in Women's Health (CoEs) in 1996, to implement and evaluate new and unique models of care that unite clinical health care services, research programs, public education and health care professional training, outreach and the promotion of women in academic medicine. Their goal is to improve the health status of diverse women across the life span.





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# Planning: Deciding the Resources You Need

Planning and prioritizing may be the most important first step toward establishing your Women's Health Resource Center. Without a good plan and strategy, your Resource Center may not realize its intended goal.

*Prioritizing* will keep you focused on what is important for your Resource Center and enable you to identify, locate and present information on a level that is culturally, geographically, and functionally appropriate and effective.

"The goal of our Resource Center is to empower women and their families to make informed decisions about their health. We do this by increasing their access to current literature, research, and programs on women's health throughout the lifespan. We also offer referrals to providers, community organizations, and other sources of women's health information. Our services reflect and respect women's diverse needs and differences."

*University of California, San Francisco CoE*

"In order to establish priorities we sponsored focus groups with women's health center faculty regarding what they perceived to be the educational needs of their patients. We also used mini-needs assessments completed by Resource Center visitors and class participants and information obtained from our community alliance members. In the event of new or changing information on a health issue, our Resource Center will provide an educational intervention as quickly as possible through written materials and presentations."

*University of California, Los Angeles CoE*

*Strategic planning* will also give you an opportunity to figure out what you want your Resource Center to provide for its patrons. What are the needs of the patrons? What are the core modes of services? Possible ways to identify the needs of the patrons is through the use of client and provider surveys, focus groups, faculty, community partners, and key informants. Services may be delivered using printed materials, books and videos, lectures, workshops, exercise programs or support groups.

"Strategic planning involves a monthly discussion among the staff of our Women's Health Group (made up of physicians, a case coordinator, a nurse practitioner and a psychologist) to determine the best mental and physical health education materials that should be provided for the patients."

*Boston University Medical Center CoE*

"We have conducted focus groups of women numerous times in recent years, and the need for health education has consistently been identified as a priority of women.

Administrative staff, medical staff, educators and the hospital librarian participated in planning how to best get our resources to women in need."

*Magee-Womens Hospital CoE*

Additionally, if you don't know what you need, how are you going to know what to look for? If you have a plan for the *resources* that you need to acquire to start and run your Resource Center, you are going to know what to look and ask for. It will make your search a lot easier.

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**Setting goals** is key to the success of a Resource Center. Setting goals at set intervals, for example annually, can help you adapt to changing needs of your customers and give you designated time to identify improvements to your Resource Center.

“Setting goals and objectives allows us to measure how effective and successful our educational strategies have been and is crucial for modification of those strategies in the future.”

*University of California, Los Angeles CoE*

“We identify goals for our Resource Center annually during the budget process so we can determine materials needed for the upcoming year, as well as budget dollars available. Many of our goals also seek to improve the operations of our Center. Last year, we analyzed and developed a way to track usage in the centers because they are not staffed and we wanted to justify and document our services.

*Magee-Womens Hospital CoE.*

**Advisory Boards** may provide new ideas, connections, and experiences but they can be difficult to manage at times and time consuming. When making your decision it is important to look at your goals and see if you think an advisory board will be helpful.



“Our advisory board is made up mostly of doctor’s wives, but also includes a few community members who had some affiliation with the Health System. We developed our advisory board to obtain input from multiple individuals about how to set-up and maintain

our Resource Center. Our advisory board was initially charged with brainstorming, collecting financial support, advertising our services, and collecting materials such as books and pamphlets. Basically, our advisory board set-up our Resource Center.”

*University of Michigan Health System CoE*

“We have developed several advisory boards comprised of experts in areas related to the goals of our Center. They serve both in an advisory and advocacy capacity for our Center. We rely on our boards to provide a community perspective that is an essential building block for the development of community programs, including the resource center.”

*Tulane Xavier Universities of Louisiana CoE*

“Instead of creating an advisory board, the CoE collaborated with the Resource Center directors of the three Harvard-affiliated hospitals to determine the best way to provide materials and educational opportunities.”

*Harvard Medical School CoE*

**Space** is a challenge to all Resource Centers. The key to success is to utilize the space that is available to you. Whether it is the corner of a room or the entire lobby, use the space in the best way possible and make it appealing and useful to your patrons. Another option is to make technology work for you by providing access to the Internet when usually busy computers are not being used. Mobile carts and kiosks also provide access to materials when space is not available. If you have the luxury of being in on the ground floor at the planning stages to choose the exact location of your resource center, remember to consider the needs of the women you are serving.

- **No space for resource center:**

“A health information kiosk was developed to rotate throughout the UIC Outpatient Care Center (OCC). This small cart holds free health information that women may take and remains in a clinic for a few days to a week before it is rotated to another area. This rotation allows

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women attending any clinic in the OCC to have access to health information.”

*University of Illinois, Chicago CoE*

“Health education materials are provided at the time of the patient visit and are available on a wall display. To ensure privacy for our patients who may want to select a particular health topic without having to do so publicly in a waiting area, the display is located on a wall next to an examination room.”

*Boston University Medical Center CoE*

“We make good use of our limited space by placing materials in bathrooms, patient waiting areas, exam rooms and the main patient care hallway. Materials are accessible to all staff and providers.”

*University of Washington CoE*

“The newest project of our resource center is a virtual resource center. The CoE’s clinical site, Center for Women’s Health (CWH), provides a resource room every Friday afternoon for women to learn how to use a computer to search the Internet for health information. The resource room is not dedicated space, but is a staff room where computers are not being used at the time. Two staff members of the CWH are available to teach women on a one-to-one basis. The room is equipped with computers and educational materials. After women are comfortable with their computer skills, they are free to use the computers to search for health information. The University of Illinois Medical Center intranet provides a system where women can access the Internet while providing complete privacy for the CWH patients.”

*University of Illinois, Chicago CoE*

- **Have dedicated space for a resource center**

“Our Resource Center includes 6 classrooms, one of which has distance education capabilities and moveable walls for expanding. We also have a full community health resource library managed by our medical librarian and staffed by volunteers which has 3 computers with internet connections available for the general public, a reception area with 2 stations staffed by paid staff to answer health questions and sign up for classes.”

*University of Wisconsin, Madison CoE*

“As a way to save counter space, we had a designer create pamphlet holders and display racks that are mounted in our windows. They can store a large quantity of pamphlets, so there is no need for storage space for a back stock. As well they do not restrict sight lines too much and offer patrons inside our Resource Center and those who are walking by the ability to see what we have to offer!”

*University of Michigan Health System CoE*

“We are pleased to have an office suite dedicated to a resource collection for our health professionals and students. Not only does this allow us the opportunity to serve as a *clearinghouse for information*, but it also provides visibility for our program and our services.”

*MCP Hahnemann University COE, doing business as, Drexel University*



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“We offer two options for our patrons. For those with limited time who are interested in a specific topic(s), we have prepared packets of written information. Packets are available for the 30 most commonly requested topics. For those who wish to “browse,” information is organized in pamphlet holders with topic name listed along the side for easy reading. Topics are disbursed throughout the center to reinforce the concept of comprehensive women’s health. However, information on STDs, domestic violence and sexual assault, and information for teens are grouped together in a visible location so patrons can help themselves and do not have to ask for help to find information.”  
*University of California, Los Angeles CoE*

- **Choosing the location of your Resource Center**

“Our main Resource Center is adjacent to our hospital lobby so any woman or family member can see the Resource Center upon entering the hospital. Users do not need to be patients and this communicates our mission of providing current health information to any woman in the community. It might have been easier for us to manage the center if we had placed it next to

the medical library in the lower wing of the hospital with a librarian available at all times to oversee, but that would have negated our goal of ensuring convenient access to health information.”

*Magee-Womens Hospital CoE*

“While we have no current physical space, plans are underway for the building of a new hospital. There, the Resource Center will not only have space, but most likely, an entire wing dedicated to women’s health care.”

*Indiana University School of Medicine CoE*



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# Utilizing Present Resources

The decision about who staffs the Resource Center (or whether you staff it at all) can determine how your Center is going to operate and the resources that you are going to need. There are many *staffing options* and finding the correct combination that will work for your Resource Center is essential.

## Staffing Options

### Volunteers

Whether you have an established or an informal volunteer program, volunteers can serve as staff for the Resource Center. They are inexpensive and incredibly useful, but coordination can be difficult. Also, volunteers are often not as dependable as paid staff. Some recruitment pools you could utilize are past clients, corporate entities, community members, staff, retirees, and high school, undergraduate and graduate students.

“We have anywhere from 20-30 volunteers. This group of people is made up of community members, retirees, undergraduate students with an interest in medicine, and graduate students. We recruit the students by setting up booths at orientations and speaking to them in their health related classes. We recruit community members by publicizing a need for volunteers in community publications and setting up booths at employee health fairs for local businesses and at local health related businesses.”

*University of Michigan Health System CoE*

“We currently do not have an *established* volunteer program. However, we have a core of interested volunteers identified and are researching the possibility of establishing a

volunteer program. We need to research the institutional requirements for such a program.”  
*University of Puerto Rico CoE*

“We have an evolving volunteer group that has a core of individually trained leaders who serve in our diverse health education functions. These individuals include women’s health advocates in the community, talented self-employed individuals who support our cause, as well as graduate students and staff members.”  
*MCP Hahnemann University CoE, doing business as Drexel University*

- Volunteer Training

Training for volunteers can be easy once a system is in place. Timing is an important factor. Will your volunteers all start at the same time or will they begin at different points throughout the year? If they begin at different times and require individual training you may also want to consider holding a bi-annual training session to discuss any new issues and reinforce your mission and values. The training session also serves as a social for volunteers who do not have an opportunity to work with each other during the week. This could also be a perfect opportunity to complete large projects that require a mass mailing or envelope stuffing.



“Since we have volunteers join our staff at various points throughout the year, we train each volunteer individually. We simply sit down with them and go over a checklist of things they are going to need to know in order to volunteer. We also give them an extensive tour of our Resource Center so they know where to find the resources they are going to need. Then we are sure to supervise their work carefully and make it easy for them to ask questions until we are confident with their ability to work in the Resource Center.”

*University of Michigan Health System CoE*

- Volunteer projects

Volunteers may work on a *variety* of projects. Some volunteers prefer to pick a specific project to focus on. Other volunteers prefer to assist fellow volunteers and their projects, which allows them to work on a variety of tasks. Keeping a running list of projects that you would like to get done can help the volunteers make their decision. The Resource Center Coordinator can sit down and discuss the expectations for the project. If there are no projects on the list that the volunteer finds interesting you may want to invite them to come up with a new idea on their own. Assuming that it gets the go ahead from the Coordinator, they can proceed!

Some examples of volunteer projects are:

- Information gathering for patrons who may have health concerns
- Mass mailing coordination
- Pamphlet creation or research into educational information sources
- Organization of existing educational materials, re-stocking pamphlets, or calling patrons who borrowed books that need to be returned.
- Consulting with patrons and helping them navigate both the Resource Center and the Health System
- Community outreach and marketing for recruiting community volunteers

- Identifying web references for women’s health, bookmarking them on the computer, and developing “how to access recommended web references” instruction guide to be placed next to the computer to promote independent use.

*Paid staff*

Paid staff is an important part of many Resource Centers. When hiring new staff members look for experience that will complement existing paid staff. While some prefer to hire staff for the Resource Center others have found that by collaborating with Resource Centers already in existence in other parts of the institution, they were able to avoid the need to hire additional staff.



“Our Resource Center has four employees with Bachelor’s Degrees staffing the resource center and eight educators with varying degrees including nurses, nurse practitioners, physiatrists, childbirth educators, and doulas teaching classes. These employees are mostly supported by Resource Center revenue with some assistance from the CoE.”

*University of California, San Francisco CoE*

*No Staff*

Having no staff is also an important issue to consider. Some patrons may prefer privacy (e.g. no staff). In this instance, you could set up a kiosk in the Resource Room that patrons could operate themselves.

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“We have no assigned staff specifically for our Resource Centers. A CoE staff member rotates to each site to maintain the inventory in addition to other job responsibilities, but there is no dedicated employee on-site at each center. This presents challenges in maintaining the inventory, i.e., sometimes books are borrowed or taken and not returned.”  
*Magee-Womens Hospital CoE*

### Student Interns

Hiring student interns can create a mutually beneficial relationship. Student interns are a wonderful form of inexpensive but reliable and enthusiastic staff. Your Resource Center may be able to offer them the experience of learning program administration and operation, becoming familiar with other local agencies that serve women, and increasing their content knowledge about women’s health. Often if you make it known in undergraduate and graduate programs that projects can be completed with your Resource Center or academic credit can be earned, interns will come to you!

“Our CoE currently uses work-study students in many of our clinical programs and we will eventually welcome them in the Resource Center as well. Students pursuing masters degrees in disciplines such as nursing, public health, and hospital administration, would also be welcome to set up programs, evaluate our services, distribute surveys, or utilize any other methods to coincide with their studies.”  
*Indiana University School of Medicine CoE*

“Students are used to provide research assistance and filing services. Additionally, several students from the School of Public Health receive academic credit each semester to work with our CoE.”  
*Tulane Xavier Universities of Louisiana CoE*

“Our summer internships are very competitive so we have the opportunity to draw from superb college undergraduates and medical students who work with faculty members to develop health information materials, staff health fairs, create web resources and serve as

student ambassadors for women’s health functions. During the academic year, graduate students, medical students as well as other health professional students are offered opportunities for working with the faculty and staff of the Institute for Women’s Health and Leadership at a number of different clinical or research sites addressing women’s health issues, including assessment of patient satisfaction surveys and effectiveness of patient education materials.”  
*MCP Hahnemann University CoE, doing business as Drexel University*

### **Partnerships**

Partnerships with the departments and organizations around it can add to the success of a Resource Center. These relationships can work to expand your audience, blossom new ideas, and help you acquire resources. Relationships can be developed by the Resource Center staff serving on committees within the organization and the larger community to identify and solve problems, assess needs, coordinate services, and develop new programs.



“Community outreach is a major component of the Center. Significant relationships have been forged with the local School District, which has provided partnership for implementation of Center programs and assistance in recruitment of school-age participants to Center activities. We have also worked with small and large community organizations, which have provided input into the needs of the populations they



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serve and have helped with marketing specific Center programs targeted to these populations. We also work with state and city legislators, which enables the Center to provide support for legislative initiatives related to health.”

*University of California, Los Angeles CoE*

“Key partners for us will include the county health department, the state department of health, schools of medicine and nursing, and community groups with whom relationships and collaborations are already established. We all help each other with specific projects and by keeping each other “in the loop” for various opportunities.”

*Indiana University School of Medicine CoE*

### **Making Referrals**

Developing and maintaining a referral directory comes in handy when patrons want to know where to obtain medical care, apply for social services, or attend educational classes. Staying in touch with outside organizations allows you to keep this up to date and provide accurate information to your patrons. This is the perfect project for a volunteer to maintain.

“We are lucky in that our Health System has a physician referral service that will do the work for us! All we have to do is hand over the toll free phone number and our patrons can get the physicians they need. Instead of referring people to a specific class, we often refer people to many different organizations that have classes they might be interested in. This way our patron can discuss the classes and their interests with each organization and find the class that will best fit their schedule, location, and interests.”

*University of Michigan Health System*



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# Acquiring Additional Resources

Remember, Resource Centers come in all shapes and sizes, so they can run on a very small budget and with few resources.

“Our CoE has not yet needed to raise additional resources, but expects that in the future it will be done through partnerships within the Harvard Medical System CoE affiliated hospitals.”

*Harvard Medical School CoE*

“Our budget averages approximately \$4,000 annually which is used to purchase print materials and books. Much of that is replacement costs for books that are lent to consumers but not returned. We do not generate income from grant writing or seek donations at this time. However, some of the original start up dollars for the initial inventory came from a generous grant from the hospital medical staff.”

*Magee-Womens Hospital CoE*

## Grants

Grants are a wonderful way to obtain funding; however, they are a difficult way to fund a Resource Center long term because they are not always dependable. Many Resource Centers use grants to fund special programs or to supplement current funding, but a dependable source of funds is always more favorable. Small grants can be awarded by foundations that may deal with a specific topic or population; local entities that may be connected to schools or other youth-related organizations; voluntary health



associations; pharmaceutical companies; and large corporate entities.

“Note that once you write one grant request for a program, the others for the same program are easy. Just save the original grant proposal and edit it for a new request!”

*University of Michigan Health System CoE*

“Our Resource Center requested and received funds from a department within the UCSF Hospital, who supports other departments and programs working to improve patient care and satisfaction and help the disenfranchised.”

*University of California, San Francisco CoE*

## Donations

Donations are offered for services provided or from patrons of your Resource Center. If you make it clear that donations are accepted and make it easy, chances are that you will receive some. Local organizations and businesses have approached some CoE Center staff requesting to support specific events or needs the Resource Center might have. For more information on sources of free materials see Appendix A.

“Our Resource Center does not solicit donations in return for services provided as significant outreach is done for non-profit organizations that provide assistance to underserved individuals. For individuals, information is displayed in our Center on how to offer donations. Additionally, resource donation information appears in our publications and all donors are added to our mailing list to update them on Resource Center activities. Resource donations from corporate entities for special events/projects are also acknowledged in our Center’s publications.”

*University of California, Los Angeles CoE*

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“We have support from Women’s Medical Alumnae for a portion of our library resources that focus on women’s health educational issues.”

*MCP Hahnemann University CoE, doing business as Drexel University*

## Creative Fundraising

Raising money is another great way to generate support. Finding individuals and corporations in the community who believe in comprehensive women’s health is a great way to start. Different ideas on how to raise money can help fund small programs and provide the vehicle for ongoing relationships with different organizations.

“Periodic projects to raise money are planned in conjunction with an event (e.g., local community events) and are held during the year to raise funds for educational programs of the CoE.”

*University of California, San Francisco CoE*

“Our Resource Center raises money through course revenue from the classes that we sponsor.”

*University of Wisconsin, Madison CoE*

## Resources

Resources are more than just money. Anything that a Resource Center needs to start the center is a resource. You may need a copy machine, paper, educational materials, etc. Anything can qualify as a resource.



“Need a fax machine? Find out if a local business is upgrading and ask if you can have their old one. Use the same method for other office equipment that you need.”

*University of Michigan Health System CoE*

## Marketing

Marketing a Resource Center can be done in a number of ways. Listing the website on major search engines is a good way to publicize. If you have a Planning and Marketing department they can assist your center with major advertising ventures such as billboards, ads in newspapers, brochure and poster designs, and bus signs. Additionally, volunteers and staff can attend community outreach events and pass out brochures and add people to your mailing list. In this way, you extend the number of people who get direct information from your Resource Center about services and events.

“We talk to our local businesses and companies, most of which have employee health fairs that we are able to go to and pass out our information. Additionally, we keep an eye on student orientations and informational fairs for young people both as a way to recruit volunteers and as a way to get out our services to a population that needs them. Another good source of community outreach is to track women’s events (like women’s health days or conferences) and see if they will let you have your information passed out there. Also, tap into creative resources. Approach unions and create partnerships. Talk to schools to see if you can send information home with students.”

*University of Michigan Health System CoE*

“As a result of our numerous focus groups, health fairs and workshops, we have developed a large database of individuals interested in women’s health issues. In addition to notifying them of upcoming programs and opportunities, we send out newsletters and health updates. This mechanism helps us to stay in touch with our constituents, and they spread the word about our services.”

*MCP Hahnemann University CoE, doing business as Drexel University*

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## Evaluations

Periodic evaluations of your programs and the operation of your Resource Center can provide you with valuable feedback. Send a comment card to everyone on your mailing list and at locations that are not staffed offer suggestion boxes. Patrons can be encouraged to write their comments, concerns, and suggestions either anonymously or if they prefer someone to contact them they can provide contact information.

“We ask all the attendees at our events and presentations to fill out a general assessment asking them what they liked about that specific event, what they would like to see us change if we have a similar event in the future, and other topics they would like to see.”

*University of Michigan Health System CoE*





# Appendix A:

## Sources for Free Materials

Many local, state, and national organizations and businesses provide free resources, all you have to know is where to look! In this section, the CoEs provided sources from which they have attained free materials. Don't forget to be creative! There are many organizations that are willing to donate resources that you would never consider. It never hurts to try!



Name of Organization	Topic Area	Free Materials Provided	Contact Information
<b>National Women's Health Information Center</b>	Breastfeeding Body Image Disabilities Girls Health Heart Health HIV/AIDS Hormone Therapy Men's Health Minority Health Pregnancy Quitting Smoking Violence  ... and over 800 other Women's Health Topics	Free, Federal, Women's Health publications for consumers and professionals, covering over 800 topics. Foreign Language Materials Available  Annual Women's Health Daybook  Assorted promotional items.	Trained information specialists are available to respond to inquiries (in English and Spanish) and identify the best available resource for your needs.  Toll-free: 800-994-9662 800-99-4WOMAN TDD/TTY: 888-220-5446  <a href="http://www.4woman.gov">www.4woman.gov</a>
<b>NIH Resources</b>			
National Heart Lung and Blood Institute (NHLBI)	Cardiovascular health, obesity, menopause, hormone therapy, asthma, emphysema, smoking, diet and more.	Free Publications including: Materials from The Heart Truth Campaign and information on the Women's Health Initiative clinical study.	<a href="http://www.nhlbi.nih.gov">www.nhlbi.nih.gov</a>  For free materials on High Blood Pressure, Cholesterol, and Heart Truth Campaign only: Heart Health Toll-Free Information Line 800-575-WELL  For free materials on all other topics: NHLBI Information Center 301-592-8573 240-629-3255 TTY

Name of Organization	Topic Area	Free Materials Provided	Contact Information
National Institute on Aging (NIA)	Elder Care, Menopause, Exercise, Osteoporosis, Disease of Aging	Free Publications	www.nia.nih.gov NIA Information Center 800-222-2225 800-222-4225 TTY
National Institute of Diabetes and Digestive and Kidney Disease (NIDDK)	Diabetes, Digestive Diseases, Kidney Diseases and Weight Control	Free publications, outreach materials and other educational materials. Many titles available including Spanish and Asian languages.	www.niddk.nih.gov National Diabetes Information Clearinghouse (NDIC) 800-860-8747 or 301-654-3327
			National Digestive Diseases Information Clearinghouse (NDDIC) 800-891-5389 or 301-654-3810
			Weight-control Information Network (WIN) 877-946-4627 or 202-828-1025
National Institute for Child Health and Human Development (NICHD)	Pregnancy, Women's Reproductive Health, Infant and Child Health	Free publications & materials	www.nichd.nih.gov NICHD Clearinghouse 800-370-2943  SIDS: "Back to Sleep" Campaign 800-505-CRIB (2742)  Milk Matters Calcium Education Campaign 301-496-5133
National Cancer Institute (NCI)	All Cancers, prevention, screening, treatment, carcinogens and risk factors	Free publications & materials	www.cancer.gov Cancer Information Service 800-4-CANCER 800-422-6237 800-332-8615 TTY  www.smokefree.gov NCI's National Tobacco Quitline (877) 44U-QUIT

Name of Organization	Topic Area	Free Materials Provided	Contact Information
<b>Other Federal Resources</b>			
Health Resource Services Administration (HRSA)	Underserved populations and populations with special needs: - Primary Care Information - Maternal and Child Health Information - HIV/AIDS - Community Health - Domestic Violence - Minority Health - Women's Health	Free publications & materials	www.ask.hrsa.gov  HRSA Information Center 888-Ask HRSA 888-275-4772
Agency for Healthcare Research and Quality	Health Care Access, Disease Prevention and Screening		www.ahrq.gov www.ahrq.gov/research/womenix.htm  AHRQ Clearinghouse 800-358-9295 888-586-6340 TTY/TDD
Centers for Disease Control and Prevention	Immunizations, Chronic Disease, Infectious Disease, Group B Strep, DES, Obesity, Diabetes, Tobacco, Travellers Health	Posters and Pamphlets	www.cdc.gov  Public Inquiries 404-639-3534 800-311-3435
Federal Citizen Information Center (FCIC)	Various topics	Free publications from selected federal sources, including:  Materials from the Take Time to Care about Diabetes Campaign from the FDA Office on Women's Health	www.pueblo.gsa.gov www.info.gov  800-FED-INFO 800-333-4636



Name of Organization	Topic Area	Free Materials Provided	Contact Information
<b>Non Federal Resources</b>			
The American College of Obstetricians and Gynecologists	General	Women's Health / Patient Education Pamphlets	www.acog.com
Avon Breast Cancer Crusade	Breast Cancer/health	"Your Guide to Better Breast Health" and "Your Breast Cancer Manual"	www.avonbreastcare.org
Dairy Council of California	Calcium, Activity and Exercise, and Nutrition During Pregnancy	Educational Booklets	www.dairycouncilofca.org 888-868-3133
American Cancer Society	Cancer	Free Patient Education Materials	www.cancer.org 800-ACA-2345
Bull Frog	Cancer Prevention	Sunscreen	www.bullfrogsunscreen.com
Alliance for Aging Research	General--Elderly	Free Education Materials	202-293-2856
Tay Sachs Disease Prevention Program	Prenatal	Free Education Materials	619-495-7737
March of Dimes	Prenatal	Free Education Materials	www.marchofdimes.com or contact local chapter
Susan B. Komen Breast Cancer Foundation	Breast Cancer	Free Education Materials Breast Self-Exam Shower Card	www.komen.org
Immunization Action Council	Immunizations and Vaccine Preventable Diseases	Free Education Materials, Vaccine Information Sheets (VISs), in English as well as multiple European, Asian, an African languages	www.immunize.org www.vaccineinformation.org 651-647-9009 or locate and contact a local immunization coalition on: www.izcoalitions.org

**Don't forget to also contact your local businesses for door prizes and raffle prizes. Many educational materials are available through Internet access and can be downloaded and printed for free (excluding the cost of paper and printing supplies). Excellent sources include those listed above. Use of these items entirely or in combination with purchase materials can greatly reduce costs.**

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# Appendix B: Contact Information



Have questions about the ideas and tips in the Resource Guide? Want to speak to someone in the same situation as you are? Looking for someone with experience setting up a Resource Center? Contact a CoE! If you have any questions about something specific or if you just want to communicate with someone to get ideas, feel free to contact the CoE of your choice. Listed below is the contact information, website (if applicable), and a brief history or current status of each CoE represented in the Resource Guide.

Institution: Boston University Center of Excellence in Women's Health

Mailing Address:

720 Harrison Avenue, Suite 1108  
Boston, MA 02118

Phone number: (617) 638-8041

Fax : (617) 638-8026

E-mail: wanda.turner@bmc.org

## **History and Current Status of Resource Center:**

The BU CoE does not have a resource center. Instead, our Case Coordinator serves as the "resource" for our patients, which is an important part of our comprehensive care model. She provides appropriate health education materials with personal contact to answer questions from patients.

Name: Iris Cantor-UCLA Women's Health Education & Resource Center

Mailing Address:

100 UCLA Medical Plaza Drive, Suite 290  
Los Angeles, CA 90095-7075

Phone number: (310) 794-9039

Fax number: (310) 267-1585

E-mail: cmoskovic@mednet.ucla.edu

Website: <http://womenshealth.med.ucla.edu>

## **History and Current Status of Resource Center:**

The Iris Cantor-UCLA Women's Health Education & Resource Center is part of the second phase of the Iris Cantor-UCLA Women's Health Center, made possible by a generous gift from the Iris and B. Gerald Cantor Foundation. The Center, which opened in March 1998, is a multifaceted learning facility open to all women and their loved ones in the greater Los Angeles area. Information requests from our website have come from within the United States as well as from each continent.

There are two primary roles of the Center: to provide comprehensive patient and consumer education and to provide educational outreach to the greater Los Angeles area. The Center utilizes different learning modes: printed materials and books; video lending library; eight workstations each equipped with computer, monitor, and Internet access; and lectures, limited exercise programs, workshops, and support groups. The outreach component has as its foundation the establishment of partnerships with legislators, school districts, and community organizations that reflect the diversity of the Los Angeles community. The mission of the Center is "to provide comprehensive, exemplary health education programs to women and their loved ones that inform, support, and empower women to achieve their optimal level of health."

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Name: UCSF Women's Health Resource Center  
Mailing Address: 2356 Sutter Street  
San Francisco, CA 94143-1648  
Phone number: (415) 353-2668  
Fax number: (415) 353-9580  
E-mail: [Joanna.laffey@uscfmedctr.org](mailto:Joanna.laffey@uscfmedctr.org)  
Website: [www.ucsf.edu/whrc](http://www.ucsf.edu/whrc)

### **History and Current Status of Resource Center:**

The Resource Center was founded in 1982 as the Great Expectations Pregnancy Program, part of the Alternative Birth Center at Mount Zion Hospital in San Francisco. This program offered women and their families the opportunity to learn more about their pregnancy and prepare for childbirth and parenting. With the CoE designation, Great Expectations began expanding its programming to address women's health issues that cross the lifespan. This new focus culminated in the renaming of the program in October 1998 to the UCSF Women's Health Resource Center, although Great Expectations continues to be an integral part of the current scope of Resource Center services. The Resource Center functions within the Clinical Care Unit of the UCSF CoE while maintaining strong linkages within the Leadership, Research, Education, and Community Units.

The UCSF Women's Health Resource Center is proud to offer classes and workshops for women across the life span. We also have a lending library with over 2000 books and videos, referrals to women's health care practitioners, The Great Expectations Pregnancy Program, links to community resources, and information on women's health research and clinical trials happening at UCSF.

The Resource Center serves as a central point of access to information and resources for patients of the UCSF Women's Health and members of the community. The mission of the UCSF Women's Health Resource Center is to support women and their families in making informed decisions about their health and to encourage them to become active partners in their care.

Institution: Harvard Medical School CoE  
Mailing Address:  
c/o Brigham and Women's Hospital  
75 Francis Street  
Boston, MA 02115  
Phone number: (617) 732-7123  
Fax: 617-264-6309  
E-mail: [jbassett1@partners.org](mailto:jbassett1@partners.org)  
Website: [www.hmcnet.harvard.edu/coe/](http://www.hmcnet.harvard.edu/coe/)

### **History and Current Status of Resource Center:**

The HMS CoE does not have a single resource center, but provides information and displays to the resource centers at the 3 HMS teaching hospitals. Each hospital has had a patient resource center for years prior to the establishment of the CoE. Beginning in May of 2002 the CoE has sponsored monthly displays on health themes corresponding with national and local health observances or timely health issues.



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Institution: University of Illinois at Chicago  
Mailing Address:  
Center for Women's Health (MC 650)  
1801 West Taylor St, Suite 4C  
Chicago, IL 60612  
Phone number: 312-413-7500  
Fax: 312-413-8331  
E-mail: hahmed2@uic.edu

**History and Current Status of Resource Center:**

The University of Illinois at Chicago (UIC) is committed to providing health information to women so that they can make informed choices concerning their health. UIC's Women's Health Resource Center is called the Women's Health Exchange. Instead of existing as brick and mortar, the Women's Resource Center is a virtual and mobile entity. The program of the Women's Health Exchange includes a wide variety of resources: a virtual resource center, health education classes, health screenings and information distribution.

The virtual resource center is the newest project of the Women's Health Exchange. The Center for Women's Health (CWH) is the premier clinical site of the Center for Excellence in Women's Health. The CWH provides a resource room every Friday afternoon for women to learn how to use a computer to search the Internet for health information. Two staff members of the CWH are available to teach women on a one-to-one basis. The room is equipped with computers and educational materials. After women are comfortable with their computer skills, they are free to use the computers to search for health information. The University of Illinois Medical Center intranet provides a system where women can access the Internet while providing complete privacy for the CWH patients.

The Women's Health Exchange reaches beyond the UIC campus through providing health information classes in the community. When the Women's Health Exchange began, health education classes were offered on campus. Although attendance was acceptable, requests for health education come from employers, churches, and community groups. Attendance at

these events was even greater than at classes offered on campus. Especially popular are the health education sessions at work places. Health education and screening in the workplace have been done on a variety of topics, including osteoporosis, menopause, aging and weight management. Resource centers need to go where the women are located - this is the philosophy of the Women's Health Exchange.

The Women's Health Exchange has also taken the retail philosophy to the health care arena. A health information kiosk was developed to rotate throughout the UIC Outpatient Care Center (OCC). This small cart holds free health information that women may take and remains in a clinic for a few days to a week before it is rotated to another area. This rotation allows women attending any clinic in the OCC to have access to health information. Convinced that the best way to distribute health information effectively to women is to go where they are, the Women's Health Exchange kiosk has reached women in an efficient and cost-effective way.

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Institution: Indiana University National Center of Excellence in Women's Health  
Mailing Address:  
RG 4<sup>th</sup> Floor, 1050 Wishard Boulevard  
Indianapolis, IN 46202  
Phone number: (317) 630-2243  
Fax: 317-656-4148  
E-mail: tdarling@iupui.edu  
Website: [www.womenshealthtoday.org](http://www.womenshealthtoday.org)

**History and Current Status of Resource Center:**

Our Resource Center does not currently include a physical location, but resides on the web at [www.womenshealthtoday.org](http://www.womenshealthtoday.org). Here, we feature monthly topics with associated faculty/medical experts, along with permanent links to children's health, domestic violence resources, current events, monthly e-mail reminders, and an "Ask the CoE" section where users can submit questions to our medical staff. Since we currently

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have no physical space in which to house a resource center we place materials on bookshelves and tables in our patient care space, and make our services known at health fairs and other community locations and events.

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Name: Women's Resource Center  
Mailing Address: Women's Resource Center  
c/o Education Department, Magee Womens  
Hospital  
300 Halket Street  
Pittsburgh, PA 15213  
Phone number: 412-641-4492  
Fax number: 412-641-1151  
Website: [www.magee.edu](http://www.magee.edu)  
E-mail: [cfeiler@mail.magee.edu](mailto:cfeiler@mail.magee.edu)

#### **History and Current Status of Resource Center:**

Resource Centers were opened at Magee Womens Hospital in 1994. We currently have six centers, one adjacent to the front lobby of the main hospital and the other five located in our off-site satellite Womancare Centers (diagnostic centers for mammography, ultrasound, etc.). Our model of care is called "Womancare" and is based on convenient access to healthcare and we have therefore chosen to place Resource Centers in each of our neighborhood satellites to ensure that women can obtain current health information close to home. Having six Resource Centers, instead of one center more typically found in other hospitals, presents many more challenges. Maintaining stock and daily organization of materials is difficult, but our high rate of usage and consumer satisfaction motivates us to continue this model.

Institution: MCP Hahnemann University (doing business as Drexel University)  
College of Medicine, Institute for Women's Health and Leadership,  
Center of Excellence in Women's Health

Mailing Address: 3300 Henry Avenue, Gatehouse  
Philadelphia, PA 19129

Phone number: (215) 842-7041

Fax : (617) 638-8026

E-mail: [jlr49@drexel.edu](mailto:jlr49@drexel.edu)

Website: [www.drexel.edu/med/iwhl/COE.asp](http://www.drexel.edu/med/iwhl/COE.asp)

#### **History and Current Status of Resource Center:**

The Drexel University Institute for Women's Health and Leadership (IWHL) has a clinically based Resource Center as well as an academically based, and a community based Resource Center. Patients receiving care at the Center for Women's Health have access to health education material through displays, as well materials tailored to their health care needs, which are identified by their health professionals during their health care visits. The primary focus for our academic based center resides within the medical school as well as on the web. The focus is for clinicians, clinicians in training and educators, however, consumers can access this site, as well as be linked to other women's health resources. The community based resource service focuses on health education distribution as a result of interfacing with members of the community at any of the various Institute for Women's Health and Leadership activities.



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Name: Women's Health Resource Center  
Institution: University of Michigan Health System  
Mailing Address:  
1342 Taubman Center  
1500 East Medical Center Drive  
Ann Arbor, MI 48109-0384  
Phone number: (734) 936-8886  
Fax number: (734) 936-9616  
Website: [www.med.umich.edu/whp/whrc.htm](http://www.med.umich.edu/whp/whrc.htm)

**History and Current Status of Resource Center:**

Our Resource Center started in 1995 as a small office at the end of the outpatient clinic lobby. However, we have recently expanded our Resource Center and we are now adjacent to the obstetrics and gynecology waiting area. This allows the patients greater access to our Resource Center while they are waiting for their appointments. Additionally, we now have three patient access computers, a video collection of over 200 videos, and a library of hundreds of books. Additionally, we offer an information service to our patients in which we provide each individual with any educational materials that they request by mailing the information directly to their homes.

Name: Center of Excellence in Women's Health, Women's Health Center  
Institution: University of Puerto Rico Medical Sciences Campus  
Mailing Address:  
University of Puerto Rico  
Medical Sciences Campus  
Center of Excellence in Women's Health  
P.O. Box 365067  
San Juan, PR 00936-5067  
Phone Number: (787) 753-0090  
(787) 758-2525 Ext. 1368/1367  
Fax number: (787)753-0090  
Website: <http://whcpr.rcm.upr.edu>

**History and Current Status of Resource Center:**

The resource center was originally established in 1996, as part of the Women and Health Center (WHC). The initial funding for the resource center was provided by the University of Puerto Rico Medical Sciences Campus for a part-time librarian who provided reference services, development of the WHC reference center collection, and for a computer with access to the Internet. The resource collection was established to complement resources in existence at the main medical library. Space for the resource center was assigned as part of the space for the Center in 1996. Upon designation as a CoE in 1998, the Center has been able to expand and acquire more resources. Additional space was assigned to include a display for brochures and handouts and work space for students.



Name: Tulane Xavier National Center of  
Excellence in Women's Health Resource  
Center

Mailing Address: 127 Elks Place, EP-7  
New Orleans, LA 70112

Phone number: 504-588-5100 or 1-877-588-5100

Fax number: 504-988-4657

E-mail: hosanna@tulane.edu

Website: www.tulane.edu/~tuxcoe/NewWebsite/

### **History and Current Status of Resource Center:**

The Resource Center has educational and health information available to both the public and professionals. Access to women's health information is provided through printed materials (journals, books, brochures, etc.), a video library, and the Internet. A significant number of women in the community have requested that health information be mailed to them. Upon request, the Resource Representative prepares and mails individualized information packets available in the Resource Center. Women or health professionals can walk in or schedule time. The Resource Center carries journals that are not available at the Tulane University Library, therefore, an increase in the use of the facility has been observed. The Resource Center is promoted at the women's health clinic, health fairs, and throughout Tulane and Xavier University. Health information is obtained through the Internet, TV/VCR, video library, health information brochures, breast models, health magazines, academic books and journals.



Institution: University of Washington  
National Center of Excellence in  
Women's Health

Mailing Address: 4245 Roosevelt Way NE  
Campus Box 354765  
Seattle, WA 98105

Phone number: (206) 598-8991

phone: (206) 598-7366 message center

E-mail: panama@uwashington.edu

Fax number: (206) 598-8957

Website: www.uwwomenshealth.org

### **History and Current Status of Resource Center:**

The Resource Center is contained in a file cabinet in a hallway. However, to combat the lack of patient access to materials, we purchased wall-mounted pamphlet racks. We mounted these racks in the waiting area, hallway and bathrooms. We also make materials available to patients in each exam room and have put up a sign that encourages them to ask the medical assistant or provider for additional materials. A computer with internet access is available for patient use in the waiting room.



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Name: Meriter Community Health Education  
Center

Institution: University of Wisconsin

Mailing Address: 202 South Park Street  
Madison, WI 53705

Phone number: 608-267-5900

Fax number: 608-267-5905

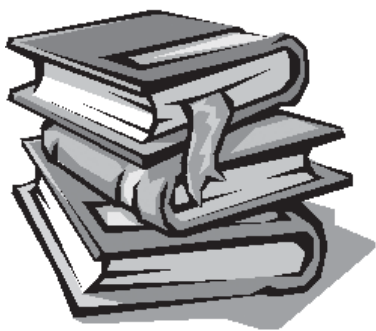
E-mail: [lnelson@meriter.com](mailto:lnelson@meriter.com)

Website: none at present; pages on  
[www.meriter.com](http://www.meriter.com); we also staff interactive chat  
rooms for midlife women, new moms and baby,  
or prenatal interests

### **History and Current Status of Resource Center:**

The Resource Center started as the Women's  
Center years ago when Madison General Hospital  
and Methodist Hospitals merged to become  
Meriter Hospital. When the Atrium was first built  
(1997), from a large donation to create a  
community education and resource center, it  
then became the Women and Family Center. It  
evolved to its present name and form, the  
Community Health Education Center to include  
a wider range of community services, and serve a  
broader population.

Our Resource Center remains active and  
well. It's hard to book a room during evening or  
weekend hours!









**U. S. Department of Health and Human Services**

**Office on Women's Health**

**5600 Fishers Lane**

**Room 16A-55**

**Rockville, MD 20857**

**Phone: (301) 443-4422**

**Fax: (301) 443-1384**

**[www.4woman.gov/coe](http://www.4woman.gov/coe)**