



# Media Kit

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For more in-depth health information and to learn more about girlshealth.gov visit us online at:

<http://www.girlshealth.gov>



*U.S. Department of Health and Human Services, Office on Women's Health*



## Thank You for Your Interest in girlshealth.gov

Let's face it, today's media-savvy teens rely more heavily on the Internet as a reliable source of information than they rely on their parents, teachers, or friends. So, it is critical to give them the most reliable and up-to-date health information available.

Sponsored by the U.S. Department of Health and Human Services' Office on Women's Health, our mission is to inspire healthy behaviors using positive, supportive, and non-threatening messages. In an effort to make our web site safe for all girls ages 10-16, the articles, interviews, quizzes, and links we refer to are reviewed and approved by representatives of the Office on Women's Health.

We are constantly updating our content in order to answer girls' questions. Our web site covers these topics and more:

- ★ Relationships
- ★ Fitness
- ★ Nutrition
- ★ Bullying
- ★ Illness & Disability
- ★ Drugs, Alcohol, & Smoking
- ★ Body
- ★ Your Emotions
- ★ Your Future

Check out our FREE printed and online materials. Also, don't forget to take a look at the English and Spanish resources we have in our Parents & Caregivers section. Don't forget about our Educators information as well. Thank you again for supporting girlshealth.gov and for your efforts to make all girls healthy in mind, body and spirit.

Sincerely,

Ann Abercrombie, M.L.S  
Project Manager  
Office on Women's Health  
U.S. Department of Health and Human Services



*U.S. Department of Health and Human Services, Office on Women's Health*



You are the Rhythm of the Universe! Mind, Body and Spirit!



A project of the U.S. Department of Health and Human Services, Office on Women's Health

girlshealth.gov

3/2006

Place  
Stamp  
Here

girlshealth.gov  
U.S. Department of Health and Human Services  
Office on Women's Health  
200 Independence Avenue, SW, Room 712E  
Washington, DC 20201



[www.girlshealth.gov](http://www.girlshealth.gov)

As they get older and move into their teens, girls face challenging social pressures and changing health needs. We have created girlshealth.gov to help girls (ages 10-16) learn more about the issues they may face in the upcoming years. The web site has information about these topics:



**BODY**  
**MIND**  
**BULLYING**  
**FITNESS**



**YOUR FUTURE**  
**INFORMATION FOR EDUCATORS**



**INFORMATION FOR PARENTS**

**NUTRITION**

**DRUGS, ALCOHOL & SMOKING**

**RELATIONSHIPS**

**SAFETY**

**ILLNESS & DISABILITY**



**NEWS & MORE**

**SPEAK UP!**

**SPOTLIGHT**

**FREE STUFF**

**VOTE**



### Be a helpful parent.

The Information for Parents & Caregivers section provides web site links to information for parents to help their girls cope with social pressures and health issues.

### Learn more about disability and illness in girls.

Some girls not only deal with the stresses of growing up, but also the pressures of living with an illness or disability. This special section gives girls tips on going to the doctor, dealing with school, and handling relationships with family members and friends. It also gives girls information on transitions and taking care of their bodies.

### A word about our resources.

The site only links to reliable sources of information. When you leave our web site and click on one of the pre-screened links, you will be told that you are leaving a Federal web site. While we have carefully chosen these resources, please keep in mind that we have no control over the material (or changes to material) on other web sites.

### Check out who's in the spotlight.

Our "Spotlight" section features local heroes who are an inspiration to girls. Look for words of advice and inspiration from outstanding women and girls.

### Information for Educators.

The web site has a section for educators featuring links to a wide range of emotional and physical health resources.

"Having respect for your body is important for teens today. Everything from how you treat your body, how you care for it, how you work for it, not poisoning it...all come from having respect for your body."

- Dr. Wanda Jones,  
Deputy Assistant Secretary for Health



# girlshealth.gov Fact Sheet

## HISTORY & BACKGROUND

[Girlshealth.gov](http://girlshealth.gov) (formerly 4Girls.gov) is a program sponsored by the U.S. Department of Health and Human Services' Office on Women's Health (OWH). It was developed in 2002 to fulfill the need for reliable, current health information on the Internet for adolescent girls, and to help improve the health of women from childhood to adolescence and into adulthood. Girlshealth.gov motivates girls to choose healthy behaviors using positive, supportive, and non-threatening messages.

## MISSION & PURPOSE

The mission of girlshealth.gov is to promote healthy, positive behaviors in girls between the ages of 10 and 16. The web site gives girls reliable, useful information on various health issues and advice on handling relationships with family and friends, at school and at home.

## OPERATIONS

Girlshealth.gov is entirely directed and sponsored by the Federal government. It is a project of the Office on Women's Health in the U.S. Department of Health and Human Services.

Ann Abercrombie, Office on Women's Health, is the project director for girlshealth.gov. A short biography of Ms. Abercrombie can be found on girlshealth.gov.

The "Sounding Board" is a special group of young women all across the country who are tasked with providing their opinions on topics like bullying, peer pressure, healthy eating, types of exercise, and other subjects to OWH on an ongoing basis. Over the course of the girlshealth.gov program, they have shared their thoughts about the web site, suggested improvements, and have provided valuable feedback about the issues they feel are important to girls' health.

## HEALTH CATEGORIES

**Body** – Covers everything from growth and body hair to acne and hair care.

**Fitness** – Stresses that being fit means more than only how you look.

**Nutrition** – Addresses a healthy diet for a teenage girl and what to do to improve nutrition.

**Illness & Disability** – Shows ways to cope with a chronic illness and how to combat the fears of being sick.

**Drugs, Alcohol, & Smoking** – Describes all types of substance abuse and what it does to a girl's body.

**Your Emotions** – Talks about relieving stress in healthy ways, depression, and teen suicide prevention.

**Relationships** – Talks about the importance of healthy relationships and open communication.

**Bullying** – Information for girls, parents, and educators about the issues associated with bullying.

**Safety** – Addresses safety issues about the Internet, within relationships, and provides general safety tips.

**Your Future** – Helps girls discover their talents and plan for the future.

**Parents & Caregivers Section** – Provides resources to help talk to girls about their health concerns.

**Educators Section** – Gives tools, resources, and guidance for educators to teach the girls they work with.





## Friends of girlshealth.gov Program

Being part of the Friends of girlshealth.gov Program means that you or your organization is making an effort to support, promote, and encourage girls' health in a positive way. When you become a part of the Friends of girlshealth.gov Program, you can also link to us from your own web site.

Promoting girls' health in a positive way takes the combined effort of many people. Here are some suggestions about how you or your organization can further support girlshealth.gov:

- ★ Show your support for girlshealth.gov by letting us add your organization's name to our [Partners and friends of girlshealth.gov](#) page. [Fill out our application form](#) online.
- ★ Use the [girlshealth.gov banner](#) and put a link to our web site on your web site.
- ★ Send us emails with suggestions for the site or submit answers in the [Speak Up!](#) topics section.
- ★ If free materials, like posters or postcards, are being promoted on our web site, be sure to order some for yourself or girls you know.
- ★ Spread the word to others that you are part of the Friends of girlshealth.gov Program and encourage them to look at the web site to learn about issues regarding girls' health.

For more in-depth health information and to learn more about girlshealth.gov visit us online at:

<http://www.girlshealth.gov>



*U.S. Department of Health and Human Services, Office on Women's Health*



# Friends of girlshealth.gov Program

## Application Form

Please complete the following information. The submitted information will be reviewed prior to being entered into our database. You may fax or mail the completed form to:

Alison Zuchowski  
 Girlshealth.gov Marketing and Outreach Director  
 8270 Willow Oaks Corporate Drive  
 Fairfax, VA 22031  
 Fax: (703) 663-6942  
 E-mail: [alison.zuchowski@psgs.com](mailto:alison.zuchowski@psgs.com)

<b>Organization Information</b>	
<b>Organization Name</b>	
<b>Mailing Address</b>	
<b>Address</b>	
<b>City</b>	
<b>State</b>	
<b>Zip Code</b>	
<b>Contact Information</b>	
<b>Contact Name</b>	
<b>Contact Title</b>	
<b>Contact Phone</b>	
<b>Contact Fax</b>	
<b>Internet Address Information</b>	
<b>Web Address</b>	
<b>Email Address</b>	





## Media Advisory

Contact: Valerie Scardino  
Communications Director  
Office on Women's Health (OWH)  
(202) 205-0270

### Girls' Health Web Site Changes Name and Web Address

New web site address makes it easier to find girls' health information online

<http://www.girlshealth.gov>

August 30, 2005 Washington, DC – In an effort to streamline the information they provide to girls, parents, and educators, OWH changed the name, web site address, and logo of their girl's health web site to girlshealth.gov. These changes allow anyone to find reliable, up-to-date girls' health information on the Internet faster and easier.

**What:** The Office on Women's Health (OWH) is proud to announce the name change of their girls' health web site to girlshealth.gov. Formerly www.4girls.gov, this new name and web site address more accurately describes the content on their web site. Along with these changes, girlshealth.gov also has a new logo. OWH hopes that these changes will help girls, parents, and educators find important information on girls' health faster and easier.

**Who:** Girlshealth.gov is sponsored by the Department of Health and Human Services, Office on Women's Health, and is the "daughter" program of the National Women's Health Information Center ([www.womenshealth.gov](http://www.womenshealth.gov)). Girlshealth.gov provides valuable information about ways girls can achieve a healthy lifestyle helping them to understand their body, mind, and spirit as they grow into adults. For information, visit [www.girlshealth.gov](http://www.girlshealth.gov) or call the National

**When:** Our new name, web site address, and logo have officially been changed and were launched this month.

**Why:** The web site relocation and name change to [www.girlshealth.gov](http://www.girlshealth.gov) will make it easier for girls, parents, and educators to find girls' health information on the Internet. As incidents of diabetes, eating disorders, and drug abuse continue to increase and teens continue to consume more and exercise less, OWH recognized the need to make girls' health information even more accessible to the public. The mission of girlshealth.gov is to promote

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## girlshealth.gov Staff Biographies

### **R. Ann Abercrombie, M.L.S**

Program Manger for womenshealth.gov and girlshealth.gov

Ann Abercrombie is the Program Manager for [womenshealth.gov](http://womenshealth.gov) and [girlshealth.gov](http://girlshealth.gov). For girlshealth.gov, she manages all of the fun designs and content of the web site and supervises the planning of printed materials like our Teen Survival Guide.

Along with these activities, she is also the Program Manager for the National Bone Health Campaign.

Ann has a Master's degree in Library Service from Rutgers, the State University of New Jersey, and a Bachelor of Arts degree in English from the University of North Carolina at Chapel Hill. She enjoys reading (Harry Potter is one of her favorites) and travels whenever she can. She recently started doing stained glass projects as a hobby and really enjoys it.

### **Alison Zuchowski**

girlshealth.gov Sounding Board Manager

Alison is the Marketing and Outreach Director for both girlshealth.gov and womenshealth.gov. In addition to developing marketing projects ranging from advertising to new media and partnerships, she manages the girlshealth.gov Sounding Board.

She has worked on this project, along with womenshealth.gov, since 2003. She graduated from Virginia Tech with degrees in Communications, Marketing, and Spanish and has lived in Northern Virginia (just outside of Washington, DC) for almost her whole life.



For more information, visit <http://www.girlshealth.gov>.

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