



girlshealth.gov
Be Healthy. Be Happy. Be You. Beautiful.

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>



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 girls, 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
- Safety
- Your Emotions
- Your Future

Our online materials are available for download and our printed materials can be ordered for free. Also, our Parents & Caregivers section is available in English and Spanish with resources for adults with girls. We have a special section with links and information for educators to help improve the lives of the girls they teach and care about.

Thank you again for supporting girlshealth.gov and helping all girls be happy and healthy.

Sincerely,

Ann Abercrombie, M.L.S.

Project Manager
Office on Women's Health
U.S. Department of Health and Human Services



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

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 (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

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 tasked with providing their opinions on health topics 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 healthy eating for girls 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 substance abuse and what it does to a girl's body.

Your Emotions – Talks about stress relief as well as depression and preventing teen suicide.

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

Bullying – Shows girls, parents, and educators the issues associated with bullying.

Safety – Addresses safety issues about the Internet and within relationships.

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

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

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

Información para padres de familia y cuidadores de niños – Ofrece recursos y enlaces a información útil.



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.



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

Organization Information

Organization Name: _____

Mailing Address

Street: _____

City: _____ State: _____ Zip Code: _____

Contact Information

Contact Name: _____

Contact Title: _____

Contact Phone: _____

Contact Fax: _____

Internet Address Information

Web Address: _____

Email Address: _____



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](http://www.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](http://www.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](http://www.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](http://www.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). [Girlshealth.gov](http://www.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 or call the National Women's Health Information Center at 1-800-994-9662.
- 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 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](http://www.girlshealth.gov) is to promote healthy, positive behaviors in girls between the ages of 10 and 16. The site, originally launched in 2002, gives girls current, reliable, and useful information on various health issues they will face as they become young women, and tips on handling relationships with family and friends, at school, and at home. The former web site address for [girlshealth.gov](http://www.girlshealth.gov) was www.4girls.gov. This address will still work.



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 and 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 has lived in Northern Virginia (just outside of Washington, DC) for almost her whole life. She graduated from Virginia Tech with degrees in Communications, Marketing, and Spanish.

Alison has worked on girlshealth.gov since 2003. She spreads the word about girlshealth.gov to everyone who will listen! She interviews girls for the Spotlight On section, updates the news, and also manages our Sounding Board .

She enjoys cooking, especially baking, and loves learning about health. She loves the outdoors and some of her favorite activities include boating, bike riding, in-line skating, and swimming. She also likes to travel and hopes to go to every continent one day!