



# Well-Integrated Screen and Evaluation for Women Across the Nation (WISEWOMAN)

## Our Work

The WISEWOMAN Program provides additional preventive health services to women ages 35–64 who are participants in the Wisconsin Well Woman Program (WWWP) our state's component of the CDC's (Centers for Disease Control and Prevention) National Breast and Cervical Cancer Early Detection Program. The extended services focus on cardiovascular risk factor assessment, risk reduction counseling, and self-management interventions to support cardiovascular health.



**Cardiovascular Disease (CVD)** is the leading cause of death and disability among women in communities throughout Wisconsin.



**175,000 Wisconsin women** were diagnosed with CVD in 2023.



**2,000 women** have been served by the WISEWOMAN program since 2008.

## Funding

- Centers for Disease Control & Prevention NU58DP007673
- State of Wisconsin General Purpose Revenue

## Priorities

### Strengthening clinical quality measures

Improve sharing and use of clinical data to support care coordination and improve patient outcomes

### Support team-based care

Promote a model that includes the patient, primary care provider, nurses, pharmacists, and community health workers to ensure patient-centered counseling

### Facilitate community-clinical linkages

Connect program participants (in partnership with the Well Badger Resource Center) with supports to address economic and social factors impacting health

## Impact

### Leverage CVD risk assessments to address root causes of disease

Risk factor screenings—including blood pressure, blood lipids, blood glucose, and anthropometric indicators—help clinicians address the social and economic factors that contribute to CVD risk while helping participants access resources for disease control.

### Equip providers to drive lasting lifestyle change

Providers assess readiness to change, reinforce healthy lifestyle habits, and connect participants to evidence-based support services.

## Looking ahead

Future plans include expanding WISEWOMAN services to residents in additional areas of southeastern and southern Wisconsin, including at least one rural area.