



OUTCOME:

Provide patients with easily accessible information about women's wellness services offered by your agency, agency contact information, and guidance to help advocate for women's health.

KEYS TO SUCCESS:

- Hand out brochures at women's wellness events or with other promotional materials like cancer awareness ribbon cookie cutters.
- Use culturally appropriate graphics and layout to create an appealing brochure.
- Develop brochures using words that are familiar to the target audience with clear, readable font.

WOMEN'S WELLNESS PATIENT BROCHURE

An agency brochure for women's wellness services can be a helpful way to share information about your agency with patients. With clear contact information, tips for women, and guidance on preparing for exams and appointments, the brochure can also help ease patient anxiety and stress over women's wellness exams.

INGREDIENTS:

- Electronic files of agency logo and graphics
- Computer with Microsoft Word or similar computer program
- Brochure template from the WEAVING Project
- Access to a printer
- Paper

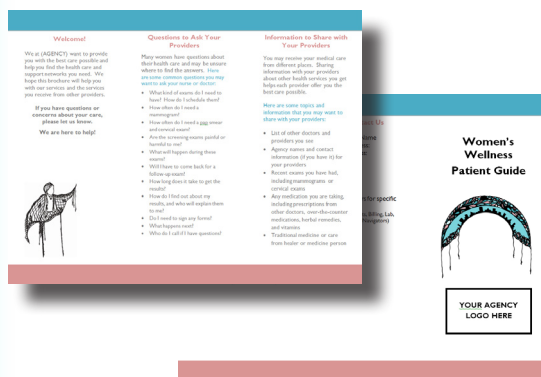
PREPARATION:

Step 1: Develop and edit the brochure using culturally appropriate, eye-catching graphics, layout, and colors.

Step 2: If possible, print the brochures with color ink, or to conserve ink and cost, print brochures in black and white on colored paper.

Step 3: Share with agency staff. Explain the purpose, use, and importance of distributing these brochures to women clients at your agency.

Step 4: Distribute brochures (see Sharing the Results on next page).



*See WEAVING Project Brochure template for design and content suggestions on the WEAVING website.

BRIGHT COLORS LIKE THE ONES IN THIS BROCHURE CAN HELP MAKE THE BROCHURE ATTRACTIVE AND MORE LIKELY TO BE PICKED UP BY WOMEN.

HAND BROCHURES OUT TO WOMEN WHILE YOU ARE TALKING WITH THEM ABOUT SERVICES.



OTHER OPTIONS:

If you would like something different than a tri-fold brochure, consider printing information on postcards. Check with your office supply company for easy to use Microsoft Word or Publisher templates that you can print at your agency.

TIPS:

- Be sure not to clutter your brochure with too many details; important information, like contact numbers, should be easy to find.
- Leave space on your brochure where women can write questions they want to remember to ask their doctor, list medications they are taking, or mark important dates such as follow-up appointments or when to expect screening results.



BROCHURES AVAILABLE
ON THE CHECK-IN
COUNTER

SHARING THE RESULTS:

Make brochures available in waiting rooms and lobbies, or hand them to women when they arrive for exams or other services. Hand out the brochures at community and program events, women's wellness programs, and other activities. Target your defined audience (if applicable) and also distribute to families who can pass the brochure along to family members.

Brochures can also be distributed after screenings as a reminder for future screening appointments. Collect feedback on the brochures from staff, community and patient satisfaction surveys such as how many women keep them, if they influence women to schedule appointments, and whether they increase patient satisfaction.

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