



## Marketing Kit Contents

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Maricopa County  
Department of Public Health  
1845 E. Roosevelt Street  
Phoenix Arizona, 85006-3642

## Contact Information

*How do I sign up my site?*

By Phone: (602) 506-6850

By Internet:

[www.togetherforhealth.net](http://www.togetherforhealth.net)

*Where are the classes?*

**We Come To You!!!**

Classes can be anywhere in Maricopa County where there is an interest to learn how to make healthy food choices and fit physical activity into your schedule.

- ❖ Fresh Start Women's Resource Center
- ❖ Neighborhood Churches
- ❖ Public Schools
- ❖ Workplaces
- ❖ Community Recreation Centers



### Mission

Empowering People For A Healthier Tomorrow

### Vision

Together For Health will be recognized nationally as a successful program that provides tools for families to embrace healthy lifestyles.

### Description

These programs are designed to be interactive, full of hands on learning activities! It is progressive in nature throughout the weekly schedules. At the first meeting, participants will receive a pedometer and instructions for proper use as well as methods to document and self-monitor physical activity as well as food intake. Participants are expected to attend each week and to document their pedometer based activity. As goals are met, incentives are available.

**602-506-6850**



# Together For Health



**FREE**  
Healthy Lifestyle  
Programs

Empowering People For A  
Healthier Tomorrow

(602) 506-6850  
[www.togetherforhealth.net](http://www.togetherforhealth.net)



**Maricopa County**

## Women Together For Health (WTFH)

### What is this program all about?

- ❖ Reducing Stress
- ❖ Increasing Quality of Life
- ❖ Improving Health-Feeling Better
- ❖ Buying, Preparing, and Eating Healthy Foods
- ❖ Reducing Risks of Disease

### Who can participate?

- ❖ Women aged 18-44 who want to feel and look better, have more energy, learn how to make better food choices, and manage stress

### Curriculum at a Glance

- ❖ How to manage stress
- ❖ Components to fitness
- ❖ Healthy food choices
- ❖ Fad Diets-Food labels
- ❖ Portion Control
- ❖ Stretching
- ❖ Strength and Resistance Training
- ❖ Modifying Recipes

## Program Benefits

- ❖ Increase daily physical activity
- ❖ Changes toward a healthy weight
- ❖ Understand benefits of healthy weight
- ❖ Improve the food choices you eat
- ❖ Reduce and manage stress in healthy ways
- ❖ Reduce exposure to cigarette and cigar smoking
- ❖ Understand and reduce risks of chronic diseases, such as heart disease, cancer, and stroke
- ❖ Share what you learned with friends and family
- ❖ Weekly motivation and support to reach healthy weight goals



## People Together For Health (PTFH)

### What is this program all about?

- ❖ Developing healthy eating plans
- ❖ Learning how to include physical activity into life
- ❖ Managing everyday stress
- ❖ Improving health Setting health/weight goals and reaching them!

### Who can participate?

- ❖ Men and Women aged 13 on up who want to learn how to reduce risk of heart disease by making better food choices, and finding fun ways to become more active

### Curriculum at a Glance

- ❖ Goal Setting
- ❖ Cardiovascular Activities
- ❖ Eating Out/Food Safety
- ❖ Stress Management
- ❖ Tobacco Use
- ❖ Strength & Resistance Training

## **Site Criteria**

- Site Coordinator with Contact Person
  - A room for the class
  - Marketing your class (es), (flyers provided)
  - Sign up sheet (provided)
  - Childcare (if applicable)
- 
- ✓ There must be a minimum of 10 participants, and a maximum of 25-30 in order to begin a class.
  - ✓ Classes are offered Monday-Thursday with morning, midday, afternoon, and evening time slots available.
  - ✓ Your choice of an 8 or 12 week format for the Women Together For Health with the time requirement being 90 or 60 minutes per meeting.
  - ✓ Your choice of a 6 or 9 week format for the People Together For Health with the time requirement being 90 or 60 minutes per meeting.

[Click HERE to learn how to sign up your site for one of our programs!](#)

## **Class Locations**

Anywhere in Maricopa County!!! Our facilitators come to your site once it has been scheduled and committed to. We can go to community recreation centers, parks, worksites, public schools, churches...anywhere that is convenient for the participants!

Some Examples include, but are not limited to:

Greater Bethel AME Church

St. Vincent De Paul

Bank of America

Chicanos Por La Causa

Good Samaritan Hospital

Walmart

Fresh Start Women's Center

Let's add your site to the list!!!

**Class Request Form**

Name\_\_\_\_\_

Phone\_(\_\_\_\_)\_\_\_\_\_ E-Mail\_\_\_\_\_

Site\_\_\_\_\_

Address\_\_\_\_\_

Class Requested (Circle One)      WTFH      PTFH      Both

Day/Time Choice (Circle One)

M      T      W      Th      F

Time\_\_\_\_\_

FAX THIS FORM TO:

**602.506.6683**

OR

MAIL THIS FORM TO:

Office of Health Promotion and Education  
ATTN: Alaina Rinne  
1825 East Roosevelt Street  
Phoenix AZ 85006

**Maricopa County Department of Public Health  
Together for Health Program  
Memorandum of Understanding**

**Introduction**

Results from the Arizona 2003 BRFSS report demonstrate that obesity rates (as defined by a body mass index of 30.0 or greater) have increased from 12.4% in 1997 to 19.6% in 2002, a rise of nearly 60%. Overweight and obesity are at epidemic proportions in our nation and state, affecting both genders and all population groups. Obesity is a major risk factor for a number of diseases including hypertension, stroke, heart disease, Type 2 diabetes and some types of cancer. Women with limited education and financial support are more likely to smoke, be physically inactive, and eat poorly. In turn, women with limited resources do not take care of themselves and adopt unhealthy behaviors to cope with stressful times. The goal of the Maricopa County Department of Public Health *Women/People Together for Health Program (WTFH/PTFH)* is to provide support and experiential learning for people to begin making positive changes to increase physical activity levels, reduce stress, improve dietary quality to work toward a more healthful weight, increase consumption of fruits and vegetables, and quit smoking.

**Benefits to Participants:**

- Helps prevent long-term health problems and premature death.
- Promotes optimal health.
- Learn tools to improve nutrition.
- Increase physical activity to meet the U. S. Surgeon General Guidelines.
- Obtain skills to reduce daily stress.
- Referrals to tobacco cessation Proactive Referral Program.
- Referrals to programs for child safety restraint seat evaluations.

**Our Mission and Vision:**

Mission: Empowering people for a healthier tomorrow.

Vision: Women Together for Health and People Together For Health will be recognized nationally as a successful program that provides tools for people to embrace healthy lifestyles for themselves and their families.

**Outcomes of Program:**

- Participants will maintain and/or decrease their Body Mass Index (BMI).
- Participants will increase their physical activity level by 3000 steps above baseline, as measured by pedometers.
- Participants will self report an increase of fruit and/or vegetable consumption as measured by pre- and post-intervention surveys.
- Participants will make a minimum of one dietary improvement as measured by a dietary survey instrument.
- Participants will feel confident in using stress management techniques learned in the program.
- Participants who use tobacco will be contacted by the Proactive Referral Program to encourage cessation class participation.
- Three months post program follow-up to review the maintenance of healthy behaviors.

## Memorandum of Understanding

In order to implement the activities of the WTFH/PTFH Programs, each party agrees to the following:

### Program requirements agreed to by the host site:

- A. The Site Coordinator will provide technical assistance to the WTFH/PTFH Staff, as needed, to ensure successful completion of service.
  - B. WTFH/PTFH Program flyers must be posted and visible.
  - C. The host site will secure a room at the facility to accommodate the group and materials.
  - D. The site coordinator will assist with on-going promotion of the program by encouraging other potential individuals to participate.
  - E. The WTFH/PTFH Program will not provide childcare, on-site or off, for program participants. However, reimbursement for on-site childcare is available on a case-by-case basis.
  - F. A minimum of 10 people must attend the first class for the program to be offered at each site. If less than 10 people attend, the people will be referred to a different location unless special accommodations are made.
  - G. Host site will adhere to client confidentiality guidelines and will only disclose necessary information (i.e. name and contact information) for clients who have enrolled in the WTFH/PTFH Program.
  - H. Support and assist with the assessment and evaluation activities for the WTFH/PTFH Program.
  - I. Provisions will be made for the following equipment (i.e. overhead projector, etc.):
- 
- 
- 

### Program requirements agreed to by the Maricopa County Department of Public Health WTFH Program:

- A. Provide all educational tools and equipment for participants to encourage active participation from all involved parties.
- B. Provide enrollment forms.
- C. Provide WTFH/PTFH marketing flyers.
- D. If requested by site coordinator, a Spanish speaking facilitator will be made available for classes. Please circle the applicable language for the class or classes: English      Spanish
- E. Serve as the lead and fiduciary agent for the WTFH/PTFH program.
- F. Provide financial resources to the WTFH/PTFH Program with the Office for Women and Children's health grant funding and The Department of Health Services.
- G. Provide leadership and staff support to the WTFH/PTFH Program and Program personnel.
- H. Provide assessment and evaluation activities for the WTFH/PTFH Program.
- I. Management of and conflict resolution for the WTFH/PTFH Program will be the responsibility of the Program Manager and Program Administrator.
- J. Should the need arise to add a partner to administer the WTFH/PTFH Program, the Program Manager and/or Program Administrator will work with the host site to modify this agreement.

By signing below, I (we), at \_\_\_\_\_ understand our obligations as listed above and the expectations of the Maricopa County Department of Public Health Women Together for Health and/or People Together For Health Program. I (we) understand this is a free program. If more than 20 individuals are enrolled in a class, a second class should be scheduled at the discretion of the host site and the WTFH/PTFH staff.

## Memorandum of Understanding

Name of Location: \_\_\_\_\_

Site Coordinator Name (printed): \_\_\_\_\_ Phone: \_\_\_\_\_

Site Administrator Name (printed): \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Suite #: \_\_\_\_\_

City: \_\_\_\_\_ State: AZ Zip: \_\_\_\_\_

Site Coordinator Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Signed by:

\_\_\_\_\_  
Site Coordinator

\_\_\_\_\_  
Date

\_\_\_\_\_  
Site Administrator (if necessary)

\_\_\_\_\_  
Date

\_\_\_\_\_  
WTFH/PTFH Program Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
WTFH/PTFH Program Administrator

\_\_\_\_\_  
Date

## About Women Together For Health (WTFH)

### Mission

### Vision

### Description

### Program Outcomes

### Curriculum

#### **Mission**

Empowering women for a healthier tomorrow

#### **Vision**

Women Together For Health will be recognized nationally as a successful program that provides tools for women to embrace healthy lifestyles for themselves and their families.

#### **Description**

Are you ready to focus on your total health? Women Together For Health is a FREE program that meets one hour a week for 12 weeks, or meets for 1 and 1/2 hour a week for 8 weeks. This program is for women aged 18 to 44 who want to feel better, look better, have more energy, and create a healthier life for themselves and their families. AS a participant you will learn the basics of nutrition and learn simple ways to improve your lifestyle. Total health includes daily physical activity; it is as natural as walking! Each participant will measure their current activity through the use of a pedometer and set activity goals as well as nutritional goals.

The class is designed to be interactive. There will be a mixture of lesson based material and hands on activities that complement the lesson. At the first class session, participants will receive a pedometer and instructions for proper use and documentation of activity. Participants are expected to attend each week and to document their pedometer based activity. AS the weeks progress, incentives are available as goals are met.

The classes are offered by Maricopa County Department of Public Health and co-facilitated by a Registered Dietician and a Health Educator. The classes are taught in both English and Spanish, as needed.

#### **Program Outcomes**

Each participant will learn how to read food labels and make healthy food choices for all meals, including dining out. Knowledge of food serving sizes and the food guide pyramid will inspire each participant to eat healthful foods and meet nutritional requirements set by the FDA. Each participant will learn how to include physical activity, and stress management into their busy schedules. Each participant will also

learn risk factors for chronic diseases such as heart disease, cancer, and stroke, which are the three leading causes of death in our country as well as in our home state.

- ❖ Increase daily lifetime physical activity
- ❖ Make changes towards a healthy weight
- ❖ Improve dietary quality
- ❖ Reduce Stress
- ❖ Reduce exposure to cigarette and cigar smoking
- ❖ Reduce injury related to car accidents

Physical activity and nutrition are the foundation of the program with additional topics interwoven to facilitate an increase in participant knowledge to achieve overall health. Through the program, participants should desire to make a variety of changes relative to the 12-hour curriculum.

### Curriculum

- ❖ Intro to Program-Facilitators Get to know each other
- ❖ Health Risk Assessments
- ❖ Intro to Pedometers and Self-Monitoring
- ❖ Components to Fitness
- ❖ Food pyramid/ Healthy Changes
- ❖ Stress-What is it, and how to manage it!
- ❖ Food Labels-Solving the mystery
- ❖ Muscle vs Fat
- ❖ Your body shape
- ❖ Portion Sizes
- ❖ Fad Diets and Supplements
- ❖ Tobacco and Second Hand Smoke
- ❖ Strength Training and Resistance Training
- ❖ Stretching
- ❖ 5 A Day the Color Way
- ❖ Modifying Recipes
- ❖ Maintaining Healthy Lifestyles

# Women Together For Health

What is this all about?

A **FREE** program to assist people in:

- + Reducing Stress
- + Increasing Quality of Life
- + Improving Health—Feeling Better
- + Buying, Preparing, and Eating Healthy Foods
- + Reducing Risk of Diseases

Either 8-weeks for 1.5 hours every class or 12-weeks for 1 hour every class

Who Can Participate?

Women 18 to 44, Who Want To:

- + Feel and Look Better
- + Have More Energy
- + Learn How to Live Healthier
- + Manage Stress

Where are the classes?

- + Community Centers
- + Churches
- + Public Schools
- + Workplaces
- + Club Houses
- + Anywhere in Maricopa County...We Come To You!!!



**Maricopa County**  
Women Together for Health Program  
Programa de Mujeres Unidas para la Salud

For More Details or to  
Register Call:  
**(602) 506-6850**

# Mujeres Unidas para la Salud

Un Programa **GRATUITO**, de 9 semana de duración (9 horas total) para ayudarle a:

*¿Qué es éste programa?*

- ✚ Reducir casos de enfermedades
- ✚ Aumentarle la calidad de vida
- ✚ Ayudarle a mejorar la salud y por ende, sentirse mejor
- ✚ Comprar y preparar, alimentos que lo ayuden a comer saludablemente
- ✚ Reducir el estres

Mujeres que quiera:

*¿Quiénes pueden participar?*

- ✚ Sentirse mejor y tener más energiá
- ✚ Aprender a vivir sánamente
- ✚ Reducir el estres

*¿Dónde ofrecen las clases?*

- ✚ Centros comunitarios tales como:
- ✚ Iglesias
- ✚ Escuelas públicas
- ✚ Estaciones de trabajo
- ✚ Dondequiera. Podemos ir a ustedes



**Maricopa County**  
Women Together for Health Program  
Programa de Mujeres Unidas para la Salud

Para más información o para inscribirse, llame al:  
**(602) 506-6850**

## Women Together for Health Program 12 Week Overview

<b>Week 1</b>	<ul style="list-style-type: none"> <li>▪ Introductions</li> <li>▪ Food Logs</li> <li>▪ Step Logs and Step Counters</li> </ul>	
<b>Week 2</b>	<ul style="list-style-type: none"> <li>▪ Fat, Sugar, and Salt</li> <li>▪ Benefits of Physical Activity</li> <li>▪ Goal Setting</li> </ul>	*Ten Minute Walk*
<b>Week 3</b>	<ul style="list-style-type: none"> <li>▪ Food Guide Pyramid</li> <li>▪ Water</li> <li>▪ Physical Activity Pyramid</li> </ul>	
<b>Week 4</b>	<ul style="list-style-type: none"> <li>▪ Nutrition Facts Label</li> <li>▪ Serving Sizes</li> <li>▪ Cardiovascular Activities</li> </ul>	*Ten Minute Walk*
<b>Week 5</b>	<ul style="list-style-type: none"> <li>▪ Meal Planning</li> <li>▪ Food Safety</li> <li>▪ Grocery Shopping</li> <li>▪ Flexibility Activities</li> </ul>	*Stretching*
<b>Week 6</b>	<ul style="list-style-type: none"> <li>▪ Fast Food/Eating Out</li> <li>▪ Strength Activities</li> </ul>	*Strength Activity with Water Bottles*
<b>Week 7</b>	<ul style="list-style-type: none"> <li>▪ 5 A Day Fruits and Vegetables</li> <li>▪ Car Seats and Safety Information</li> <li>▪ Other Health Resources</li> </ul>	
<b>Week 8</b>	<ul style="list-style-type: none"> <li>▪ Healthy Weight - Body Shape</li> <li>▪ Fad Diets</li> <li>▪ Strength Activities</li> </ul>	*Strength Activity with Resistance Bands*
<b>Week 9</b>	<ul style="list-style-type: none"> <li>▪ Food Safety</li> <li>▪ Stress Management</li> </ul>	*Relaxation Activity*
<b>Week 10</b>	<ul style="list-style-type: none"> <li>▪ Dietary Supplements</li> <li>▪ Tobacco and Secondhand Smoke</li> </ul>	
<b>Week 11</b>	<ul style="list-style-type: none"> <li>▪ Dietary guidelines</li> <li>▪ Maintaining Healthy Behaviors</li> </ul>	
<b>Week 12</b>	<ul style="list-style-type: none"> <li>▪ Final Review</li> <li>▪ Cooking Demonstration</li> <li>▪ Completion Celebration</li> </ul>	

## **Women Together for Health Program 8 Week Overview**

<b>Week 1</b>	<ul style="list-style-type: none"><li>▪ Introduction</li><li>▪ Food Logs</li><li>▪ Step Logs and Step Counters</li><li>▪ Physical Activity Pyramid</li></ul>	
<hr/>		
<b>Week 2</b>	<ul style="list-style-type: none"><li>▪ Fat, Sugar, and Salt</li><li>▪ Nutrition Facts Label</li><li>▪ Goal Setting</li><li>▪ Lifestyle Activities</li><li>▪ Cardiovascular Activities</li></ul>	*Ten Minute Walk*
<hr/>		
<b>Week 3</b>	<ul style="list-style-type: none"><li>▪ Food Guide Pyramid</li><li>▪ Serving Sizes</li><li>▪ Water</li><li>▪ Flexibility Activities</li></ul>	*Stretching Activity*
<hr/>		
<b>Week 4</b>	<ul style="list-style-type: none"><li>▪ Healthy Weight</li><li>▪ Body Shape</li><li>▪ Fad Diets</li><li>▪ Strength Activities</li></ul>	*Strength Activity with Water Bottles*
<hr/>		
<b>Week 5</b>	<ul style="list-style-type: none"><li>▪ Grocery Shopping</li><li>▪ Meal Planning</li><li>▪ Strength Activities</li></ul>	*Strength Activity with Resistance Bands*
<hr/>		
<b>Week 6</b>	<ul style="list-style-type: none"><li>▪ 5 A Day Fruits and Vegetables</li><li>▪ Tobacco and Secondhand Smoke</li></ul>	
<hr/>		
<b>Week 7</b>	<ul style="list-style-type: none"><li>▪ Dietary Supplements</li><li>▪ Stress Management</li></ul>	*Relaxation Activity*
<hr/>		
<b>Week 8</b>	<ul style="list-style-type: none"><li>▪ Using the Dietary Guidelines</li><li>▪ Food Safety</li><li>▪ Car Seats and Safety Information</li><li>▪ Other Health Resources</li><li>▪ Maintaining Healthy Behaviors</li><li>▪ Completion Celebration</li></ul>	

# Women Together for Health

## Enrollment Form

	Name (first, last)	Age (18 - 44)	Address (include city, zip)	Home Phone #	Work Phone #	Cell Phone #	Child Care?
1							
2							
3							
4							
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