Women’s Health Awareness & Education
(Media Partners)
While we help her *Know Where to Go*, finding the best healthcare is only one piece of the puzzle. To *further our mission* to empower women to make better healthcare choices in 2022, we want to help her find the best and most trusted information on her health conditions so she can *Know What to Do* and be an educated consumer and take an active part in living a healthier life.

To fulfill that goal, we are looking for trusted organizations to collaborate with us as partners on a national campaign to drive trust, awareness, and education among consumers to “*Know Where to Go, Know What to Do*” for better healthcare.

The Women’s Choice Award and its educational partners will unite to spread the word on women’s health through the “*Know Where to Go, Know What to Do*” campaign via promotions on websites, social media, print publications and community and consumer outreach.

While the official launch will be in January, 2022 our press focus will be in May in celebration of *National Women’s Health Week*. 
THE COLLECTIVE GOAL

Collaborate with trusted health organizations, brands and the media to increase awareness of the most trusted sources for women’s health
Our ask of partners, sponsors and supporters is simple and straightforward to help drive campaign awareness:

1. **Display a Know Where to Go, Know What to Do badge on your website linking to the campaign landing page,**
2. **Share a social media post at least once a month,**
3. **Share a joint press release with the media to promote your partnership in the Know Where to Go, Know What to Do campaign,**
4. **Share our women’s health survey with your database to broaden the reach and grow the impact of the findings that will be presented in a national press release!**
5. Other opportunities as they present themselves such as shared articles and media outreach

*1, 2 & 3 will be provided in the Campaign Toolbox*
Proud Partner

Working together to educate and empower women to make their health a priority

#KnowWhereToGoKnowWhatToDo

Badge & social post templates will be provided in toolkit
National brand sponsors and hospital supporters will help promote the campaign via social media, press and window signage.
IN RETURN, YOU WILL RECEIVE:

Exposure

Trust

Goodwill

THROUGH...
CAMPAIGN MEDIA… In addition to your support!

Your logo will be featured in:

- Full page Becker’s Hospital Review
  - Readership over 70K
- 4/C Ad in USA Today
- National Press Release (Jan & May)
WCA to write or repurpose blog content and include backlinks to your site for women to get more information.
WCA will conduct a women's health survey and summarize the findings in a blog and national press release.

(If applicable)

Partner to distribute survey to Partner’s database and/or post survey overview on Partner’s website and/or social media channels
**THE TIMELINE**

**Every partnership will be customized to optimize educating and empowering women to better health in 2022**

- **WCA Best Hospitals Website LIVE** (resource backlinking, logos on partner/advocacy pages)
- **Press**
  - Joint press release announcing our partnership
  - Social Posts announcing our partnership

**WCA Best Hospitals LAUNCH**

WCA Best Hospitals Program sales/enrollment outreach (mention of partnership)

**MAY**
- **Social Posts announcing our healthcare partners for 2022 & Cross-promotion for women’s health**
- **Press**
  - National press release announcing our 2022 healthcare partners to support Women’s Health stats from survey
  - National announcements featuring our healthcare partners for 2022

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**Educate. Engage. Empower.**

**WCA Best Hospitals Program year**

- **May**
  - **Women’s Health Week**
  - National Awareness Month for:
    - Stroke
    - Osteoporosis
    - Arthritis & Autoimmune
    - Celiac Disease
    - Lyme Disease
    - ME/Chronic Fatigue
    - Crohn’s & Collitis
    - Mental Health
    - Stroke
    - Obesity Day
  - National Brain & Alzheimer’s Awareness Month

- **June**
  - **National Brain & Migraine Awareness Month**

- **July**
  - **National Brain & Migraine Awareness Month**

- **August**
  - **Psoriasis Action Month**
  - **Celiac Awareness Day**

- **September**
  - **National Breast Feeding Month**

- **October**
  - **Obesity Week-MD**

- **November**
  - **Obesity Week-MD**

- **December**
  - **Crohn’s & Colitis Awareness Week**

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**Educate. Engage. Empower.**

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MEDIA PARTNER RECAP

Ways Partner can help spread awareness*:

• Distribute joint press release announcing Partnership in the Know Where to Go, Know What to Do Campaign
• Include *Know Where to Go, Know What to Do* campaign as a resource on Website via badge icon, back linking to program landing page
• Social media post/announcements tagging *Know Where to Go, Know What to Do* campaign (Social media posts to be provided by WCA, for partner to post 1x/month through Dec. 2022)

Additional:
• Distribute WCA women’s health survey to Partner’s database of women (if applicable) and/or post women’s health survey overview in a short blog written by WCA team on Partner’s website and/or social media
• Other opportunities as they present themselves such as shared articles and media outreach

In return, WCA will*:

• Provide a customizable joint press release **template** for partner distribution
• Distribute **joint press release** announcing the launch of partnership with sponsors and educational partners
• Include Partner **logo** on WomensChoiceAward.com & program landing page
• Tag partners in **social media posts** throughout the year
• Provide **Toolbox** to help promote Know Where to Go, Know What to Do (includes: social media posts, logos, press release template, etc)
• Manage the campaign **web page**

Additional Exposure:
• **National Press release** announcement for Women’s Health Week featuring partner logos (to include stats from women’s health survey)
• Partnership announcements in **Becker’s Hospital Review** - full page - {Partner Logo included}
• **USA Today** - ½ page, full color ad (Partner logo included)
• **Blog Content**: WCA to write or repurpose blog content so as to **backlink** to Partner website improving SEO
• Additional national media coverage TBD

*pending approval

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What we need to get your brand featured:

• Hi-res logo (including a round version if you have)

• Link where you would like the Learn More button directed

Thank you for supporting this important coalition!

Stay tuned for an invite for a December webinar to introduce participating organizations
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