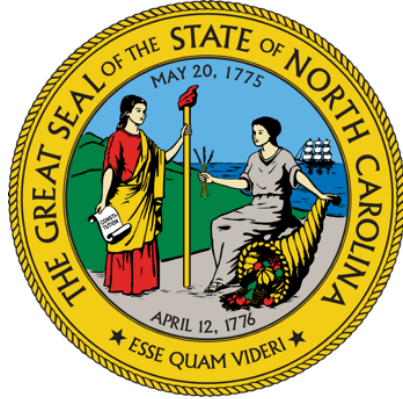


NC Department of Health and Human Services
Division of Public Health

North Carolina Cancer Prevention and Control Branch

Erin Brown, WISEWOMAN Program Manager

March 26, 2025



NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

Division of Public Health
NC Cancer Prevention and Control Branch



NC WISEWOMAN™

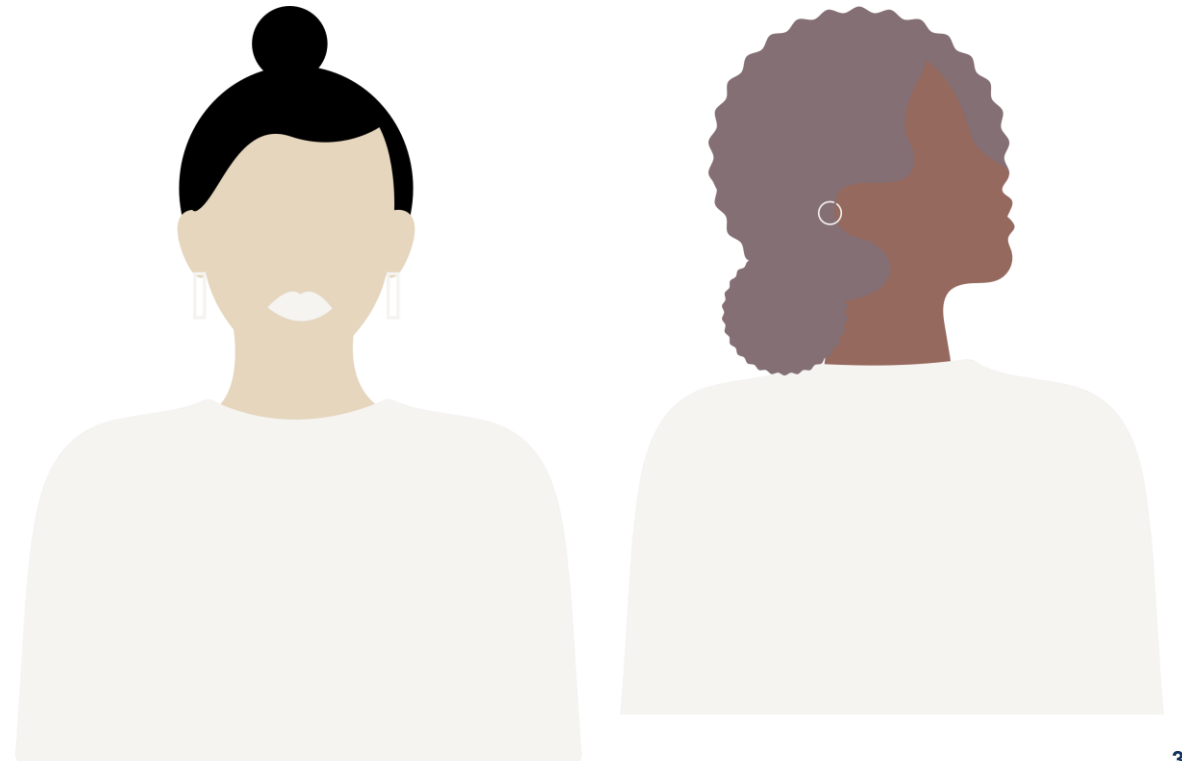


Well-Integrated Screening and Evaluation for Women Across the Nation

Sister program to the National Breast and
Cervical Cancer Early Detection Program



NC WISEWOMAN™



Reduce the incidence and prevalence of cardiovascular disease among North Carolina women through the provision of **knowledge**, **skills**, and **opportunities** for lifestyle behavior change.



WISEWOMAN

Population and Outreach Strategies

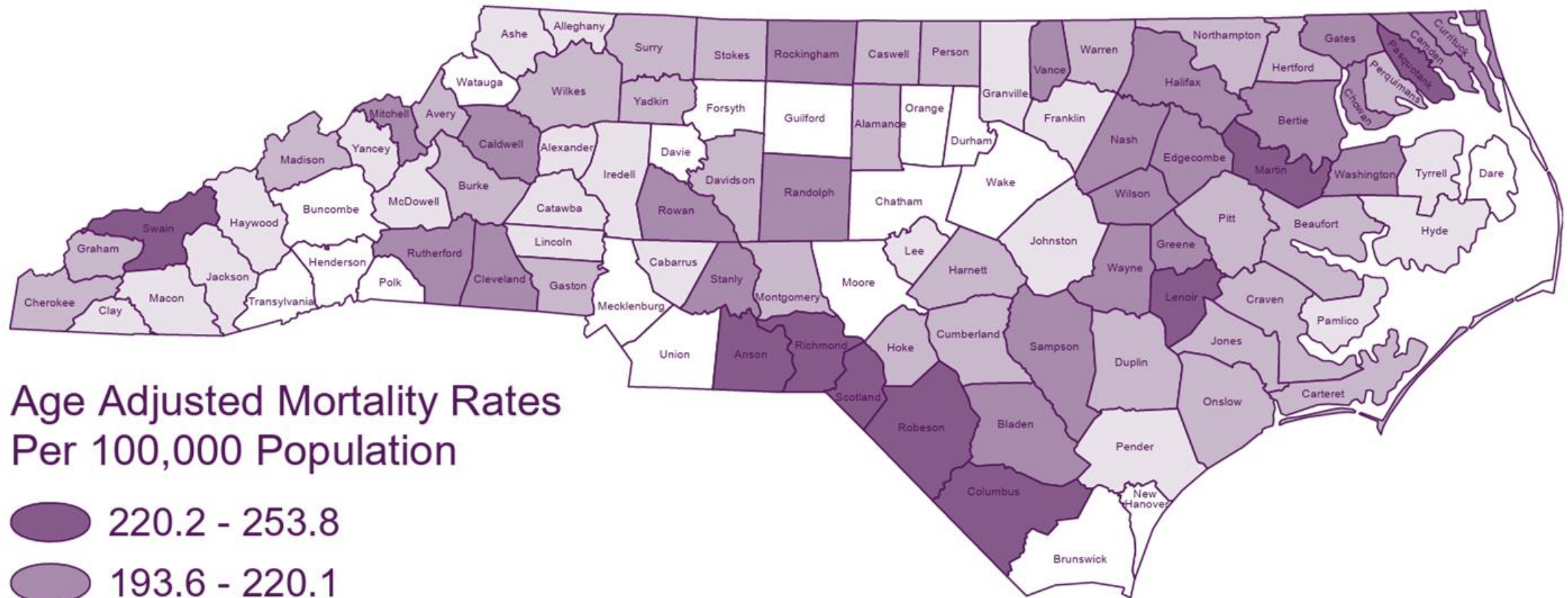
- Promote the screening of women 35 to 64 years old for the identification of CVD risk factors.
- Target low income and minority populations.
- Support local service providers in the adoption of strategies in the recognition of undiagnosed and/or uncontrolled hypertension among their patient population.
- Leverage strategic partnerships to refer enrolled women to services that promote lifestyle change.



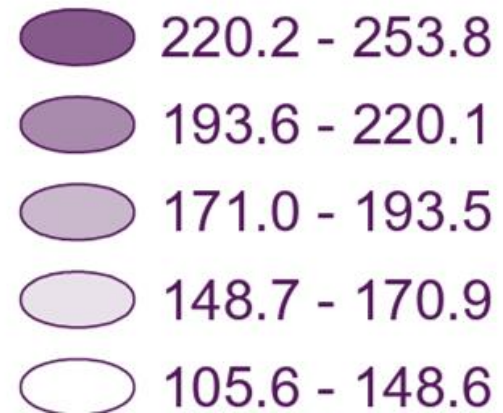


Healthy Behavior Support Services

- Health Coaching
- NC HeartWise
- Eat Smart Move More Diabetes Prevention Program
- Walk with Ease
- Community Based Resources



Age Adjusted Mortality Rates Per 100,000 Population



North Carolina Resident Data 2018-2022

Data Source:

North Carolina Department of Health and Human Services, Division of Public Health, State Center for Health Statistics, Health Atlas, Vital Statistics, Volume 2: Leading Causes of Death 2018-2022.

NC BCCCP & WISEWOMAN Provider Locations

NC BREAST & CERVICAL CANCER CONTROL PROGRAM (NC BCCCP) & NC WISEWOMAN PROGRAM

Nurse Consultant Regions

GINGER CLOUGH

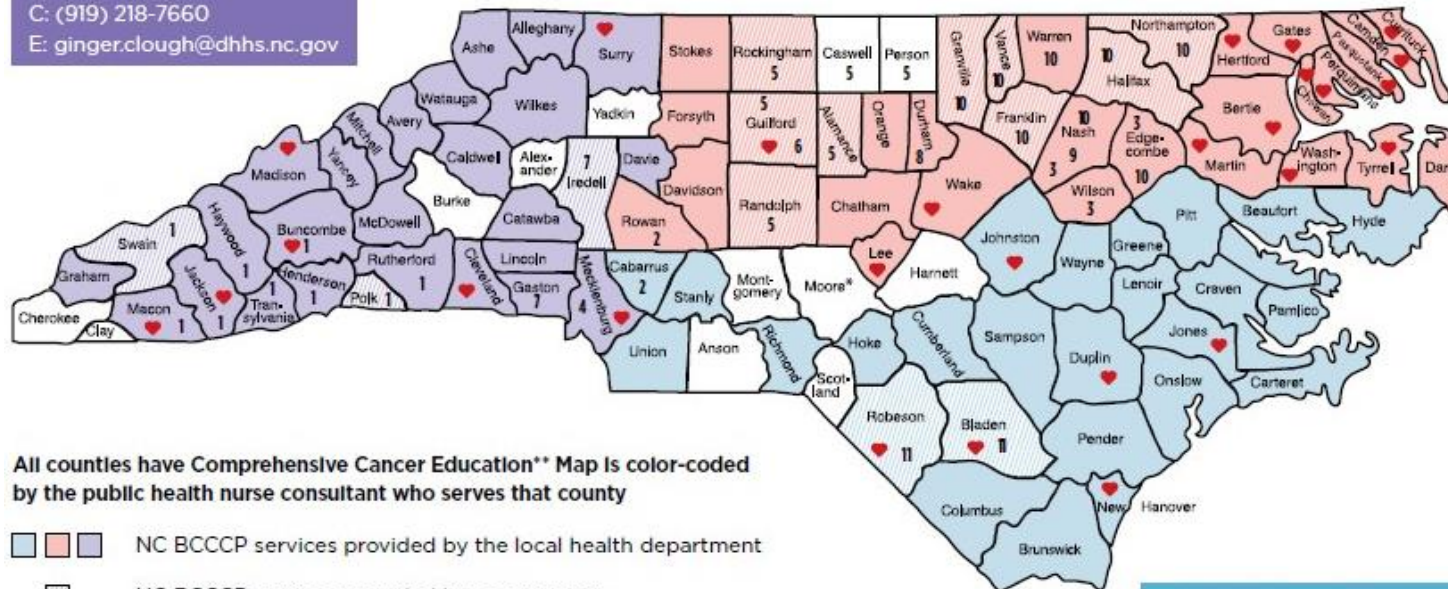
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Thank you!

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