



SUMMIT 2011 National Training Summit on Women Veterans



Women Veterans Health Care

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Department of Veterans Affairs

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Mission

- Ensure all women Veterans receive equitable, high-quality, and **comprehensive health care** services in a **sensitive** and **safe** environment at all VA facilities
- Be a national leader in the provision of health care for women Veterans, thereby raising the standard of care for all women



Accomplishments: 2008–Present

- Comprehensive primary care for women Veterans
- 144 full-time Women Veterans Program Managers nationwide
- Launched Women’s Health Evaluation Initiative
- Revised VHA Handbook on Health Care Services for Women Veterans
- Enhancing mental health, homeless services
- Women’s Health education for providers
- Ramped-up communications to and about women Veterans



Objectives

- Culture change: It's our job to serve women Veterans
 - New employee orientation
 - Communications workgroup
- Outreach: Engage women, encourage them to **rethink VA** and bring them in



It's everyone's job to take care of women Veterans



Culture Change Through Communications

- Leading development of a VA-wide communication plan to enhance language, practice, and culture of VA to be more inclusive of women Veterans
- National Women Veterans Communications Workgroup
 - Broad representation across VA
 - Tasked with developing strategies to reach women Veterans and VA employees



she
earned
these.

It's **our job** to give **her**
the best care anywhere.



WOMEN VETERANS HEALTH CARE

 Department of
Veterans Affairs

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PATIENT CARE
SERVICES

 VA
HEALTH
CARE
Defining
EXCELLENCE
in the 21st Century

7/16/2011

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Outreach

- Women's Health identity and branding

WOMEN VETERANS HEALTH CARE

*You served, you deserve
★ the best care anywhere.*



- Health conferences and forums
- Health campaigns and outreach kits
- Web info on enrollment, benefits and news
- New Channels: blogs, social media
- Flash drives, apps
- Women Veterans Call Center
- Enhancing relationships at the state level



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Outreach Materials

- Health Care Awareness Toolkits

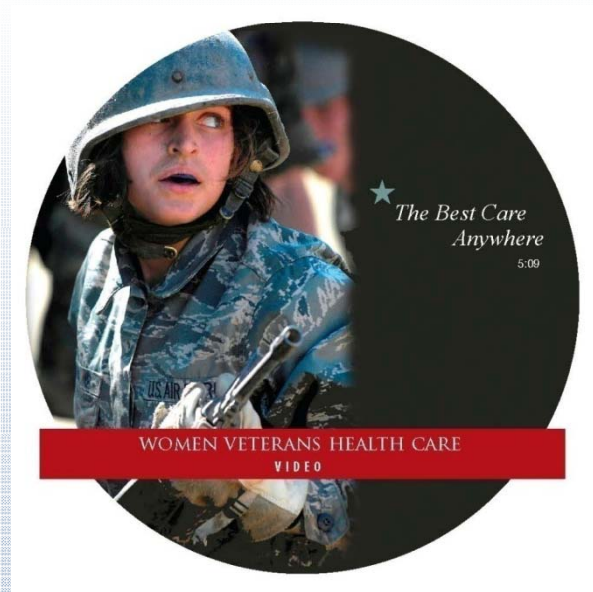
- Outreach posters
- Web messaging

- Brochures

- Videos

- Images

- New Web site



<http://www.womenshealth.va.gov>



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Women Veterans Call Center

- Goal: Reach every woman Veteran, especially those who have never used VA care
- Aim: To increase knowledge of VA services and benefits and expand women Veterans' enrollment and utilization
- Outgoing call center
 - 4,000 calls per quarter
 - 30-day follow-up to ensure needs are met



Understanding Women Veterans

- National Survey of Women Veterans 2008
 - National stratified random sample
 - 3,500+ participants thru telephone interviews
 - Findings: access, quality perception, barriers
- More to come
 - Women Vietnam Veterans Study
 - OEF/OIF Cohort Study
 - Next Scientific Survey of Women Veterans: 2012

