Younger Women’s Health

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The Younger Women’s Task Force, National Council of Women’s Organizations
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About the Younger Women’s Task Force

The Younger Women’s Task Force started in 2005 under the National Council of Women’s Organizations:

- Founded by Alison Stein who recognized that women in their 20s and 30s did not have a place to organize around the issues they cared about
- She found that many women were unaware of how polices affected their lives
- Today we have more than 7,000 members across the U.S. and work on a diverse number of issues
Where We Are Located

[Map showing locations in the USA]
Younger Women Today

In 2008 we conducted a membership survey in order to better understand our members.

- **Relationship Status**
  - 36% reported they were single
  - 36% reported they were in a committed relationship
  - 22% reported they were married

- **Children**
  - 12% said they had at least one child

- **Education**
  - 48% held a Bachelors Degree
  - 39% held a Graduate or Professional Degree

- **Income**
  - More than half (78%) reported making under $50K a year
Health Concerns

We asked our members what concerned them the most, rating each topic on a scale of 1 to 5.

The top health concerns were:

- Mental Health
- Caregiving
- Access to Health Care and Coverage
- Fertility and Maternal Health
- Reproductive Health
- Holistic and Alternative Health Care
- Stress and Work Life Balance

(% giving a rating of 4 or higher)
How Younger Women get Information and News

A study done by the organization Flowtown found that 42 million women in the U.S. (52% of the female population) participate in social media weekly.
Ways to Reach Younger Women
The Importance of Using Web 2.0 Tools

With millions of young women using social media as their main source of communication it is more important than ever to integrate social media if you want to reach women 18-35.

Types of social media and Web 2.0 tools that younger women are using:

- Facebook
- Twitter
- Blogs
- Phone Applications
Ways Young Women are Using Social Media to Improve their Health

- As a tool to help them stick to their health goals
  - Smoking cessation, losing weight, healthy eating
- Research
  - Health care wikis like Medepida, blogs, sharing articles on Facebook
- Social groups for support
  - Connect with others, help one another achieve better health
Diet and Exercise Phone Apps

Motivate yourself during workouts. Race against your previous times and try to out-run yourself!

"23 yards ahead!"

Live Audio Feedback
Get live audio feedback that integrates with your music.

"Ahead by 23 yards"
"2 miles remaining"

Daily calorie budget 1,279
Food calories consumed 184
Exercise calories burned 12
Net calories so far today 172

I can eat 1,107 more calories today
Smoking Cessation App

How it works?

Example

I quit smoking

You smoke? Ther quit!

1. Register, it's two clicks away
2. Choose the date you want to quit smoking
3. Invite all your friends to participate

It's done! Just wait your challenge to start and you will have 6 months to prove your friends that you're stronger than cigarette. They will encourage and look after you for this 6 months period and if you smoke more than two cigarettes... you lose! Ready?

Help your friends to quit!

1. Invite your smoker friends on Stobacco
2. Encourage them and watch them once their challenge has started
3. Make them offer you a dinner with the money they saved!

During the 6 months of their challenge, you will have to encourage them and look after them. If you see them smoking a cigarette, you will have to turn them in on Stobacco... for their own good and because they asked!

I sign up

I invite a friend
Stress Relief

Health through Breath
- Guided meditation
- Stress relief
- Increased athletic performance
- Migraine relief

Pranayama

Winner: Editor's Choice Award – World Maker Faire NY 2010
Maternal Health Apps

Current contraction
Duration: 36s
Interval: 39s
Waters broke: 11:45:48

Average (5 contractions)
Duration: 38s
Interval: 1min 49s

Contraction Started

Estimated Due Date:
Wednesday, September 15, 2010

Countdown:
25 Weeks 0 Days
15 Weeks 0 Days
2nd

Gestational Age:
Trimester:
The baby is as big as a:
Navel orange (4.5 in, 2 to 3 oz)

*Note: the values you see are estimates.
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