



The Younger Women's Task Force

# Younger Women's Health

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The Younger Women's Task Force, National Council of Women's  
Organizations

National Conference of State Legislatures

December 8<sup>th</sup>, 2010

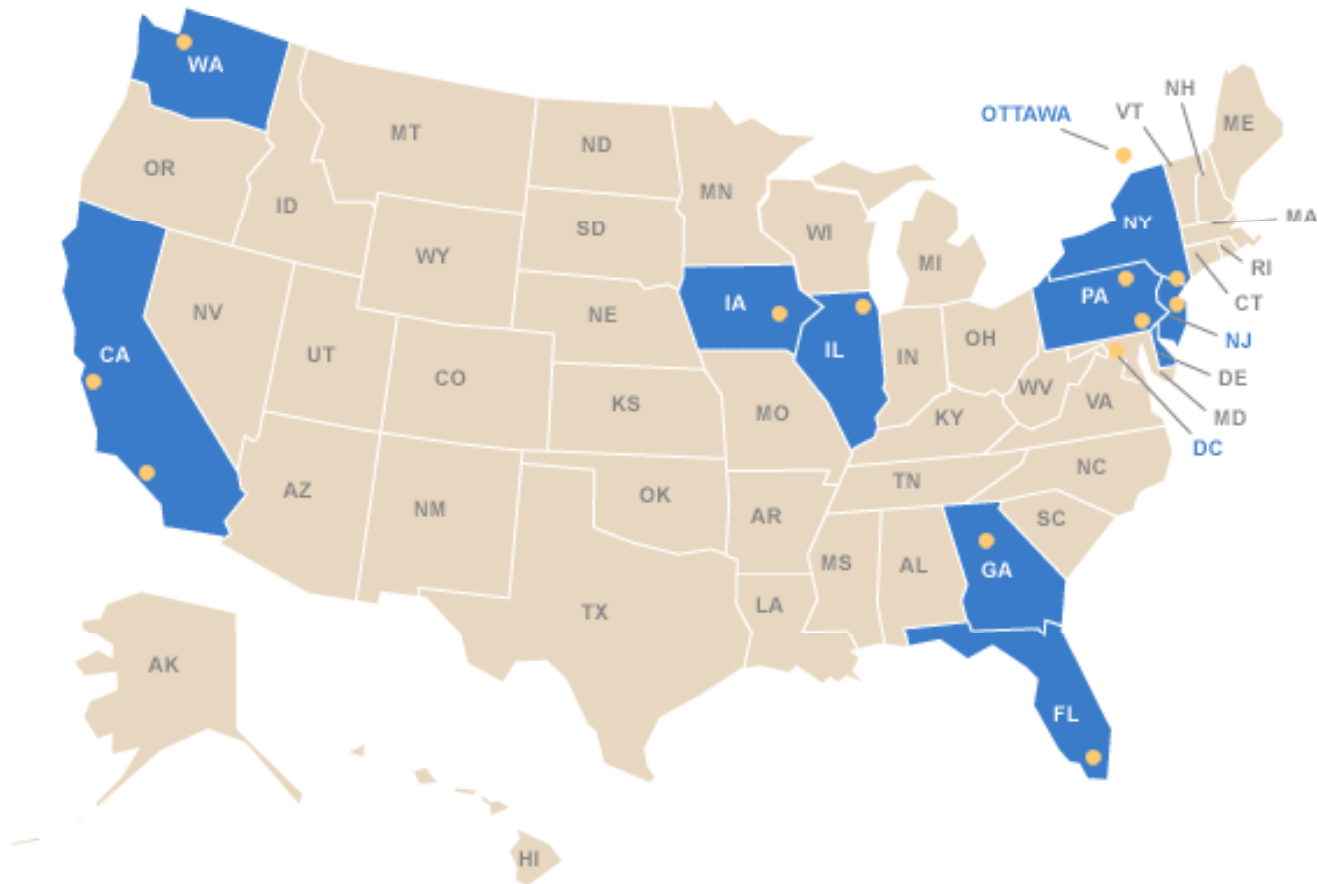
# About the Younger Women's Task Force



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 policies 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



# Younger Women Today

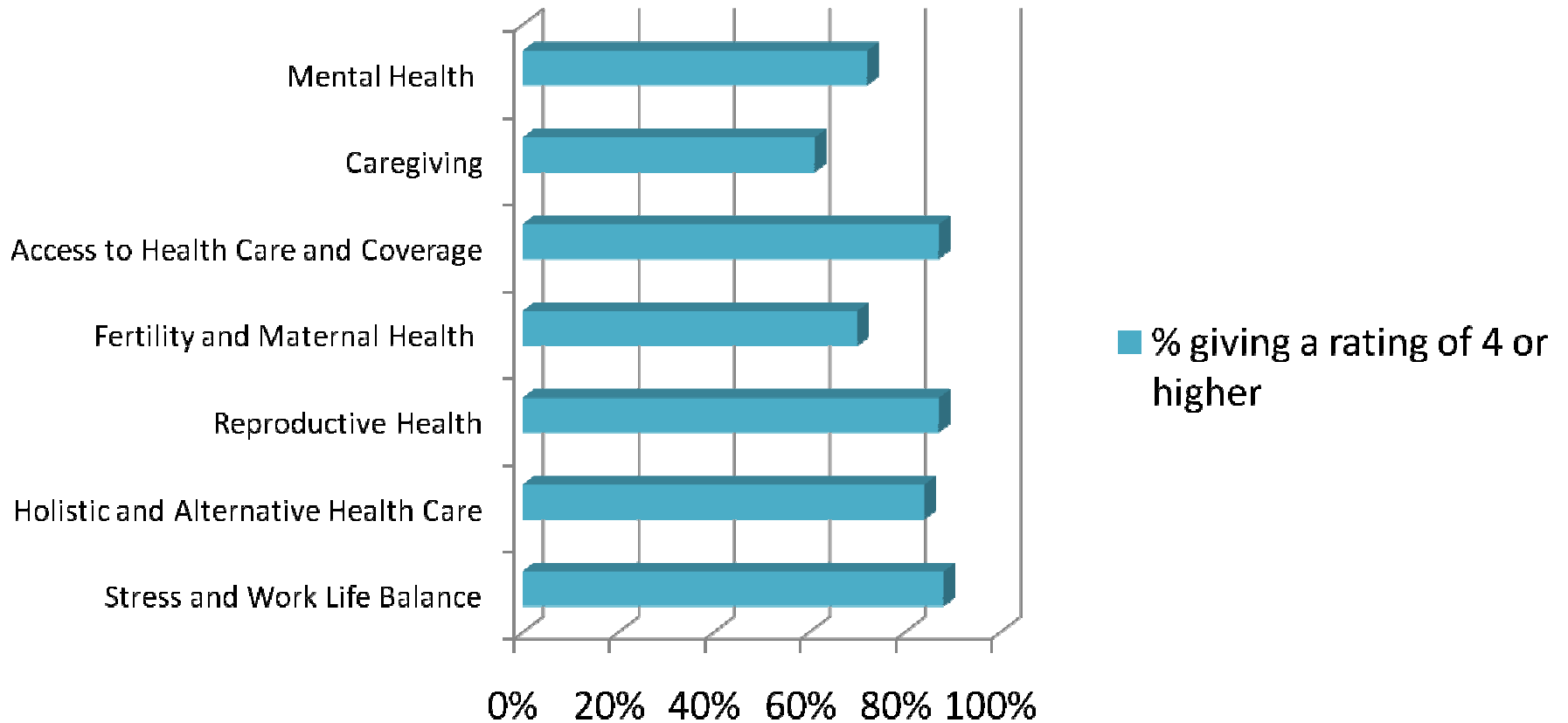
In 2008 we conducted a membership survey in order to better understand our members.

- 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.

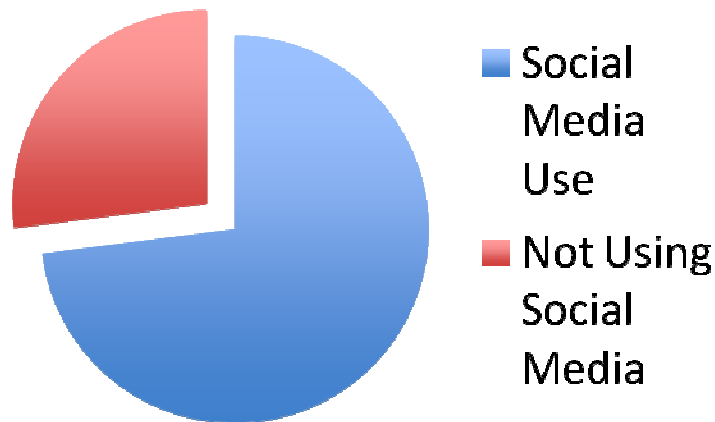
The top health concerns were:



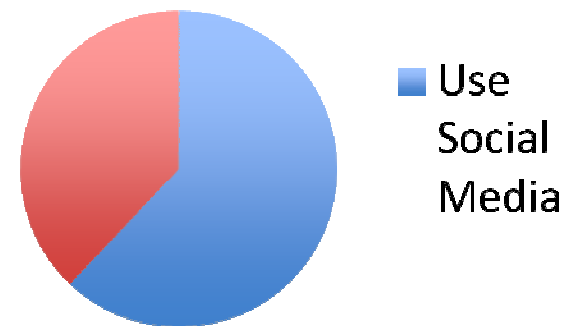
# How Younger Women get Information and News

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.

### Women 18-26



### Women 27-43



# 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

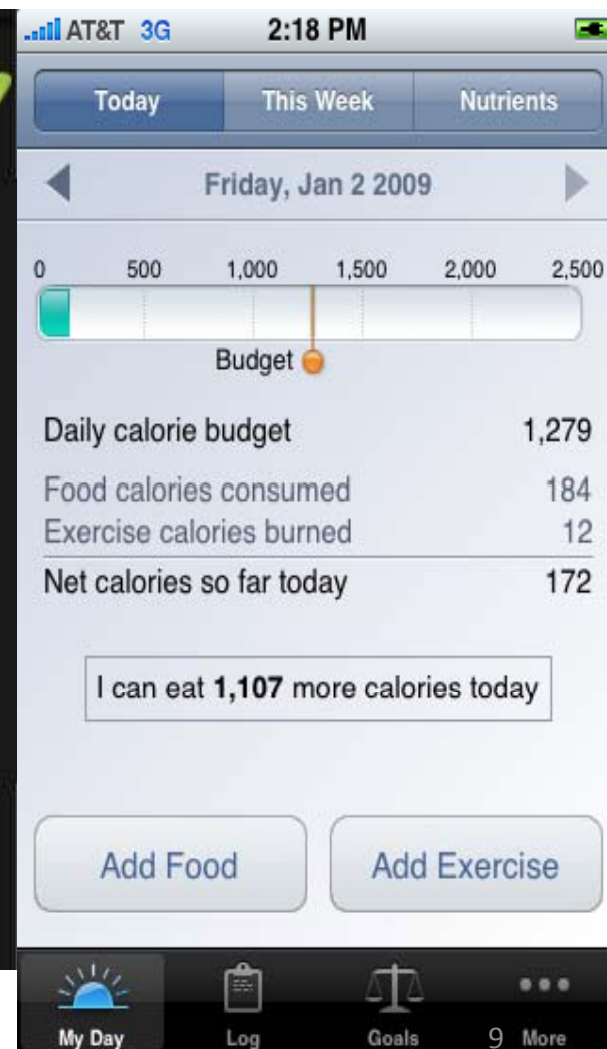
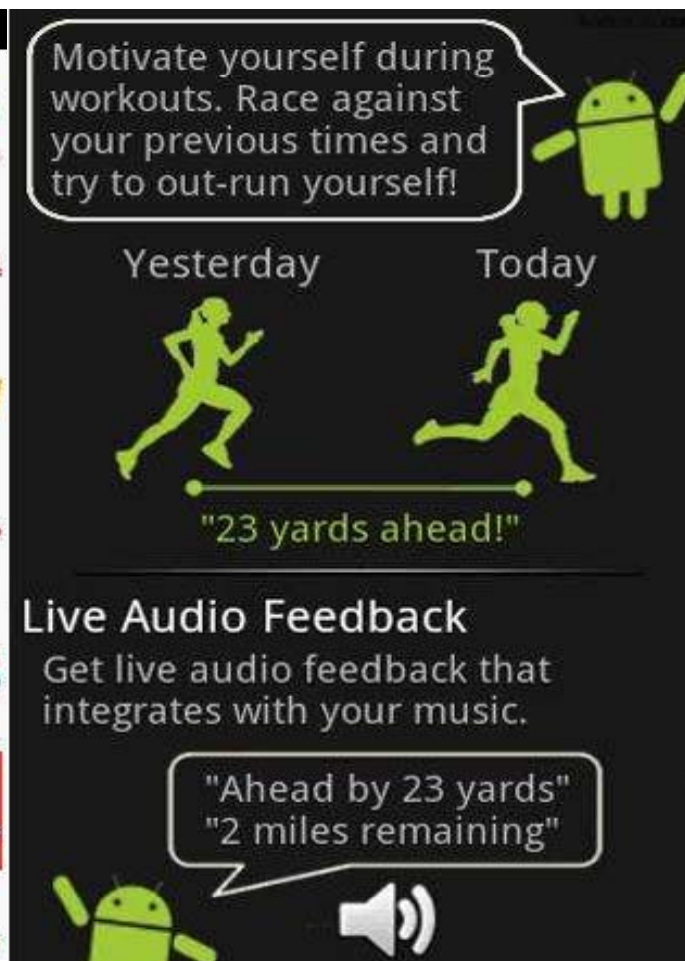
# Ways Young Women are Using Social Media to Improve their Health

- 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



# Smoking Cessation App

**Stobacco** *Beta*

Home | Know more

Sign in  
forgot your password?  
Sign up

**Use your friends to quit smoking!**

1 780 045.90 \$  
total saved on Stobacco

**How it works?**

**Example**  
Quit smoking

**You smoke? Then 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?**

**I sign up**

**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 diner with the money they **saved!**

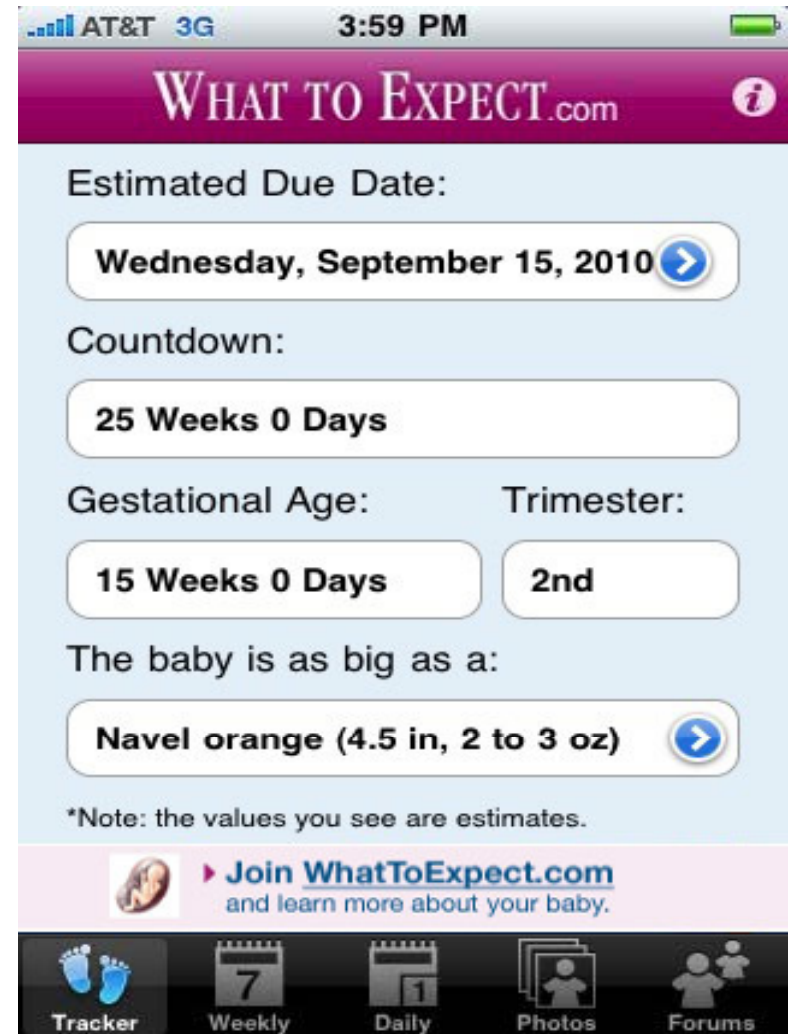
During the 6 months of their **challenge**, you will have to **encourage them** and look after them. If you see them smoking a cigarette, you will have to **turn them in** on Stobacco... for **their own good** and because they asked!

**I invite a friend**

# Stress Relief



# Maternal Health Apps





## The Younger Women's Task Force

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