



## HealthyWomen and Men's Health Network Announce Strategic Partnership

Red Bank, NJ (June 11, 2013) – [HealthyWomen](#), the nation's leading health information resource for women, today announced a strategic partnership with [Men's Health Network](#), the national nonprofit that educates men on preventive health measures. Under this new partnership, both organizations will collaborate to develop health education and awareness campaigns designed to empower consumers and health care professionals (HCPs) to take a proactive role in their health and that of their families.

"In today's 24/7 world, knowing how to reach, educate and inspire women, men and their families to live their healthiest lives is deeply entrenched in each organization's mission," said Beth Battaglino, RN, president and CEO of HealthyWomen. "Our collective goal is to change the way we think about health advocacy and education and, more importantly, how we provide information—whether it's print materials and telephone support or grassroots programs and online/social media efforts—to develop programs that drive patient action and sustained health changes."

The HealthyWomen and Men's Health Network partnership will encompass a range of organizational initiatives, including:

- Launch of the Healthy Family Collaborative, a grant-seeking endeavor to identify relevant opportunities to advance patient education and advocacy efforts
- Development and distribution of patient education materials and proprietary tools for both consumers and HCPs

- Online and in-market signature programs on key health and wellness topics, including: pregnancy/parenting, diet and nutrition, mental health and well-being, and living well with chronic conditions
- Conducting research to identify health trends and better understand women’s and men’s attitudes and behaviors on important health and wellness topics

“The most pressing health concerns facing Americans today, such as obesity and the need for better preventive health education, affect both genders. Effective health campaigns are those that reach both with gender-appropriate messages,” said Ana Fadich, MPH, CHES, vice president of Men’s Health Network. “This progressive partnership allows us to draw on our respective strengths, expand our outreach and play an active role in improving health outcomes for American families.”

### **About HealthyWomen**

HealthyWomen (HW) is the nation’s leading nonprofit health information source for women. For 25 years, women have been coming to HW for answers to their most pressing and personal health care questions. HW provides award-winning health information through a wide array of online content and print publications that are original, objective and reviewed and approved by medical experts. Its HON-certified website, [www.HealthyWomen.org](http://www.HealthyWomen.org)<sup>®</sup>, has been recognized by ForbesWoman as one of the “Top 100 Websites for Women” for the third year in a row and was named the top women’s health website by Dr. Mehmet Oz in *O, The Oprah Magazine*. To learn more, visit [www.HealthyWomen.org](http://www.HealthyWomen.org).

### **About Men’s Health Network**

Men’s Health Network (MHN) is a national non-profit organization whose mission is to reach men, boys and their families where they live, work, play and pray with health prevention messages and tools, screening programs, educational materials, advocacy opportunities and patient navigation. With a network of community health partners, and a presence in every state and over 30 countries, MHN uses awareness campaigns, data collection, surveys, symposia and

collaborative projects to achieve its goals. MHN conducts awareness campaigns in workplaces and public venues, and promotes awareness periods such as Men's Health Month and International Men's Health Week. To learn more visit [www.MensHealthNetwork.org](http://www.MensHealthNetwork.org) and [www.MensHealthMonth.org](http://www.MensHealthMonth.org).

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**Contacts:**

Erin Graves  
HealthyWomen  
egraves@healthywomen.org  
732-978-4947

Alice Alecu  
Men's Health Network  
alice.alecu@menshealthnetwork.org  
202-543-6461 ext. 101