

by Kelly Marshall

## A Name for the Health Program

I am pleased to announce that the FWIO Health Program has attained its own, unique identity.

**ROSE** - *rural ontario sharing education - FOR WOMEN*

The rose - a hearty, rural-Canadian, healthy, elegant, feminine, majestic and soft image - is representative of our new health initiative. It also has a strong connection to FWIO through both the Women's Institute and Adelaide Hoodless roses.

The logo is purple and green in colour. The purple colour was chosen because it is regal and feminine. Purple roses are also rare. The colour green represents the rural, grass roots connection and denotes credibility.

The name was developed through a collection of ideas submitted by members at the Annual Meeting in November, 1999. A warm thank you to all members who contributed!

ROSE will capture the attention of both the public and media, raising the profile of FWIO and Branch initiatives!

## FWIO Health Partners

I would like to acknowledge the following organizations, which will graciously provide services, resources and programs to support participating WI Branches with their ROSE Sessions.

- Community Abuse Programs of Rural Ontario
- National Ovarian Cancer Association
- Ontario Breast Screening Program & Ontario Cervical Screening Program (Programs of Cancer Care Ontario)
- Ontario Women's Health Network
- Osteoporosis Society of Canada
- St. John Ambulance
- Sunnybrook & Women's College Health Sciences Centre
- Canada's Research-Based Pharmaceutical Companies

## Leadership Training Sessions

WI Branches who wish to participate will receive support to successfully organize ROSE Sessions in their communities, through Leadership Training Sessions, an event planning kit and promotional material. Each participating WI Branch can delegate up to two Branch Programming Representatives to attend a free Leadership Training Session, offered in each Area in Ontario beginning in June, 2000. An Information and Registration Package will be mailed to each Branch in the province in April, 2000.

Participating Branches will receive:

- excellent resources to enhance and develop personal skills and knowledge
- new programming ideas to assist with attracting new members



*rural ontario  
sharing education*

FOR WOMEN

- the resources to positively impact on the lives of women and families in their communities

## Frequently Asked Questions

- **“Why is the program taking so long to implement?”**  
Unfortunately, the funding did not include a “completed” program, and developing one takes time. Although the process is not visible to the membership, it does not signify nothing is happening. The invisible parts of the planning process - including the establishment of relationships, development of promotional material, writing and design of support tools and training sessions, logistics and evaluation - are key to an effective program. It is not until the implementation stage (training session, promotion, Branch initiatives) that the process is visible.
- **“How were the Partners selected?”**  
Upon establishing a relationship, the commitment (programs and resources) of each organization was determined and a summary was provided to the Health Committee. Based on the predetermined criteria, the Health Committee evaluated each organization and presented their partnership recommendation to the Provincial Board for final approval.

## Did you know?

Recreation, fitness and active living has been shown to help in preventing site-specific cancers, particularly in the colon, heart and lungs.

I welcome inquiries or suggestions at any time! Please call 519-836-3056 or email [kellym@sentex.net](mailto:kellym@sentex.net)

Look for additional information on the FWIO website: [www.fwio.on.ca](http://www.fwio.on.ca)

