

HOME & COUNTRY

SUMMER 1999

Healthy Outlook for WI Educational Programming

By Jane Cooper

Exciting news for FWIO and all its members! You may remember from the Board Briefings in November that FWIO was putting forward a proposal to the Ministry of Health requesting funding to support an expanded health education program within the Women's Institute. On March 31, 1999, the Minister of Health, Elizabeth Witmer, agreed to join in a partnership spearheaded by FWIO and including other agencies. Over the next two years, the Health Ministry will fund a coordinator to organize WI leadership training programs that will promote health education for WI members and their communities.

The Goal - Attract New Members

The biggest challenge the WI faces today is attracting new members. One of the best ways to attract new members and keep existing ones is to provide superior educational programming.

The Objective - Improve the Calibre of Educational Programs

The Women's Institute plans to do more of what they have always done best - small-scale, local education programs for members and their communities developed in partnership with government and non-government organizations. An important role of FWIO in this process is to help Branches raise the quality and extend the reach of their educational programs.

The Strategy - Partner with Professionals

Working in partnership with professional organizations is one way that the WI can provide high quality educational programs. FWIO began the process in November 1996; today, they have established partnerships with four health-related organizations - Ontario Breast Screening Program



(OBSP), Osteoporosis Society of Canada (OSC), Pharmaceutical Manufacturers Association of Canada (PMAC) and Community Abuse Program of Rural Ontario (CAPRO).

The new Health Program will expand to include more health education organizations and make it easier for WI Branches to work with them.

The Activities - Leadership Training

Funding provided by this new partnership with the Ministry of Health will make it easier for Branches and Districts to provide high quality health education programs. In each Area over the next two years, FWIO will provide leadership training workshops and back-up support for programming representatives from every Branch and District. Following the workshop, FWIO will challenge Branches to work with one of the partners to offer their members and the community at least one health education program a year.

FWIO will provide the tools, but they won't tell Branches exactly how they must provide this health education. Each Branch or District can choose the approach that will work best for their members and their communities.

The Wider Benefits - A Higher Profile

FWIO can realize a variety of benefits from this new health partnership. They can establish their reputation for working with government as equal partners. The WI can then build on this reputation to work with other departments and agencies in future years. As the WI develops and implements this project, they will learn valuable lessons to aid them in future programming.

Finally, WI can increase their public image as

INSIDE:

Health Programs	1,3
Editorial Policy	2
Caring & Sharing	3
PHONEBUSTERS	3
Board Briefings	4-5
Women Involved	6
Towards ACWW 2001	7
FWIC Update	8
Our Millennium	9
Effective Decisions	10
Excellence in Agriculture	11
Profile: Leona Stubbings	12
Erland Lee Award	13
Cross Country Calendar	14-15

