The Preconception Health and Health Care Resource Center
State and Local Strategies

Every Woman California: A Mixed-Use Website to Promote Preconception Health to Health Professionals and Consumers

In 2006, the California Department of Public Health's Maternal Child and Adolescent Health (MCAH) Division formed the Preconception Health Council of California (PHCC), a public/private partnership for statewide planning on preconception health. The PHCC is comprised of members from programs within the California Departments of Public Health and Health Care Services; local maternal, child, and adolescent health programs; community-based organizations; health plans; academic institutions; professional associations; and hospitals and health systems. The most prominent product of the PHCC is the Every Woman California website, a mixed-use platform to attract and engage both health professionals and consumers about preconception health.

The website www.everywomancalifornia.org was launched in May 2009 and used Title V funds for development and maintenance. The website has received 300 visitors per month on average, mostly from California, who spend 3:03 minutes per visit and view 3.2 pages. Half of the website traffic comes from search engines, 20% comes from direct traffic, and 30% from referring sites. By design, consumers and professionals access the same site, creating a community of mutual interest. The site directs users to information for women, men, teens, health professionals, peer educators, and resources in Spanish. All visitors accessing the consumer pages can find relevant information in the areas of "body," "mind," and "environment." Low-literacy consumer handouts are available in English and Spanish with links to local resources. Health professionals are linked to scientific articles and clinical resources, including the California Preconception Health Guidelines and the Interconception Care Project of California developed by the PHCC. In June 2012, a feature was added to support the Preconception Peer Educators Program, a program sponsored by the Office of Minority Health at the U.S. Department of Health and Human Services, at colleges and universities within California. Health professionals and peer educators are encouraged to register as partners and dialogue in members-only discussion forums. New content can be added by registering and submitting content for approval; currently there are 200 registered users.

The website integrates content from other relevant websites, including Twitter and Facebook, and is an engaging and flexible platform for stakeholders and priority consumer populations while serving as a vital communication link for MCAH programs.

Who to contact for more information:

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