

Urinary Tract Infection Prevention Initiative

ABOUT US:

Women's Health Foundation

Founded in 2004, Women's Health Foundation (WHF) is a nonprofit organization focused on providing life strategies, community-based programs and services, and events to encourage women to proactively manage their pelvic health and wellness. Dedicated to eliminating the Sisterhood of Silence and creating a Sisterhood of Strength, WHF is becoming the nation's most visible and passionate champion of women's pelvic wellness issues. Headquartered in Chicago, Women's Health Foundation sponsors programs in Alaska, Arizona, Colorado, Florida, Georgia, Indiana, Massachusetts, Missouri, South Carolina, Wisconsin and throughout the Chicagoland area. To learn more, visit www.womenshealthfoundation.org

National Hispanic Medical Association

Established in 1994 in Washington, DC, the National Hispanic Medical Association is a non-profit association representing the interests of 45,000 licensed Hispanic physicians in the United States. The vision of the organization is to be the national leader to improve the health of Hispanic populations. The mission of the organization is to empower Hispanic physicians to lead efforts to improve the health of Hispanic populations in collaboration with the state, regional and local level Hispanic medical societies, resident and medical student organizations, and other public and private sector partners.

The Cranberry Marketing Committee (Sponsor)

The Cranberry Marketing Committee (CMC) was established as a Federal Marketing Order in 1962 to maintain favorable supply and demand equilibrium for the US cranberry industry. Authority for its actions are provided under Chapter IX, Title 7, Code of Federal Regulations, referred to as the Federal Cranberry Marketing Order, which is part of the Agricultural Marketing Agreement Act of 1937, as amended. This Act specifies cranberries as a commodity that may be covered, regulations that may be issued, guidelines for administering the programs, and privileges and limitations granted by Congress. www.uscranberries.com

EDUCATIONAL MISSION

Urinary tract infections (UTIs) are responsible for more than seven million visits to physicians' offices per year and about 5 five percent of all visits to primary care physicians. Approximately 40 percent of women and 12 percent of men will experience at least one symptomatic urinary tract infection during their lifetime. UTIs are the most common infection in healthcare. This infection claims the life of more patients that any other HAI. There are some simple steps you can take to avoid UTIs and this initiative will share insightful information from leading physicians about how to recognize a UTI infection, how UTIs are treated, the impact of reoccurring or unrecognized UTI infections on the kidneys, how to properly place a catheter and what practices you can implement to prevent UTIs.

The Mission for this educational initiative is to become a valuable resource to assist physicians, nurses and their patients with an in-depth scientifically accurate visual informational handout patients can take home, share with friends and watch over and over again. This new, first of it's kind campaign and patent education resource, will be offered to consumers, patients, physicians and healthcare providers worldwide via this initiative's distribution partnerships with the National Hispanic Medical Association, the Women's Health Foundation and the Institute for Hispanic Health.



Capital Media Group Inc
TV Production & Communications



4095 State Rd 7 #L-128
Wellington, FL 33449
561-304-2939 ph
561-290-1615 fax
www.cmghd.com



National Health Initiative Sponsorship

- ☉ **7 MILLION VISITS TO PHYSICIANS PER YEAR**
- ☉ **40% OF ALL WOMEN WILL GET A UTI***
- ☉ **80% CHANCE OF REOCCURANCE***
- ☉ **MORTALITY HIGHER THAN PNEUMONIA, BLOODSTREAM AND SSI**
- ☉ **MOST COMMON NOSOCOMIAL INFECTION**
- ☉ **INCREASED USE OF ANTIBIOTICS**
- ☉ **INCREASED LENGTH OF STAY AND COSTS FOR HOSPITALS**
- ☉ **WOMEN EXPERIENCE UTIs 4 TO 1 OVER MEN***
- ☉ **HIGH RISK OF UTIs FOR AGING WOMEN***
- ☉ **BETTER EDUCATION CAN IMPROVE UTI PREVENTION!**

* NON-HAI UTIs