

## *Million Veteran Program (MVP) Women Veterans Initiative*

**WHAT:** The MVP Women Veterans Initiative is an outreach campaign to increase awareness and enrollment of women Veterans into MVP which will launch during Women's History Month.

**GOAL:** By September 2021, we aim to recruit at least 5,000 women Veterans into MVP primarily through digital outreach directing them to MVP Online: [mvp.va.gov](https://mvp.va.gov).

**WHY:** 830,000 Veterans have enrolled into MVP, yet only 9% are women Veterans. While this is comparable to the demographics of the VHA population nationally, women Veterans are one of the largest growing groups in VA and should be well represented in research. By increasing diverse representation from women Veterans, the amount and type of research MVP is able to do on health challenges facing women Veterans, including minority women, is greatly enhanced.

**WHEN:** The MVP Women Veterans Initiative will launch in March 2021 in honor of Women's History Month and continued targeted outreach will occur through at least September 2021.

**HOW:** MVP will use Women's History Month as an opportunity to highlight the major contributions and sacrifices women Veterans have made to make this country a better place and to partner with women Veteran advocates such as the Center for Women Veterans, Center for Minority Veterans, and Veteran Service Organizations. In doing so, we will emphasize how women Veterans can continue to give back to their country and fellow women by joining MVP.

### **BACKGROUND:**

- Historically, women have been underrepresented in biomedical research. With more men than women Veterans, this holds true in MVP and other research at VA. As a result, there have been fewer research studies centered on health challenges facing women Veterans relative to studies surrounding the health of male Veterans.
- Women Veterans experience unprecedented environmental exposures and undergo major physical and emotional stress that increase their overall risk of developing chronic conditions such as cancer, cardiovascular disease, and depression.
- MVP is already using women enrollees' genetic information to investigate the effectiveness of tools that predict breast cancer risk for women Veterans. The applicability of the study to women Veterans of minority groups is limited due to the small numbers of these individuals enrolled in MVP to date. By increasing the number and diversity of women enrolled into MVP, researchers could conduct meaningful studies to identify genetic and clinical markers into a wide range of diseases affecting women Veterans, with the overall result of improving women's health care across VA.

**SOLUTION:** A comprehensive communication and outreach strategy to be implemented in a phased approach to include:

- Human-interest profiles for VAntage Point (Scheduled publications on March 2, 12, 22)
- Social media posts and accompanying digital ads
- Print and digital informational flyers, posters, Women Veterans info sheet
- Text for provider referrals to copy/paste into patient instructions
- National press release
- Podcasts, Facebook Live, etc.
- Email outreach through Vet Resources, MyHealtheVet, Center for Women Veterans, etc.
- Briefings to stakeholders to bring awareness to MVP/women's campaign (PAOs, WVPCs, etc.)