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**WAWH Launches Wisconsin Adolescent Health Care Communication Project**  
*New Program Helps Bridge Communication Gap Between Teens and Health Care Providers*

**Madison** – Today, teens, health care providers, parents, teachers and advocates will gather to celebrate the launch of the Adolescent Health Care Communication Program in Wisconsin (WAHCCP). With the goal of improving the delivery of clinical and preventive sexual health services to Wisconsin adolescents, the Wisconsin Alliance for Women's Health (WAWH) is proud to be partnering with the National Institute for Reproductive Health (NIRH) on this important project.

Created and piloted in 2003 by NIRH, the Adolescent Health Care Communication Program has its roots in the Teen Outreach Reproductive Challenge (TORCH) program in New York City. After great success, and requests from across the country for replication, NIRH has been awarding organizational grants to expand the program. WAWH is proud to have been chosen as the first organization in the Midwest to adapt this successful program.

"We are extremely honored to have been chosen to bring this incredible program to Wisconsin," says, WAHCCP Project Director Amy Olejniczak, MS MPH. "We realize that teens themselves are best-equipped to offer providers accurate and authentic insight into adolescent experiences, and their voices are critical to ensuring they receive the care needed to live a healthy life."

WAHCCP Teen Educators will be trained to facilitate workshops for health care providers throughout Wisconsin, affording providers with the opportunity to gain privileged access to the perspectives of their target population and to learn how to better connect with their adolescent patients.

"Doctors need to realize that teenagers and adolescents need more information about sexual health, even if they are too afraid to ask," says Allie Eykholt, a WAHCCP Teen Educator and Junior at Madison West High School. "We are often bombarded with opinions rather than given the facts in a confidential and non-judgmental way."

WAHCCP also allows Teen Educators to engage in peer-to-peer education through workshops about health care rights and the importance of utilizing providers as the invaluable health care resources.

"With teen birth rates rising for the first time in fourteen years and sexually transmitted diseases increasing across the state, it is time that we implement a program to ensure teens and health care providers are speaking the same language," says Heather Royer, PhD, FNP-BC, a member of the WAHCCP Advisory Board. "This connection is critical for ensuring the delivery of quality care."

A celebration of the official launch of WAHCCP with the Teen Educators and health care providers will be held from 5:00pm – 7:30pm at Goodman Community Center in Madison this evening.

To schedule a workshop for providers or for teens, or for more information about the Wisconsin Adolescent Health Care Communication Program, please visit: [www.wahccp.org](http://www.wahccp.org).

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*The mission of the Wisconsin Alliance for Women's Health (WAWH) is to advance comprehensive women's health in Wisconsin by engaging, educating, empowering and mobilizing individuals and organizations.  
To learn more about WAWH, visit our website: [www.supportwomenshealth.org](http://www.supportwomenshealth.org)*