



BPW International

BPW International
Member Projects & Experts

ACTION PLAN

1. General Information

Project Name: Good Health & Wellness for Woman
Project Leader(s): Sabine Bährer-Kohler, Daniela Rigassi
BPW Project Member(s): none
Date: 2019

2. Description

This project will support a balanced health and mental health perception and wellbeing orientation of professional woman. Basements are for example the concepts of empowerment, self-management, and the health belief model (HBM).

2.1 Goals

- Providing information about BPW international projects and programs for health.
- Creating awareness among professional women regarding health and mental health issues.
- Providing professional women with input and competence regarding aspects of health & mental health, and health factors affecting woman.
- To support prevention of health reductions and promotion of health & mental health of woman.
- Promoting wellness in women across the lifespan.

2.2 Target Group

The main targets are BPW members (priority) and professional women. We will start in Switzerland, so it will be focused on women from Switzerland.

2.3 Partners / Communication

- No partners at the moment
- Communication will be done by using BPW platforms, personal networks.

3. Planned Activities

- Setting up the project, announcement of the project via BPW website, Facebook, invitation cards, flyers and personal invitations.
- Organising a first *awareness and good health weekend* in Lenk/Switzerland in autumn 2019. The meeting language will be German.