



# *Heal Her* Medical Camp

December 4th, 2024

Sathya Gopinath & Diane Kim



Policy Tracks: Human Rights & Media and  
Communications



RUTGERS-NEW BRUNSWICK




Institute for Women's Leadership

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to *practice* leadership *through action*.

To find out more please visit the Institute for Women's Leadership's website at <http://iwl.rutgers.edu>.



# Planting the seed... our personal passions

Why is a free medical camp for women important?

- Sathya's Story
- Diane's Story

# ZEROING IN ON OUR PROBLEM



## women vs men

We knew there was a healthcare gap between men and women

- Heart attack example
- ER waiting room example



## diving deeper

Researching about the different aspects to a woman's identity: race, socio-economic status, gender identity, and ethnicity. Each of these affected healthcare

- Women of color- pain gap example

# BRINGING THE PROBLEM HOME

Figure 2

Regional Healthcare Burden Differences in New Jersey

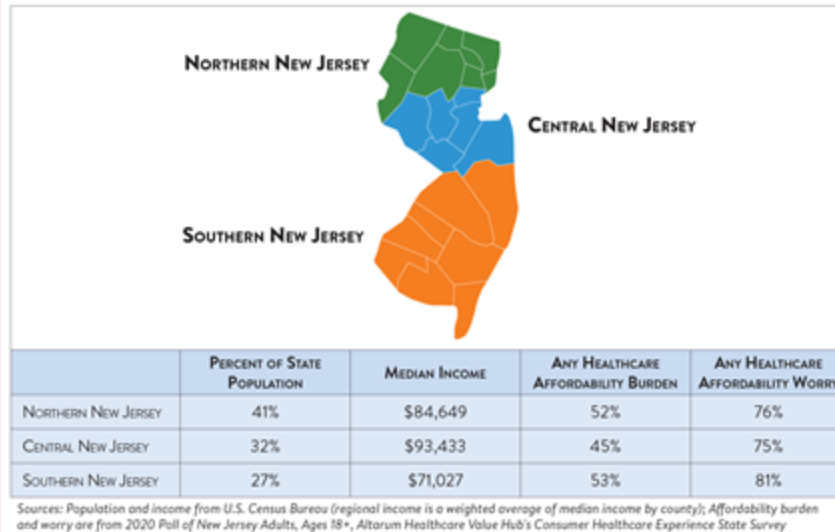


Fig 2. Regional Healthcare Burden Differences in New Jersey ([Healthcare Hub](#))

Races in New Brunswick, NJ (2022)

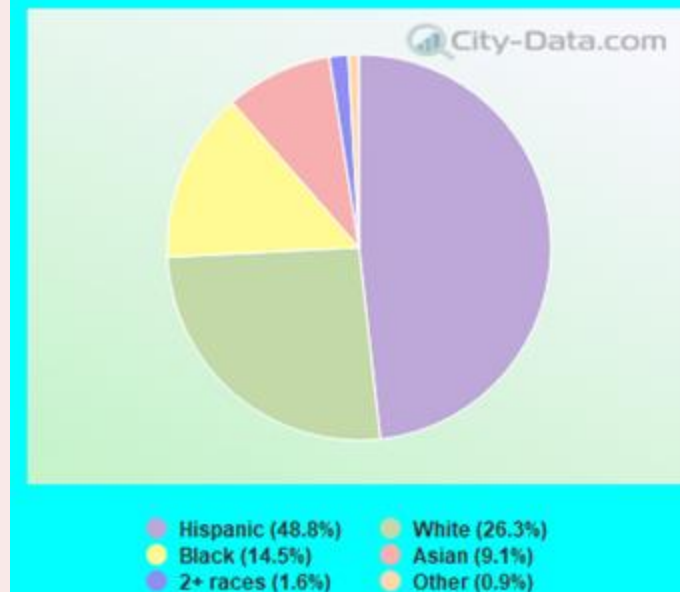


Fig 3. Races in New Brunswick, NJ ([Data USA](#))

# The Problem: Why do we need *Heal Her*?



**BRIDGING  
THE HEALTH  
EQUITY GAP**



**ACKNOWLEDGING  
THE CONFIDENCE  
GAP, PINK TAX,  
DIAGNOSIS GAP**



**COMBATING  
FINANCIAL  
BARRIERS**



**FOSTERING  
HEALTH  
LITERACY +  
COMMUNITY**



# Heal Her:

## What is our purpose?



### Goods

Free menstrual products, hygiene kits, self-care kits, baby care, etc.



### Services

Cervical Cancer screening, breast cancer screening, blood tests (HIV/STD testing)



### Education

Extensive resource guide, general symptoms guide, Endometriosis, PCOS, Cervical Cancer, etc.



And so, *HEAL HER* Medical Camp is born...



## OUR MISSION

We strive towards advancing the general health and wellness of uninsured women through the dissemination of goods, services, and education. Our aim is to foster an environment where our patients can lead healthier, happier lives.



## OUR VISION

Intimate, individualized care for our most vulnerable populations—understanding patient boundaries and comfort as our top priority.





# Strategizing our Outreach



MAY



Connect with Dr. Patel to create the framework for our medical camp + go over the basics

JUNE-AUG



Set our plan into motion! Strategize outreach to doctors, service providers, local organizations, and health professionals

SEPT



Work towards securing a space! Brainstorm with advisors/peers/faculty



# Rejection is redirection!

Hi Diane, we only partner with local organizations, but I would see who here might be local to you: <https://allianceforperiodsupplies.org/allied-programs/>

Thank you,  
*Melanie Saunders*  
Executive Director  
<https://www.theperiodpantryproject.org/>

[See More](#) from DIANE KIM

H

**Heal Her Medical Camp** <healhermed@gmail.com>  
to office ▾

We may have gotten the email wrong! Trying this one.

...

One attachment • Scanned by Gmail ⓘ



Thank you for reaching out to Dignity Matters, and your interest in our mission to fight period poverty.

At this time, our focus is on supporting other non-profit organizations in Massachusetts.

Here is a resource you can use to try and find support locally:

<https://allianceforperiodsupplies.org/allied-programs/>

Here is a list of the New Jersey based organizations on the site:

- Hillside – CFBNJ Period Initiative, a program of Community Food Bank of New Jersey
- Newark – Modestly Cover Diaper Bank
- Rumson – Junior League of Monmouth County
- Warren – Healthy Periods, a program of Moms Helping Moms Foundation

I hope this help. Thank you for all of the good work that you do in your community.

Best of luck, Andrea

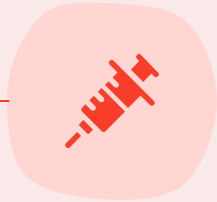
Thank you for reaching out to MAP International regarding this need. Unfortunately, MAP is currently not licensed to distribute any medications or even medical supplies in New Jersey. When this changes, we would like to reconnect with you and be able to partner with you in serving this underserved population.

Blessings,  
Beth

**Elizabeth Arro-Brown**  
Senior Program Officer  
W +19122806676  
4700 Glynco Parkway  
Brunswick, Georgia 31525

# Strategizing our Outreach

OCT



Collaborate with Rutgers Health Corps to increase the scope of our camp & resources/fundraising initiatives

NOV

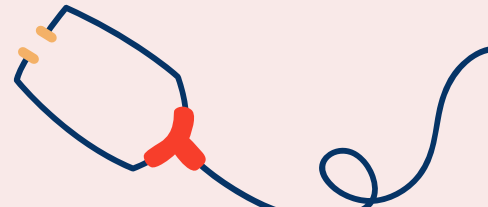


Continue outreach to our partners, local organizations, and nonprofits. Establish network within RWJ

DEC



MEDICAL CAMP!



# This is the redirection!

Hello Diane,  
Thank you for reaching out. Your program seems amazing. This is something ISTG would love to get involved with and learn more about. Please fill out the attached form and send it back to me so we can get the ball rolling.

Looking forward to hearing from you:)

 ISTG Central/South NJ-New Recipient...

Andrea Stock  
Co-Director  
I Support the Girls, Central NJ  
631-921-4842

Hi,  
We just posted your great project on our weekly eblast to our Art and Design students. I am sure it will get some response. All the best for Heal Her.  
Gerry

Yehudis Frish <jf940@scarletmail.rutgers.edu>  
to me ▾

Mon, Nov 4, 6:08 PM ★ 😊 ←

Hi,  
I am an RHSC volunteer, and I received an email that said you are collecting supplies. I have menstrual supplies to donate and am frequently at the CAB building. Do you know where I can drop them off?

Best regards,  
Yehudis Frish  
Rutgers University  
School of Environmental and Biological Sciences  
Class of 2025

Hi there!

My name is Emily Brown, and I am a student at Rutgers School of Public Health and a leader of VOICES, a volunteer organization focused on providing public health service opportunities for students. We recently learned about your donation drive through the Rutgers Health Service Corps, and we are very interested in supporting you!

Could you please provide the exact dates for the donation drive? We had initially planned to organize our own donation drive during the holidays, but we would prefer to contribute to your initiative instead. We believe it's more effective to collaborate and help uninsured women in New Brunswick together.

I look forward to hearing from you soon!

# The fruits of our labor!



**HEAL HER MEDICAL CAMP'S**  
**DONATION**  
*drive*

PROVIDING GOODS, SERVICES, & EDUCATION TO  
UNINSURED WOMEN IN NEW BRUNSWICK

**WHAT WE NEED**

- Baby Care:**
  - Diapers/Pull-Ups
  - Baby Wipes
  - Baby Shampoo
  - Baby Food
- Menstrual Products:**
  - Tampons
  - Pads
  - Panty Liners
  - Period Underwear
- Self-Care Items:**
  - Over-the-Counter Medications
  - Hygiene Products
  - Hair Care Products
  - Cosmetics

TO DONATE CONTACT DIANE & SATHYA  
Drop-off Location: *Institute for Health*  
✉ [healthmed@gmail.com](mailto:healthmed@gmail.com)  
📞 917-282-0639

**RUTGERS**  
Institute for Women's Leadership

**RUTGERS HEALTH**



# General SAP Timeline



07

**July**

One email after another, Sathya and I attempt to establish credibility for ourselves + the camp

08

**August**

After much rejection and consistent effort, Sathya and I finally receive positive feedback + donation

09

**September**

One-on-one meetings start for Sathya & Diane, research and strategizing for outreach and connection with healthcare/service providers

10

**October**

Begin working with Jack, Brandi, and Jeff! Meetings, introductions, lots of brainstorming, external help!

11

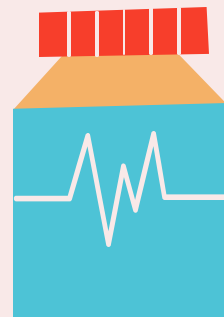
**November**

Implementation process starts...fundraising initiatives, securing space, services, and putting together materials + marketing!

12

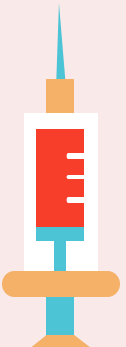
**December**

Our tentative implementation date!



# A woman in the field of medicine...

1. Recognizing our identities
2. Building & establishing credibility
3. Responding to criticism
4. Going rogue...
5. Reflection





# THE END PRODUCT

The Three Prongs of our  
Mission





# THE SERVICES WE PROVIDED

Body  
Composition  
Screening

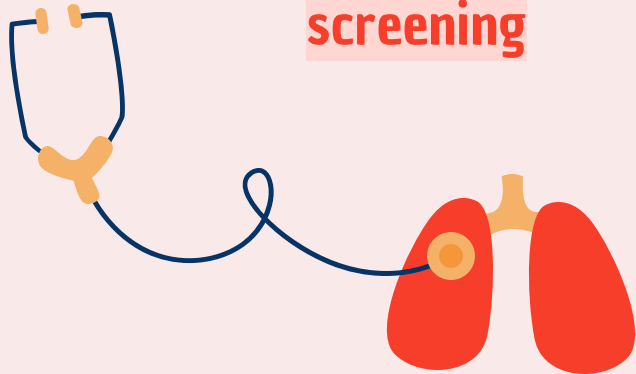
Cervical  
cancer  
screening

Breast cancer  
screening

Glucose  
screening

STD/STI  
Testing

Mental Health  
Services



As well as child care, housing resources and aid in legal issues!

# KEY COLLABORATORS

## Rutgers Health Service Corps

Prepares students, faculty, staff, and community members to positively impact health and wellness across Rutgers and New Jersey through education, innovation, and service

## The *Examiner*

The Examiner is Rutgers Pre-Health Journal, focused on giving a voice to those who may not have one. We focus our articles on relevant public health issues with hopes that it may raise awareness and catalyze change.

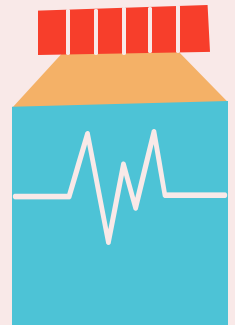


## Rutgers Petey Greene

PGP believes that everyone deserves a chance, that we cannot discount anyone, and are responsible for each other—it is the central life-long lesson our volunteers learn when they tutor students who are incarcerated, or have been recently released.

## Robert Wood Johnson

One of the biggest Hospital systems in the country, RWJ's support was a big victory for us!





**THE IMPACT  
WHAT WE  
HOPE TO DO  
IN THE  
FUTURE**

# Acknowledgements!!

- The IWL team!!!!
- Rutgers Health: Jack and Brandi
- Dr. Jeff Wilhelms
- Dr. Patel
- The Examiner + Petey Greene
- Dr. Ayers
- Rutgers nursing school
- Rutgers pharmacy school
- Food + Nutrition services

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# THANKS!

DOES ANYONE HAVE ANY  
QUESTIONS?

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