

## It really is All About Women

### Free event offers services, info for productive lives

By Mary Powers  
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An effort launched seven years ago in response to Tennessee's poor showing on a national women's report card arrives in Memphis Saturday with 12 hours of health screenings, how-to workshops, hands-on demonstrations and fitness classes.

Dubbed All About Women, the event is free. Each participant receives a notebook at the door to take notes or write down body mass index, blood pressure or other key health statistics, as well as goals.

Organizers said the show is designed to connect women with each other and the information and services to help them lead more fulfilling lives. "Instead of feeling like you are behind the eight ball and you can't do anything, we want you to leave with the feeling you are on top of the eight ball," explained Sally Smallwood, chief executive officer of All About Women, the nonprofit organization organizing the event.

The Memphis show is the organization's first outside Nashville. Thirteen organizations, businesses, churches and other groups with Mid-South ties are providing support and volunteers. They hope to attract at least 10,000 to the event, which is set for 9 a.m. to 9 p.m. at the Memphis Cook Convention Center. "This is no trade show. There is no selling," Smallwood said.

The local organizing committee includes Barbara Trautman of the Memphis Medical Society Alliance. Trautman said she attended the January All About Women show in Nashville and left energized and feeling good about herself.

The day's activities are grouped together under the headings of health, home, life and me.

Activities range from how to create a budget, prepare a resume and operate a defibrillator to ballroom dancing, breastfeeding or preparing hair and makeup for a job interview.

The show started when Tennessee scored near the bottom nationally in the 2000 Status of Women report prepared by the Washington-based Institute for Women's Policy Research. The nonprofit research group gave Tennessee grades from a C-minus in health care to a D-minus in earnings and political participation.

At the time, Smallwood was active in several organizations, including the Junior League and the Medical Society Alliance, discussing the report. Those discussions grew into a series of meetings that Smallwood helped to host. Eventually the talks included state and elected officials.

Now organizers want to expand efforts to track the event's long-term impact. A 2005 survey found that, six months after the show, more than 50 percent of those surveyed reported they were more active and 76 percent said they were changing their diets and nutrition.

Smallwood said on Saturday Mid-South women will be recruited to participate in quarterly progress reports.

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### **All About Women**

**What:** The show is a free one-day event focused on the wide-ranging interests of women. Organizers promise free health screenings, food demonstrations, exercise classes and a variety of workshops, including budgeting, home improvement and repair, parenting and resume writing.

**When:** 9 a.m. to 9 p.m.,

Saturday

**Where:** Memphis Cook Convention Center

The first 200 women will receive a gift from Home Depot.

**More info:** The event is sponsored by Baptist Memorial Hospital and Home Depot. It is organized by All About Women, a Nashville-based, private, nonprofit organization. For more information, visit [allaboutwomentn.org](http://allaboutwomentn.org)

