

**West Virginia University
Robert C. Byrd Health Sciences Center**

**National Center of Excellence
In Women's Health**

Technical Report
August 30, 2006

National Centers of Excellence in Women's Health
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I. Executive Summary

West Virginia University Robert C. Byrd Health Sciences Center has just completed twelve months of year two as a National Center of Excellence in Women's Health. Institutional commitment to our National Center of Excellence program is strong as demonstrated through financial support and the contributed efforts of a large cohort of faculty and staff members from the Health Sciences and the University at large. Institutional and State support has been further demonstrated by the following examples: The Vice President of Health Sciences Center, Dr. Robert D'Alessandri championed the Senate Resolution no 4₁ adopted by the Senate March 6, 2006. Norma L. Tennant, Special Assistant to the Vice President of the Health Sciences Center was directed to coordinate the OWH Site Visit₂ scheduled for March 30, 2006.

The Health Sciences Center has taken a lead role in the Changing the Face of Medicine: Celebrating America's Women Physicians exhibit₂ scheduled at the West Virginia University Health Sciences' October 18- December 8, 2006. The Executive team of the CoEWH is a part of the leadership of the exhibit planning group. The exhibit event will feature upwards of ten lecture/seminars during its tenure at WVU. While the traveling exhibit focuses on women physicians, WVU is celebrating the larger community of woman professionals who have contributed to every healthcare field. We are developing a program that will encompass all the schools and celebrate women's leadership roles in healthcare.

Planning for the exhibit and all the accompanying events has involved the contributions of people from many parts of the WVU Campus, including the Health Sciences Center, WVU Libraries, and the Elberly College of Arts and Sciences, Center for Women's Studies. It is truly an example of leading WVU toward a cultural change of a multidisciplinary, integrated academic institution. An accomplishment that, without the efforts of the CoEWH over the last two years, to lead the University by functioning as a multidisciplinary, integrated unit it has evoked a cultural change and people started to own it, this event would have been much more difficult to orchestrate.₃

Dr. Ruth Kershner, Community Medicine, WVU HSC and CoEWH developed and teaches "WMST 293N: Women's Health & Fitness₄, a healthy lifestyles class" for college-age women which includes a physical exercise component, in the fall 2006 semester. This is another example of, multidisciplinary/cross functional collaboration between the HSC and WVU main campus. This class is offered through the WVU Women's Studies Program, has a cap of 20 students, and it filled as soon as registration opened.

The Women on the Water Retreat (New name as of August 1, 2006: Women on Wellness)₅ was offered again this year at the Heston Farm in Fairmont West Virginia. The WOW is a major outreach initiative designed to raise women's awareness of how to be their own best advocate for good health. Our goal this year was to deliver an event that would be the model for delivery through out the state of West Virginia. We condensed the event to be delivered into one day.

Six hundred Eighty (680) women were invited from across the state to the free event. Seventy eight (78) women were reregistered, fifty (50) attended the event; Forty eight (48) completed evaluations. One participant was in a wheel chair. The women were from the ages of 18 to 70 and once again women came from across the state of WV as far away as Charleston. Twenty two (22%) of the participants were participants last year. This event is multidisciplinary project of the CoEWH.

A representative from a local TV station, WGTV, contacted us about the retreat. WGTV delivers a Women's Health spot every Tuesday at noon. Representatives of the CoEWH have been regular weekly guests on the Women's Health section. We have had the opportunity to discuss the retreat, and women's health prevention topics.

The accomplishments of the Center of Excellence during this second year as a National CoEWH have been significant. Our clinic, under the direction of Drs. Vicki Baker, Laura Davisson and MaryAnn Long, continues to work toward improving the patient-centered environment, and a provision of care to women with an outcome of an improved process of care. Our clinic was featured in the Dominion Post Sunday Lifestyles section⁶. One of our patients wrote a letter to the editor⁷ discussing her satisfaction with the quality of care she received in our clinic.

Our patients are provided with a comfortable, friendly environment, state-of-the-art equipment, conveniently located subspecialty clinics as well as a wide variety of reference material and support services. The number of patients we see continues to increase as our clinic becomes known in the community and across the state. Our CoEWH Stroke Clinic continues to increase its patient base. We expect our third subspecialty clinic to open in the future. It will be a CoEWH Urology Clinic. This clinic will serve for the diagnosis and treatment of various urogynecologic conditions that affect many women, such as stress incontinence, etc. We are in the process of discussing another subspecialty in women's sports health with the department of orthopedics. We have put our plan to complete a strategic plan for satellite clinics in the Robert C. Byrd Health Sciences Charleston and Eastern Divisions on hold until we find out the goals/direction of the National CoEWH paradigm to continue as to support the CoEWH concept.

Dr. Michael Vernon, In-Vitro Fertility Center (IVF), professor, SOM has accepted the position of Interim Chair of Obstetrics and Gynecology. The leadership of the CoEWH looks forward to continuing to work with Dr. Vernon as we move women's health forward in West Virginia. We celebrated Dr. Vernon's new position with a filmed presentation at our site visit March 30th, as Dr. Vernon was of town.⁸

The Outreach Component, under the direction of Dr. Barbara Howe and Dr. Elaine Bowen, continues to expand its reach across the state by expanding our outreach and Community Advisory teams in each of the 55 counties in West Virginia. These representatives then participate and/or provide material with a focus on Women's Health in the rural communities across West Virginia.

The Outreach Component applied for and received a WVU Public Service Grant for \$8,960 effective July 1, 2006. This grant was awarded to the Outreach Component to support CAB meetings and other outreach effort. This award is one more demonstration of the institutional support of West Virginia University and its commitment to women's health.

The Leadership Component, under the direction of Dr. Maria Kolar, met with the executive team of the CoEWH and the Associate Dean, Medical School, Administration and Finance monthly during this year to work on the salary equity project. (See leadership report for details)The preliminary data has been completed and was reported at our site visit. No gender-based inequities were found. The salary equity study is now an annual report that will include a yearly comparative study in the School of Medicine. Dr. Kolar is now working with the other schools to conduct the same type of study. The leadership component has been active in many of the activities of the CoEWH such as the WOW and Changing Faces of Medicine.

The Education Component, under the Direction of Dr. Nan Leslie, Dr. Anne Cather and Dr. Susan McCrone, contributed to new educational programs/classes in health care with an emphasis on women's health. The component has worked this summer to develop a "Women's Night Out Lecture Series. The Series will have three tracks: Community, Faculty and Staff, students. The first in the series will be delivered in late September.

The education committee has made significant progress as women's health is being identified, strengthened, and developed across the health professions. As evidenced by:

- Certificate in Women's Health
- Curriculum in Women's Health Rotation
- The Heart Truth curriculum
- HMS Women's Health Education
- Assessment in Medical School / CurrMIT
- Pharmacy track
- Women's Night out Lecture Series

The research component welcomed a new director this year. Dr. Linda Vona-Davis agreed to co-direct the research component with Dr. Vernon. Linda celebrated her new position with the CoE by delivering the research component report at our site visit. The research component, under the direction of Dr. Linda Vona Davis and Dr. Michael Vernon has worked to expand its base, and identify new and current research across the West Virginia University Campus with an emphasis on Women's Health. Dr. Vona Davis has developed a seminar "Creating a Networking of WV Women in Science and Health to be delivered in early October.

The Executive Team, Dr. Barbara Ducatman, Director WVU CoEWH, Dr. Ann Chester, Deputy Director and Betty Critch Parsons, MBA, Project Director continue to meet weekly. The Executive Team continues to meet and build the infrastructure of the

Brain Trust Advisory Group. This group meets quarterly. The CoEWH Directors meet monthly and the CoEWH hosts a University-wide informational session bi-monthly. The working groups of the Outreach Component meet regularly through the year as did the Research, Education and Leadership Component committees.

The Executive Team identified a team to work on a community partnership contract opportunity with Johnson and Johnson. The proposal is entitled: "Families First: Empowering Women to Lead Healthier Lives". The goal of this proposal was to work with women and their families with a focus on healthy lifestyles. It was a program geared towards the entire family and included a rural clinic component. The team submitted a contract proposal to Johnson & Johnson at the end of March. We learned during the third quarter that our proposal was not accepted. We will work with the Johnson and Johnson team to improve upon the proposal, as we strongly believe that this type of program is necessary to move women's health forward in the rural state of West Virginia. We will also continue to look for other sources of funding for this extremely worthwhile project.

Ann Dacey, BSN, RN, was hired as special project coordinator for the CoEWH, has been a leading force in the West Virginia Perinatal Wellness Study⁹. The goal of this project is to understand the health of West Virginia children by studying and reporting key issue affecting the health and wellness of pregnant women and their infants. A Perinatal Summit was delivered this year.

Children's Health – West Virginia's Wealth a series of Community Forums are in the process of being delivered across the state to discuss the outcomes of the Perinatal Summit findings, present information on the Perinatal summit, present information on child health from national and state perspectives, discuss current child health initiative of the "Healthy Kids Foundation Coalition, discuss community participants ideas for priorities for child health in WV and to build a statewide network of professionals and families interested improving the health and well-being of WV children.

Ann Dacey is now working on the second phase of this study, "A Blueprint to Improve West Virginia Perinatal Wellness"

The CoEWH hosted the Girl Scouts – Trillium Council delivery of the "New Normal" What Girls Say about Healthy Living¹⁰. Members of the CoEWH board participated in a panel discussion following the report.

The Directors meet off campus to participate in our first annual strategic planning session held January 28, 2006.¹¹

Members of the Board of Directors meet with Jim Wells of the Gallup Organization during this quarter. We hope that Mr. Wells came away with an understanding of the value we (West Virginia) places on the designation of CoEWH importance of the CoEWH to the State of West Virginia. We hope to have communicated the effect of taking away this national designation would have on the State of West Virginia as we start our 4th year of the designation agreement. The

CoEWH strategic plan to improve the health and well being of West Virginia Women and their families hinges on a 4-5 year vision.

All the component directors of the CoEWH have worked together to deliver more than five separate screening opportunities, participated in over eleven exhibit opportunities and delivered at least six CoEWH-sponsored lectures.

- Southern Higher Education Consortium (SHEC)
- Governor's Office of Healthy Lifestyles
- State Conferences
- Healthy West Virginia Summit
- State Health Education Conference
- Parents Place, Preventative Health Care for Women
- Doctors on Call: Women's Health and Women and heart Disease
- Think Pink Brunch
- National Women's Health Week
- Walking Campaigns & Breast Cancer Walks
- Organizational Newsletters
- WV State Journal
- Chamber of Commerce Biz Article
- Judy Norsigian Gender Specific Research Lecture
- WVU Extension Service Publications On Heart Disease And Obesity In WV Women Written By Dr. Bowen
- Mom's Turn To Learn
- Heart Health Event In Wood County
- Go Red For Women Day – Hearth Health Luncheon
- WV Perinatal Wellness Summit
- Children's' Health Forums
- Women on the Water Retreat
- Betty Puskar Futures Golf Classic
- Howard Hughes Medical Institute Program
- West Virginia State Fair
- Changing the face of medicine planning group
- Social and Cultural Barriers to Health Among African American Women

We continue to expand media use for women's health messages such as

- Doctors on Call
- MD-TV
- Weekly radio show on WAJR-FM
- WGTV Channel 12 – Women's Health Program
- Public presentations
- CoEWH web site
- HSC marketing office
- 1-800-4CANCER hotline
- Drug Information Center

We are pleased to submit the following detailed technical report on the activities on West Virginia University Robert C Byrd Health Sciences National Center of Excellence in Women's Health. We believe of our second year demonstrates progress toward our mission to improve the health of West Virginia women across their life span. We are working hard to identify, participate and deliver activities for Women's Health across the State of West Virginia. We look forward to your comments.

II. Introduction/Background

The information contained in this report reflects the dynamic efforts to build on the momentum generated by the contractual expectations of the U.S. Department of Health and Human Services Office on Women's Health as part of the National Centers of Excellence in Women's Health program.

Our Vision

We will be one of the top 25 providers of women's health in the United States. We will improve the health of the women of West Virginia and ultimately all west Virginians. The West Virginia University, Robert C. Byrd Health Science National Center of Excellence in Women's Health will provide holistic (physical, spiritual and mental) health care to the women of West Virginia. We will be the number one resource, to women and all leaders in health care in the state of West Virginia.

Our Mission

The CoEWH will improve the well-being of all women across the lifespan through education, research, clinical care, community partnerships and promotion of leadership by women in academic health professions.

Health Sciences Mission

The mission of the Health Sciences Center is to improve the health of West Virginians through the education of health professionals, through basic/clinical scientific research and research in rural health care delivery, through the provision of continuing professional education, and through participation in the provision of direct and supportive health care.

The goals of the West Virginia University Robert C. Byrd Health Sciences Center of Excellence in Women's Health are to:

1. Promote the highest quality comprehensive multidisciplinary health care to women, especially women whom historically have been underserved.
2. Become a national leader in promoting the academic advancement of women and their representation in leadership positions.
3. Promote and advance research in women's health.
4. Integrate women's health care issues in the WVU, HCS curriculum, post-graduate training, and continuing education of physicians and other providers.

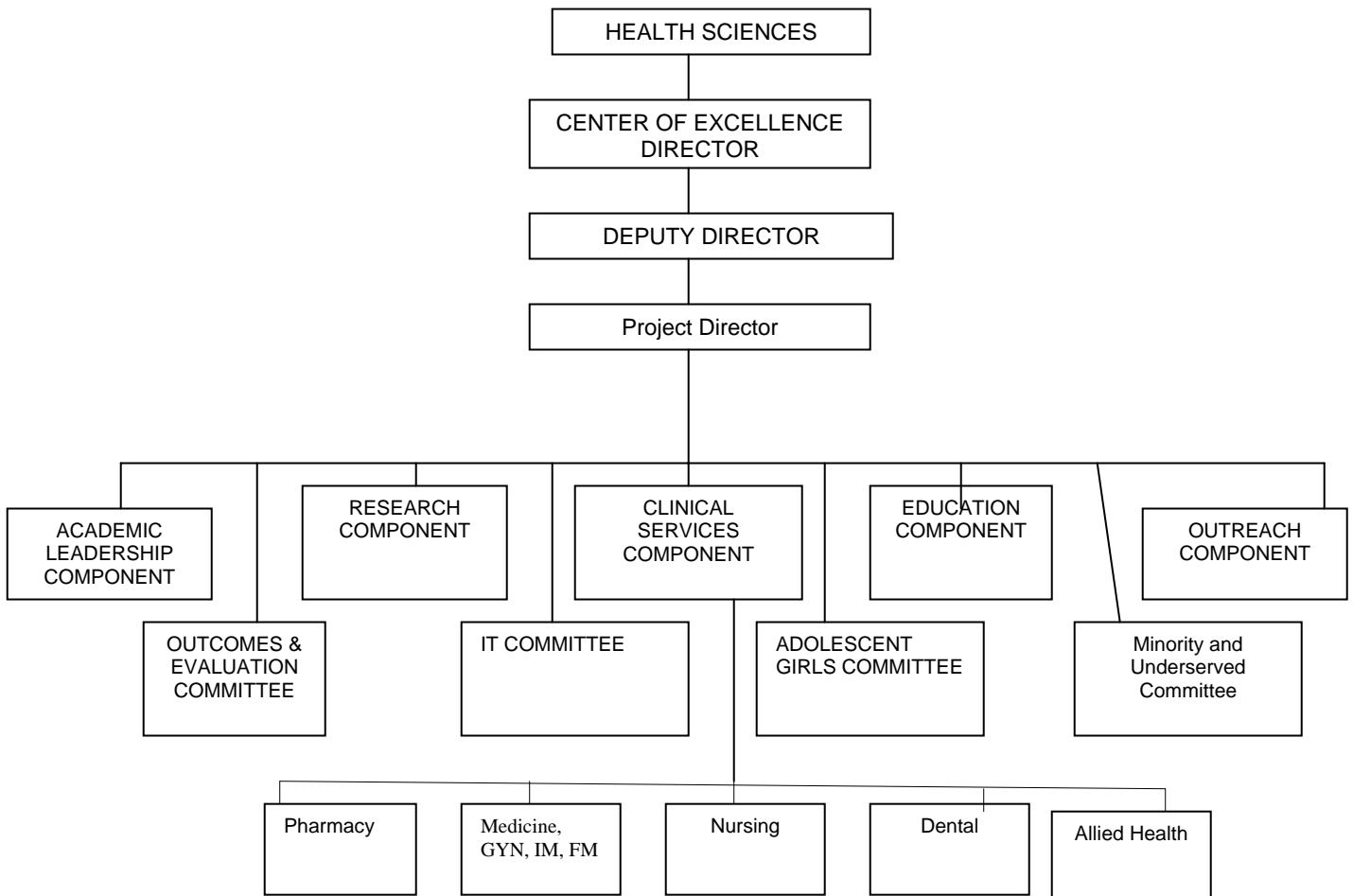
5. Collaborate with partners in the community and other health care institutions across the state to establish preventative programs in heart disease, diabetes/obesity, cancer, and HIV/AIDS.
6. Engage women from rural communities in Center of Excellence activities to facilitate women's knowledge about their health and give them the power to improve their health and the health of their families.
7. Improve the health and well-being of all West Virginians by leading women to healthy living

This report covers the Center of Excellence activities from October 2005 through August 2006

CoEWH Structure and Operation

The organizational structure of the Center of Excellence reflects the core activities of the Center's mission. Key faculty appointed from the participating Center of Excellence affiliates lead the committees represented on the organizational chart.

**West Virginia University Robert C. Byrd Health Sciences
National Center of Excellence in Women's Health**



Key personnel

- Barbara S. Ducatman, MD Director of National Center of Excellence in Women's Health, Professor & Chair of Pathology
- Ann M. Chester, PhD, Deputy Director, National Center of Excellence in Women's Health, Assistant Vice President/Social Justice, Director Health Sciences & Technology Academy
- Elizabeth Critch Parsons, MBA, Project Director, National Center of Excellence in Women's Health
- Barbara J. Howe, PhD, Co-Director, Outreach Component, National Center of Excellence in Women's Health, Associate Professor of History, Director of the Center for Women's Studies
- Elaine P. Bowen, PhD, Co-Director, Outreach Component, National Center of Excellence in Women's Health, Families and Health Center Associate Director and Extension Assistant Professor
- Maria Kolar, MD, Associate Professor General Internal Medicine & Geriatrics, Assistant Dean for VA Affairs
- Michael Vernon, PhD, Director Research National Center of Excellence in Women's Health, Obstetrics & Gynecology, IVF Center, Professor School of Medicine
- Vicki V. Baker MD, Director, Clinic, National Center of Excellence in Women's Health, Obstetrics & Gynecology, Oncology, Professor School of Medicine
- Laura Davisson, MD, Co-Director Clinic, National Center of Excellence in Women's Health, General Internal Medicine & Geriatrics, Associate Professor, School of Medicine
- MaryAnn Long, MD, Co-Director, Clinic, National Center of Excellence in Women's Health, Family Medicine, Faculty Member, School of Medicine
- Dr. Anne Cather, MD, Clinical Faculty, Associate Dean for Student Services and Professional Development
- Nan S. Leslie, PhD, RNC Co-Director Education Component National Center of Excellence in Women's Health, Health Promotions/Risk Reduction School of Nursing, Associate Professor
- Dr. Susan McCrone, PhD, SON, Chair Health Promotions/risk Reduction
- Valerie Frey-McClung, Co-Director, Evaluation Component, National Center of Excellence in Women's Health, Assistant Director for Evaluation, EOCU, Office of Drug Abuse Intervention Studies Centers of Public Health Research and Training
- Jean Someshwar, MD, Co-Director, Adolescent Health Working Group, National Center of Excellence in Women's Health, Pediatrics, Assistant Professor, School of Medicine
- Nalini Robinson, MD, Co-Director Adolescent Health Working Group, National Center of Excellence in Women's Health, Pediatrics
- Katy Araujo, JD, MPA, Chair Minority Health Working Group
- Syamala Jagannathan, MS, MPH, Web Master, Web Page Working Group Chair, National Center of Excellence in Women's Health, Pathology Department

Committee Representation

The following is a listing of the Committee meetings:

- The Executive staff, consisting of the Director, Deputy Director and the Project Director, meet on a bi-weekly basis
- The Directors meet on the second Monday of every month
- Each Component Director chairs a regularly scheduled monthly meeting with their committees
- The CoEWH component directors host a bi-monthly informational meeting for all members of all the committees that make up the CoEWH and any other interested parties from across the state
- The project director meets monthly with the Administrators of the Family Medicine, Internal Medicine, Ob-Gyn and Pathology
- Brain Trust Advisory Board meets quarterly

III. Information Technology – Web committee

The Information Technology committee supports the activities of the CoEWH and is woven through all the components. Through the use of our web site we help to create awareness of Health Issues among the public in general and women in particular. We provide links to wellness promotion and disease prevention information and resources. These links are continually updated. Web Tools such as SOLE portal (a secure on-line learning environment at WVU for students, faculty and guests), is used for dissemination of health-related information. Our Web Site address www.wvhealthywomen.org portrays our vision and mission. We have re-designed the Web Site and the homepage displays a new banner with a portrait of 3 generations of women, again emphasizing our mission of serving women from all spectrums of life. The site is in compliance with Section 504 of the Rehabilitation Act to provide reasonable accommodations for people with disabilities, which is required of Universities receiving federal contracts. As always, IT strives to integrate the activities of the major components of this Center: Community Outreach, Leadership, Professional Education, Clinical Care and Research.

Accessibility: We are reaching more people, becoming more visible. Our COEWH Web Site is displayed among the top 10 using National Search Engines like Google and Yahoo and employing keywords as 'women's health' and 'West Virginia University'. One can access the site using our local search engines for West Virginia University (www.wvu.edu) and WVU Health Sciences Center (www.hsc.wvu.edu). Also, WVU School of Medicine as well as Ruby Hospital sites have provided a link to our site. We are cross-linked with West Virginia Women's Commission, West Virginia Department of Health and Human Services (WVDHHS) and other state agencies involved in the delivery of healthcare. Our site is also accessible from the national COE list. The Center's Multi-Disciplinary Clinic physicians are accessible by names as well as by specialty (Women's Health) from the Ruby Hospital Healthcare Web Site. (<http://www.health.wvu.edu/>)

The traffic logs that we have set up, indicate that the number of visitors have been increasing steadily. For the month of April 2006, there were 7869 hits, and May and June have 10143 and 7868 respectively for a total of 28880 for the third quarter. (Data for year to date not available. We submit as soon as acquired) There are also International visitors from 24 countries. Countries showing representation are: Australia, Austria, Canada, China, European Union, Germany, Hong Kong, Islamic Republic of Iran, Italy, Japan, Korea, Lithuania, Netherland, Norway, Portugal, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine and United Kingdom. This traffic increased slightly this quarter. See attached report.¹²

Patient Information: Patients have access to Multidisciplinary Clinic and Stroke Clinic and a flow chart of Multidisciplinary Clinics has also been posted. Directions to the clinic, hours of operation, contact information and physician profiles have been provided. Physician Profiles have direct link to Ruby hospital Web Site. Other patient resources include links to the Cancer Center Site, a Local Health Department Map searchable by County, Rural Health Program Locations, and Clinical Trial Information.

Community Outreach events have a great presence on our web especially with wellness material. The Event Calendar lists important national, state and local events. For example, Red Dress Day, Women's Health Policy Conference, WV and other wellness events have been mentioned. We have posted a list of walks organized by National, state and local agencies. A Current news bulletins such as WVU Hospital receiving Primary Stroke Center Certification in March, International Tea that COEWH hosted in February and other items have been featured using a 'News' Module. A series of links on Outreach page take viewers to Nutrition Information sites such as My Pyramid, Menu Planner, 5-a-day Health Program, and Community Initiatives. Quick Link feature takes you to resources like Women's National Health Calendar, WV Women's Resource Directory etc. Healthy Women State Profiles have recently been added. A COEWH poster display was organized at the HSC library during the month of March to promote the Center. There is national, state and Katrina Relief related links on our site. Recently added national links include 'America on the Move' and 'Presidential Council on Fitness'. 'Women on the Water' event was publicized through the Web Site with an on-line registration form which attracted 20 participants. A photo gallery of last year's event is currently displayed and the new ones will be added to the gallery soon. We are building up information to promote the upcoming 'Change the Face of Medicine' exhibit. A wide spectrum of Events encompassing a variety of healthcare issues is available from the Event Calendar.

The IT group will enhance the Professional Education by using Distant Education Technology. The program functions as a platform to utilize this technology to allied health students doing rural rotation. We hope to extend this to medical students in the future. Faculty Development Seminars, Community Medicine Grand Rounds and other noteworthy speakers get advertised through the Event Calendar and News. There are links to 'A Historical Overview of AIDS in the US' in April, 'The Role of Women in Politics from Election to Leadership', some of the note-worthy topics. West Virginia WISEWOMAN project is linked and patients have access to Heart healthy recipes, which is one of their intervention tools.

The IT will provide solutions to Research Infrastructure in terms of identification, organization and funding. Research page of our site has links to Women's Health Research Newsletter, National Research Coordinating Center, National Funding Opportunities, WVU Health Research Initiatives and Funding opportunities.

The IT group will continue to provide the necessary support to Evaluation group in terms of Data Collection and Analysis.

Our Web Site is a continually evolving dynamic platform with information updates. It reflects the current and future changes occurring in the five components of COEWH and acts in a supportive role. The Web Site is going to be user-friendly, accessible to ALL populations and will be a source of Health-Related Information.

IV. Evaluation Committee

West Virginia University Robert C. Byrd Health Sciences National Center of Excellence in Women's Health is using a series of evaluation matrices to document Center activities and accomplishments. Initial evaluation efforts began with the creation and later revision of the logic model. Using the logic model as a guide, the evaluation group met with each component to develop a component-specific evaluation matrix. Over the previous year, the evaluation matrix for each component has been refined and updated to reflect objectives, activities to achieve the objectives, and the status of each activity. Activities are categorized as follows:

- Complete: The activity is has been successfully completed. Proof' of why the activity is complete is included in the discussion.
- Cancelled: COEWH decided not to do the activity. The discussion explains why the activity was cancelled.
- Planned: COEWH had said we would do this activity, but hasn't yet. COEWH still plans to conduct the activity at some specific time in the future. The discussion explains why and specifies when.
- Deferred: COEWH has postponed this activity to an unspecified time in the future. The discussion explains why.
- In Progress: The activity has been started, but is not yet complete. The discussion explains when the activity is expected to be complete.
- Ongoing: The activity is something that COEWH does on a regular basis, e.g. hold meetings.

In addition to the status of activities, each component's matrix incorporates the performance requirements specified by the Office of Women's Health contract. The evaluation committee has continued to work with each component of the CoEWH to ensure that evaluation strategies include a mix of quantitative and qualitative methods, and capture both process and outcome measures. Our logic model in conjunction with the performance requirements of the contract with the OWH drove work plan activities, and continues to shape evaluation efforts.

V. Clinical Care Component

Clinic Highlights

- The CoEWH operates 5 days per week and is conveniently located on the 4th floor of the Physicians Office Center
- The Center opened its first subspecialty clinic – stroke prevention
- Internal and family medicine practitioners provide comprehensive primary care
- Gynecology practice provides general and specialty care, and minor, routine, ambulatory procedures
- Patient visits to the clinic continue increase each month
- New Chair of OB-GYN working actively to keep multidisciplinary format communicated and implemented through the system.
- Stroke Clinic up and operating
- Director of Stroke Clinic directs conference development - State of Stroke in West Virginia, Friday, September 22, 2006 at the Charleston Embassy Suites
- WVU Hospitals and Health Sciences purchases EPIC

The Robert C. Byrd Health Sciences Center encompasses the Schools of Medicine, Dentistry, Nursing and Pharmacy, West Virginia University Hospitals, and the West Virginia University Medical Corporation (UHA). As a whole and individually, the institution is committed to promoting and developing the CoEWH. This service model is one of multidisciplinary one-stop shopping that required breaking down barriers between OB/GYN, Internal Medicine, and Family Medicine. This required significant commitment from the School of Medicine, UHA, and the Departments of OB/GYN, IM and FM. The Schools of Pharmacy and Nursing have contributed to staffing in the CCC. In addition, there are substantial commitments from other departments to provide on-site consultation or preferential scheduling, such as Behavioral Medicine and Surgery and referrals to mammography The Center of Excellence practices at the West Virginia University Robert C. Byrd Health Sciences Center.

West Virginia University National Center of Excellence in Women's Health is conveniently located in on the fourth floor of the Physician's Office Center. It is a patient friendly place where women of all ages receive clinical care and up-to-date, easy to understand educational materials. The Clinic integrates multi-disciplinary research and training activities with clinical services in women's health, spanning both academic and clinical department.

The clinic operates Monday through Friday from 7:30am to 5:00 pm. Physicians are available on-call 24 hours per day, 7 days a week. Urgent patient issues are addressed within the same day by one of the physicians or by the licensed nurse practitioner after a registered nurse triages patient symptoms via The WVU Health Line. Clinical practice standards are frequently reviewed to ensure adherence to internal guidelines or accepted national guidelines. Quality monitoring and patient satisfaction are foremost concerns of the practice. A computerized medical record provides documentation of patient encounters and information to assist in collecting practice data.

The Internal Medicine and Family Medicine practices provide comprehensive primary care to patients. The physicians stress preventive medicine and risk assessment in the care of all their patients. The stroke clinic works with women who are high risk for stroke and with those who have recently had a stroke to aid in the prevention of future problems. It will address risk factors for stroke such as hypertension.

The gynecology practice provides general and specialty care, and minor, routine, ambulatory procedures for patients. The scope of care is appropriate to ambulatory practice standards. The board certified gynecologists have expertise in benign gynecologic surgery, management of abnormal Pap smears, the evaluation and treatment of abnormal uterine bleeding, treatment of uterine fibroids and ovarian cysts, contraceptive techniques, and menopause management. In addition, subspecialty expertise is provided for evaluation and management of urinary incontinence and pelvic floor support defects (uterine/vaginal prolapse, cystocele, and rectocele). Urodynamic testing is available.

The services defined as “one-stop shopping” includes primary care, gynecology, mental health, nutrition, and imaging including mammography, bone density, and ultrasound, and are available within the practice or in close geographic proximity in the same building.

During the second year, the Health Sciences Center institutional commitment has provided public relations and marketing support. This group has provided press and media coverage. There has been media coverage of the heart initiative (“red dress”) day, Women on the Water Retreat, We Know our Women Ad, a billboard at a major road leading in from one of the interstates, and production of a television commercial that is shown six times daily on TNT, Lifetime, and Bravo, as well as during the evening news on two local television stations. The Health Sciences Center, at the direction of the Vice President, contributed substantially to the delivery of the Women on the Water Retreat and focus group program. All components of the CoEWH worked together to deliver this innovative health awareness program.

During the following years, financial analysis of the progress made in marketing initiatives on behalf of the CoEWH and CCC will be conducted. This will be reflected in increases in new patient visits and billable encounters. We are currently discussing with the hospital system, the expansion of clinical care sites to the eastern panhandle of West Virginia, where the Health Sciences Center has a clinical campus (City Hospital in Martinsburg, WV), and Charleston, WV, at the Charleston Area Medical Center, and possibly at Cheat Lake Physicians office in Morgantown and in Clarksburg, WV.

For the first three quarters of fiscal year 2005-06 the CoEWH had approximately 9302 billable hours excluding well OB visits.

a. Physically Identifiable Clinical Care Center

The CCC utilizes clinic space on the fourth floor of the Physicians Office Center, consisting of multiple (13) consultation rooms and a waiting area, and a resource area.

The CoEWH Clinical Care space is wheelchair accessible and has Americans with Disabilities Act compliant examination rooms and exam tables.

Executive Leadership engaged a local WV artist to chair a committee to develop an area in the CoEWH clinic waiting area to celebrate The National Center of Excellence in Women's Health, "Body, Mind and Soul" of WV Female Artists. This committee was charged with identifying and exhibiting the work of a Female WV artist every quarter.

The Marketing Department, as a part of a strategic marketing plan, designed and a billboard that advertises the existence of a "Center of Excellence in Women's Health," as well as airing a TV advertisement. The billboard won a national award. Though the billboard has been replaced, it now boasts our nurses, with the same format as our CoEWH. Thus our billboard created a branding for our HSC billboards of excellence.

b. Patient Centeredness- Integration of Care

Dr. Vicki Baker, Clinic Director and Clinic Co Directors, Dr. Davisson (Internal Medicine) and Dr. Long (Family Practice) welcome the opening of the CoEWH Stroke Clinic, our first dedicated specialty clinic, under the direction of Dr. Claudette Brooks.

The Clinic Component Working Team has changed its meeting time to the second and fourth Mondays of the month. The team has continued to include the manager of the Physician Office Center Phone Center, as well as Health Care Providers from all the schools, including specialty areas.

The inclusion of the Call Center will help us identify areas of improvement that are required at the inception of the CoEWH visit (initial impression by the patient). By including the call center in the clinic care working team, we have expressed the value the call center adds to the CoEWH. As a result the Call Center has changed the way the phone is answered, thus improving a point of origin. By attending these meetings the Call Center is able to hear firsthand from a health care provider problems identified with patients initial impression of the CoEWH that may be call center oriented. The issue is then addressed and we become more patient centered from the point of origin. Dr. Michael Vernon works with this group directly to improve the customer service at our point of contact via phone.

Working towards providing a seamless one-stop shop concept of clinical care, the clinic provides the following:

- On-site social worker, whose office is located off the waiting area

- Faculty, residents, and staff can refer patients to her in person, through the nursing staff, or referral.

Services that are available include intervention for patients in the clinic for the following:

- Crisis management for difficult news, re: pregnancy/grief/shock
- Referrals and information for pregnancy terminations
- Referrals for substance abuse treatment
- Referrals of spousal abuse and domestic violence
- Referrals and information for adoption planning – relinquishment and adoptions
- Coordination for psych evaluations
- Referrals to Chestnut Ridge for medications, evaluations or hospitalizations
- Referrals and information on paternity testing/custody questions
- Referrals of home health
- Referral for Ronald McDonald/Family House
- Ongoing counseling can be scheduled for the following:
 - Depression and Anxiety disorders, including postpartum depression
 - Stress Management
 - Adjustment to pregnancy/parenthood
 - Relationship changes: marriage/divorce/family dynamics
 - Life changes: relocation/job changes/child birth
 - Loss/grief work: missed AB's /terminations/IUFD/stillborns/BUFAs/infertility
 - Women's Health Issues
 - Domestic violence/rape/abuse issues
 - On-site financial counselor
 - Managed care specialty for authorization/referrals
 - Patient information literature available and on display
 - Patient resources center, see catalog of materials (see appendix)
 - Outpatient laboratory, EKG and ultrasound conveniently located (same floor three doors down the hall)
 - Outpatient pharmacy in the same building (located on the first floor)
 - Ultrasound clinic conveniently located on same floor
 - Pre-admission testing unit conveniently located on the same floor
 - Outpatient radiology (x-ray) located in the building
 - Direct referral to the WV Breast and Cervical Cancer Program
 - Direct referral to the Betty Puskar Breast Care Center
 - CoEWH Stroke Clinic

We are working with the Cancer Center and the Betty Puskar Breast Care Center to identify/develop continue a seamless relationship

The clinical care-working group is in the process of identifying a referral network/system/policy, update the clinic intake form, develop and staff a dedicated triage position.

c. Evidence Based and Innovative Care

The interdisciplinary Clinical Care Working Group meets monthly to review clinical practices as well as patient care processes to ensure high quality, innovative and evidence-based practices.

d. Effective Information Management

A new Women's Health History/Clinical Intake Form has been completed and submitted. Next steps require direction for ROS billing compatibility.

West Virginia University Hospitals and University Health Associates have purchased the top of the line electronic medical record keeping system, EPIC. This \$90 million investment is tied to an initiative to "change the way we do business", improving quality and patient satisfaction. As an example, patients will have the ability to access their own medical records via an internet portal.

We have developed a complete listing of all reference materials in the CoEWH. This list will be a work in progress in regard to improving upon the multi-disciplinary concept of materials. During the third quarter we have increased our inventory by close to 30 new pieces.

We continue to work on a new process that was developed to accommodate the HC providers from Family Medicine and Internal Medicine in regard to referrals, location of patient charts, patient lab results and process when HC provider is not in the clinic.

e. Timely and accessible clinical services.

See Clinical service a. regarding easy access to patients. The CoE clinic provides classes during the week and on weekends that cover, child birthing, breastfeeding, sibling classes and new parenting.

f. Effective management of CCC Human Resources

Drs Davisson and Long are continuing to work with the Clinical Care Working group to develop effective management strategies.

g. Number of new patients and minority and underserved patients

We are working on establishing best identification procedures for our patients. Our current registration does not allow us to segregate patients by race or disability; however, we estimate that approximately 5 % of the patients served are minority patients, as we have a larger minority population in Morgantown and in our clinic population than West Virginia at large. Approximately 44% of our total patient population is economically disadvantaged (i.e. Medicaid or uninsured). These visit counts exclude repeat OB visits.

h. Participation in CoE Clinical Care Center Directors' Working Group.

Our CoE will participate in all future CCC Directors' Working Group activities.

i. Institutional Commitment:

In addition to the commitments from the Departments of Internal Medicine and Family Medicine for faculty time and by the Department of Obstetrics and Gynecology for space and staff support. Robert D'Alessandri shared the Robert C. Byrd Health Sciences Center's commitment; Vice President for Health Sciences at the beginning of our site visits presentation. We are currently negotiating with the hospital and hospital system (Ruby Memorial Hospital) for additional financial support for the CoE.

j. Integration:

Medical students and residents see patients at the CCC as part of their professional training. With the addition of Dr. Baker as CCC director, we anticipate adding clinical trials to the population of the CCC. Overview:

- Understand the multi-disciplinary approach in patient care
- Understand the new concepts in the field of genetics, perinatology and neonatology as applied to obstetrics
- Be informed in the ultrasound evaluation of patients with or without pregnancy complications

k. Evaluation

(See attachment 4)

IV. A. CoEWH Stroke Prevention Clinic

The West Virginia University Robert C. Byrd Health Sciences National Center of Excellence in Women's Health Stroke Prevention, under the direction of Dr. Claudette Brooks is a subspecialty clinic located on the 3rd floor of the West Virginia Eye Institute in the Neurology-Neurosurgery suite. The clinic is physically located one floor below the CoEWH clinic. The patient never needs to leave the building as all buildings are connected by walkways.

Purpose of the CoEWH Stroke Prevention clinic:

1. To evaluate patients and educate them in primary and secondary prevention.
2. Assist and diagnose RF for stroke, aid in treatment
3. Coordinate treatment and services with neurosurgery, neuroradiology, nutrition, rehab and social services, pharmacy (anticoagulant)
4. Monitoring and treating risk factors

Background

There are 700,000 strokes per year, 500,000 new and approximately 200,000 recurrent. It is one of the leading reasons for mortality and disability in the United States and our state. NINDS, CDC, The Brain Attack Coalition, AAN, ASA and NSA have all stated that stroke is preventable and have advocated health promotion, 1° and 2° prevention strategies. Looking at healthcare allocation \$0.95/\$1.00 is spent on treatment whereas \$0.05/\$1.00 is on prevention. As the country and our state in particular ages and we are leading the country in obesity, HTN, inactivity, DM – stroke prevention is more important.

Recognizing the need for improvement of care pre- and post-stroke, the JCAHO will be looking at not only acute stroke care management and in hospital care. Stroke prevention clinics will also be a fundamental element.

Model

West Virginia University serves a large catchments area, within West Virginia and neighboring areas. Many patients travel long distances especially for specialty and subspecialty care. Many patients stay overnight prior to or after their appointments. To aid in faster clinical delineation of their problem and as a service to our patients, we may want to entertain using the Mayo Clinic model. When a patient is referred they are triaged to the appropriate specialist/sub specialist. The patient is told to plan to stay in the area 2-3 days (approximately). The nurse coordinator obtains information on the referred patient and with the SN decides and orders (pre-schedules) diagnostic tests that most likely are needed for later on the day of NSV (or the next day). This expedites the patient workup and diagnosis and also makes the follow-up within the same trip and treatment can be started much sooner.

Important points are:

- Triage
- Obtaining information from referring physician (and possibly patient)
- SN approves prescheduled diagnostics
- More patient convenience and satisfaction
- Gives time for pre-certification
- Not necessary for local patients

Method

Patient selections

- Referral – patients who had a previous stroke, TIA or who have risk factors for cerebrovascular disease (all types), AVMS, angioma aneurysm
- Hospital discharge – patient follow up from all hospital services

Patient tracking

Designate patient visits as NSV – new

RSV – return

Clinic Hours

NSV – 3 mornings a week

RSV – 1 morning and 2 afternoons a week

Personnel

Stroke Neurologist (Clinic Director)

Stroke/CBVD Nurse/PA:

- Coordinates patient care
- Assists with patient calls, forms
- Assist with patient visits (stroke and disability scales)
- Assist with providing triage for patient visit and testing scheduling

For example

- Dr. X referring patient Y from Logan County. Nurse/PA calls him asking patient diagnosis, previous testing, etc. If necessary nurse talks to stroke neurologist – MRI/MRA, TEE or labs ordered and scheduled for same day as patient is coming (after visit) and expedited reading is requested. Patient is told to plan to stay 2 days by nurse, and RSV slot also scheduled for next day. (See model)
- Assists in productivity as well as patient care
- Assists with patient education
- Assists in clinical trials – coordinate follow-up

Other innovative programs

The Director of the CoEWH Stroke Clinic is a director of the WV Stroke Conference Schedule for September in Charleston WV.

VI. Research Component

Research Highlights

- A University-wide 23 member CoEWH research committee has been established
- A gender specific seminar series is planned for fall 2006
- The first of a seminar series will be held in October 2006

The mission of the Research Committee of the West Virginia University Health Sciences Center CoEWH is in the promotion of both investigations in the field of women's health and gender-specific research as well as the promotion of faculty investigators who will provide expertise and leadership to carry out this mission. To this end we will begin to work with new residents to encourage that they select gender-specific research for the focus of projects. We will encourage collaboration among researchers and disseminate new research findings across the West Virginia University campus(es). West Virginia University's involvement in basic, clinical and applied research applicable to women's health is growing. Research in Women's Health fits nicely into our strategic research plan which targets research into cancer, including breast, cervical, and lung cancer (which is major cancer in WV women), neurosciences

including dementia and stroke, cardiovascular disease and metabolism, obesity, and diabetes, all major areas of concern to WV women. The Clinical Director, Dr. Vicki Baker, has extensive experience in clinical trials and will be instrumental in starting clinical trials in our CCC. In addition, a new Biomedical Research Building will soon start construction. This will attract more research, including research into women's health.

Overall WV CoEWH Research Goals

Develop a comprehensive multi-disciplinary research agenda that includes: stimulating new basic and applied gender specific research in WV, fostering collaborations across academic departments, disseminating gender specific research findings amongst WV researchers and encouraging women to participate in clinical research trials through the WV CoEWH Clinical Care Center.

The research component of the WVU CoEWH program has formed a WVU CoEWH research committee that plans on instituting six steps to meet its overall research goal:

- Document all current campus-wide gender-specific research.
- Develop a WVU database of women's health researchers.
- Promote interest in gender-specific research through seminars and scientific sessions.
- Stimulate gender specific research unique to WV.
- Encourage collaborative projects.
- Coordinate clinic patients with CoEWH research projects.

Develop a WVU CoEWH Research Committee

To meet the overall goal for research, a WVU CoEWH Research Committee, has been established. The members of the WVU CoEWH Research Committee are composed of scientists that represent the major WVU Colleges associated with gender-specific research. The CoEWH research committee includes members from the following WVU Colleges:

- Medicine
 - Dept of Ob/Gyn
 - Dept of Physiology
 - Dept of Pathology
 - Dept of Community Medicine
 - Dept of Pediatrics
 - Dept of Psychiatry
 - Dept of Internal Medicine
 - Center on Aging
 - Cancer Center
- Nursing
- Dentistry
- Agriculture

- Animal Science
- Dairy Science
- Arts and Sciences
 - Biology

The WVU has a large resident population of researchers already involved in gender-specific research. For the first step for increasing the research component of the CoEWH, the research committee members are creating a listing of researchers in their colleges and attempting to recruit them to be active participants in the WVU CoEWH.

The research committee members have contacted each WVU researcher to introduce them to the CoEWH. Additionally, the chairperson of the Committee has been and will continue to meet with various departments within these Colleges to introduce the CoEWH and to recruit new members. Each researcher has been invited to be either an active member of the CoEWH research committee (i.e., attend monthly meetings) or become a participating member (i.e., attend the gender-specific seminars).

New research faculties have been recruited to WVU who are embarking on research issues uniquely related to women's health. They are establishing their laboratories in all the newly formed Centers and Institutes at the WVU Health Science Center.

Centers and Institutes at the WVU Health Science Center

Centers

- Interdisciplinary Center For Neuroscience
- Center for Interdisciplinary Research in Cardiovascular Sciences (CIRCS)
- Sensory Neuroscience Research Center
- Mary Babb Randolph Cancer Center (MBRCC)
- Center for Advanced Imaging

Institutes

- National Institute for Occupational Safety and Health (NIOSH)
- Blanchette Rockefeller Neurosciences Institute (BRNI)

Develop a WVU database of women's health researchers from research centers and institutes

A database of WVU researchers from the Centers and Institutes that are engaged in gender specific research continues to be developed. The database includes the researchers' brief biosketch, their research interests, and a list of recent gender-specific lectures and publications.

Each of the new faculty who is identified as a gender-specific researcher is asked to participate in the CoEWH at some level. This database will function as the source of

names, email addresses and publication records of WVU gender-specific researchers for use by the research committee.

Promote interest in gender-specific research through seminars and scientific sessions

The WV CoEWH research team posts events for various audiences throughout the year. Announcements of seminars and scientific programs that are uniquely related to women's health are emailed and advertised in order to educate women and men, researchers, doctors, the public, the press, and policy makers about women's health research. These seminars are publicly announced across graduate and clinical departments as well as on the CoEWH web site: www.wvhealthylwomen.org.

In addition, monetary support from the WVU administration has been available to support speakers who work in the field of sex differences research and women's health. The School of Medicine and the Office of Research and Graduate Education provides annually between \$1,000 - \$2,000/year to support seminar speakers. Seminar speakers are asked to meet with CoEWH research members to discuss their research and foster cross-fertilization of ideas.

Stimulate gender specific research unique to WV and encourage collaborative projects

One of the more important contributions that the research component of the CoEWH can bring to WV and to the country is the stimulation of new, novel gender-specific research. The CoEWH is establishing a network of projects that uniquely target diseases specific to rural women in WV such as ovarian and breast cancer in indigent populations of Appalachian women. Clinical and basic science researchers are working together on new research initiatives. These include:

Hormonal receptors in breast cancer in Hardy County women with possibly exposed to endocrine disruptors. James Coad, M.D., Alan Ducatman, M.D. and WV Bureau of Public Health

HPV prevalence and subtypes in indigent Appalachian women.

Eddie Reed, M.D., Barbara Ducatman, M.D., Weixan Wang, Ph.D., Pamela Brown, M.S., A. Patrick Soisson, M.D., Stephanie Kennedy, M.S., Lesley-Ann Miller, Ph.D., Gerry Hobbs, Ph.D.

It is anticipated that the above three steps will lay down the foundation for the recruitment of new researchers in the area of women's health. The database from steps 1 and 2 will be used to send emails and email internet links to current researchers highlighting monies and collaborations that are available for gender-specific research. The seminar series of step 3, will also serve as an introduction to the WV research community of potential intra- and extramural research opportunities.

Currently, as a result of CoEWH activities, eight basic science researchers that are working on gender-specific research on non-humans have expressed an interest in doing human studies if patients or tissues were made available. These are:

Obesity hormone leptin in breast cancer.

Linda Vona-Davis, Ph.D. and David McFadden, M.D.

AFAP-expression in breast disease.

Daniel Flynn, Ph.D., Barbara Ducatman, M.D., and James Coad, M.D.

The WV CoEWH is making every effort to stimulate and facilitate this type of research. By combining basic scientists with clinical researchers, the CoEWH will also be stimulating research across departmental lines.

Coordinate clinic patients with CoEWH research projects

The WV CoEWH has established a centralized Clinical Care Center (CCC) in the Physician Office Center adjacent to the WVU Medical Center. The CCC is directly associated with the Department of Obstetrics and Gynecology and has resident medical staff that represent those medical departments required for a “one stop” clinical center for women’s medical help. The director of the WVU CoEWH Research Committee, Dr. Michael Vernon, and the new director of the CCC, Dr. Vicki Baker, are both from the Department of Obstetrics and Gynecology and are therefore in constant communication with each other.

Plan to Meet Standard

The CCC is the ideal locus for the recruitment of patients for gender specific research. Dr. Baker and Dr. Vernon and the executive director of the WV CoEWH have met to establish a working relationship between the research committee and the CCC with the objective of educating the CCC personnel to recruit patients for the CoEWH. As discussed in step 5 above, there are basic scientists that have requested the use of the CCC as a source of patients and in addition to these researchers; two clinical researchers have also requested the use of the CCC for patient recruitment

Evaluation

See evaluation matrix attached

VII. Education Component

Education Highlights

- A graduate certificate program in women’s health has been developed and is currently offered
- An inventory of women’s health content in the health professions schools is underway
- A Women’s Night Lecture Series will be delivered in the Fall
- WMST 293N: Women’s Health & Fitness

The Education Component met on a regular basis throughout the quarter and has made progress in establishing and meeting goals emphasizing women’s health education for undergraduate and graduate programs across the health professions.

The group has also identified and implemented a program of continuing education for established health professionals utilizing innovative information technology resources.

The Education Component had the opportunity to educate WV state senators about the CoEWH. Ann Chester, Betty Parsons, Nan Leslie and Norma Tennant prepared a brief overview of the CoEWH for the senators. The overview addresses the purpose of the CoEWH, the distribution of such centers in the United States, the opportunities provided to the state of WV by having a CoEWH in the state, and our objectives and goals for health care and health promotion for the women of WV.

We partnered with the West Virginia Healthy Kids & Family Coalition and West Virginia Community Voices on a project funded by the Claude Worthington Benedum foundation called the “West Virginia Perinatal Wellness Study. The study was delivered at the West Virginia Perinatal Wellness Summit May 18, 2006. We are in the process of the second phase of the study.

The Education Component has begun the development of a lecture series “Women’s Night Out Lecture Series”. The series will be having a three tier agenda: community, facility and staff and students. We hope to begin the delivery in early fall.

a. Diverse training/education programs: Provide diverse training/education programs by fostering the development of culturally competent health care professional training/education in women’s health.

Appalachian “cultural” competence opportunities are provided in their required WVU Rural Health Partnerships program (RHEP) (See D for definition of RHEP program) rotations across the all of the health professions. Status: ongoing. This experience was described in last year’s technical report.

The professional education-working group has identified areas within the health professions that can work together to focus on the cultural differences of the diverse populations of women in the state. Experiences in “cultural competence” already exist for health professional students in training during their “clinical” phase of their education in the West Virginia Rural Health Partnerships (RHEP) program. All students in all the health professions are required to participate in community settings for an extended period in their educational programs. Multidisciplinary faculty related to race, ethnicity, and gender offers multidisciplinary topics.

Curricula in Medicine, Nursing, Pharmacy, Dentistry, Allied Health (Occupational Therapy, Physical Therapy), and Social Work are currently being examined, and threads pertaining to women’s health are being identified. Plans to rectify weaknesses in curricula will be developed. Curricular examination will proceed throughout the ‘05-‘06 academic years.

The School of Nursing (SON) and the WVU Women’s Studies Dept. offer a “linked course” in which freshman nursing students enroll in an introductory course in the SON and a linked women’s studies class. Students fulfill certain assigned activities

and readings that fulfill the requirements of each course. They also are required to develop teaching /instruction materials geared to laypersons that focus on health concerns of women.

The Certificate in Women's Health received approval as a track in Public Health Degree Program and is up and operating this year.

Dr. Laura Davisson, Co-Director CoEWH Clinic, is in the process of finalizing the development of a Curriculum on Women's health Rotation to be included in the WVU Internal Medicine Residency Program.

Expansion of training/education programs: Expand the core curricula of health professions programs to include all levels across the continuum from undergraduate, graduate, post-graduate, and continuing professional education.

The Department of Obstetrics and Gynecology has developed a 1-month, 4th-year elective clerkship elective in women's health. This is in cooperation with CoEWH. It will be on the agenda of the School of Medicine Curriculum Committee shortly. (Under development as scheduled.)

The School of Medicine is in the process of enhancing the third-year Medical Student Medicine Clerkship that will offer students the opportunity to experience a 2-week clinical rotation in women's health in the CoEWH. (New: piloted in the spring and implemented in the summer.)

The Department of Community Medicine and the School of Nursing have collaborated in the development of a 15-credit program that will enable upper level undergraduate students and graduate students across campus to complete a certificate program in women's health

The School of Nursing is in the process of planning a rotation in the CoEWH for its Family Nurse Practitioner graduate students who are interested in a focused clinical experience in women's health. (Under development).

The School of Medicine Curriculum Committee will conduct an analysis of the Pre-Clinical Education Program for the M.D. degree, using the Association of American Medical College's CurrMIT curriculum database to identify gender-specific topics appropriate to enhancing women's health. This is scheduled, but not yet completed. The degree programs in the other health professions schools have been asked to conduct similar analyses.

Continuing Education Workshop: COEWH was a co-sponsor of our education event about domestic violence. CEUs were also offered for professional social workers. Dr. Tower, who developed the offering, tries to rotate speakers for this annual event. So the actual perspective of Domestic Violence (DV) as a health care issue was not covered this year, but it has been and will be again in the future. But, DV certainly

mental health was well represented with the speaker from RDVIC and in introductory remarks.

Curriculum in Women's Health in the School of Social Work: As it is appropriate to social work, women's health is covered across the Social Work curriculum (Human Behavior in the Social Environment, Welfare Policy, & Practice). A central Social work theory is a bio-psycho-social-spiritual view of a person in his/her environment. As well, social work is committed to vulnerable populations. Women are considered such a population.

Pharmacy: The Women's Health curriculum exists in Pharmacy 715 (12 lecture hours). This follows the AACP guidelines for women's health curriculum.

IT-Folicacid.net is a multidisciplinary site pre and post test required for all Pharm 715 students

Case based (problem based) exercises on Pharm 723 (4 hours) regarding women's health, pregnancy, osteoporosis and menopause

Curriculum

Undergraduate

Health professions schools (Medicine, Pharmacy, Dentistry, Nursing, Allied Sciences, and Social Work) have initiated a curriculum examination intended to identify women's health content in the curriculum. Quantity and quality of women's health content is being assessed with the intent that areas of weakness will be strengthened. Women's health experts in all schools are being identified and encouraged to serve on curriculum committees to ensure expertise in content areas. This is an ongoing initiative.

In order to foster the development of culturally competent health care professionals the School of Nursing (SoN) and the Department of Women's Studies at West Virginia University have joined in offering a "linked course." This course requires that freshman-nursing students who elect to take the course enroll in the introductory course in the SoN and a linked women studies course. They are required to fulfill specified activities and readings that satisfy both course requirements. Dr. Susan McCrone (SoN) has developed this course and teaches it in conjunction with Dr. Ruth Kirschner (Community Medicine).

Students enrolled in a women's studies course linked to a freshman nursing health and wellness course have developed a women's health educational manual focusing on interventions for intimate partner violence.

One Women's Health student, enrolled in a practicum internship, worked with women organized against rape in Philadelphia. Another student developed an education manual intended for health care providers. The manual focused on helping health care providers offer culturally sensitive care for Southeast Asian women who

were victims of violence. Another student, enrolled in an independent study, developed a manual for health care providers to facilitate provision of culturally sensitive care to African American women.

One hundred students enrolled in a Community Health education class developed posters for a community-wide poster presentation. The presentation focused on health issues of women, especially those who were in violent relationships.

Graduate

The graduate professional schools have developed a similar curriculum assessment and revision plan as that has been instituted for the undergraduate curriculum. The graduate core curricular offerings are being expanded and women's health experts are members of the curriculum committees in the School of Medicine (Dr. Mahreen Hashmi), the School of Nursing (Dr. Nan Leslie-graduate education; Prof. Doris Burkey-undergraduate education), and the School of Allied Health (Dr. Rachel Yeater). The School of Medicine (SoM) Curriculum Committee is conducting an analysis of the Pre-clinical education program for its students using the AAMC CurrMIT curriculum data base to identify gender-specific topics appropriate to enhancing women's health. The degree programs in the other health professions schools will conduct similar surveys.

A graduate student in the Public Health program developed and delivered a workshop "Social and Cultural Barriers to Health among African American women¹⁵.

Masters degree students in the School of Nursing, in recognition of gender inequities for rural poor women in WV, researched and were invited to present the following topics at the State of the Science conference sponsored by the Southern Nursing Research Association in Atlanta GA. (February 2006):

1. Becoming a Mother: State of the Science: Invited poster presentation by Susan B. Coyle, RN.MS
2. Advising Pregnant Women Who Smoke Cigarettes: Limiting Quantity Reduces Negative Neonatal Effects: Invited poster presentation by Debra C. Facello, MSN, RN
3. Gender as a Social Determinant for Loneliness and It's Health Consequences in Older Women: Invited poster presentation by Laurie A. Theeke, MSN, FNP
4. Prevalence of Healthy Lifestyle Factors in Adolescents: Invited poster presentation by Suzy M. Walter, MSN, CFNP

The Department of Obstetrics and Gynecology is in the process of expanding the number individuals in residency and fellowships, and Medicine, Nursing, Pharmacy and Dentistry are in the process of planning a senior year elective clerkship through the Women's Center of Excellence. A women's health fellowship for residents in Obstetrics & Gynecology, Internal Medicine, and Family Medicine is also being planned.

Over the course of this quarter of this year the Graduate Certificate Program in Women's Health has been approved by West Virginia University. This multidisciplinary course (Medicine, Nursing, Public Administration, Gerontology, and Arts & Sciences) is offered to upper level undergraduates and graduate students across campus. Dr. Ruth Kershner, who developed and will coordinate the program, envisions that students who complete a certificate in women's health will be more marketable in today's society. She also hopes that graduates of the program will be inspired to seek an advanced degree in a related area of interest in women's health. The program will admitted its first class in fall 2005. Presently an MD/PhD student and a student in the Social Work department are in the process of meeting the requirements for this certification.

The Education Committee is in the process of developing an interdisciplinary education module to be utilized by students across the health professions schools. The intent of this learning experience is to promote and encourage interdisciplinary understanding and cooperation among members of the various health professions schools, and also to increase students' awareness and understanding of the unique health care needs of women across the lifespan in this rural Appalachian state.

This module is explicated as follows:

The first module, which will also serve as an exemplar for future module development, focuses on the health promotion/health dysfunction prevention of adolescent females. Interdisciplinary teams of students will collaborate to develop a health care plan for the adolescent female. The teams will present their plans to a board of judges from the HSC disciplines that are participating in the CoEWH. This could be an annual event, but the various schools in HSC must agree to participate. Perhaps a monetary prize could be awarded to the team/s with the "best" (most appropriate, comprehensive and practical) plan/s.

A member of each health discipline will be asked to provide an overview of the discipline specific content that we would expect to be addressed by the student teams.

This is in the planning stages so the following format is offered as an example:

Adolescent Female Health Promotion/Health Dysfunction Prevention Plan of Care

Question: How would you develop a plan of care for an adolescent female in WV that stresses age appropriate health promotion and prevention of disease?

Overview of content and discipline specific expertise:

Question: How would you develop a plan of care for an adolescent female in WV that stresses age appropriate health promotion and prevention of disease?						
Content Area	Discipline (Clinician) who will guide content area					
	Medicine	Nursing	Pharmacy	PT/OT	Social Work	Other
Access to care including financial resources					X	
Reproductive health	X	X				
Dietary needs						Nutrition
Musculoskeletal health				X		PT, OT
Pharmacotherapeutics, including home remedies			X			
Mental health needs	X	X				
Social/ cultural development	X	X			X	
Dental Health						Dentistry
Personal value system	X	X	X	X	X	Dentistry

The Certificate in Women's Health Track is seeking to become a track that would be attractive to all students across the University. Currently, this newly approved program has one student, an MD/PhD student who is in her first semester.

The University also has developed a newly approved track in Public Health that will focus on women's health that will begin in fall 2006.

The Educational Working Group has joined forces with the Magee Women's Hospital of the University of Pittsburgh's CoEWH and with the Tennessee Rural/Frontier program to submit a proposal to secure funding to test an outreach program intended to prevent intimate partner violence for rural adolescents. If proven to be effective in with a rural sample in WV, the intervention will be disseminated to health care providers in WV, PA and TN.

The Educational Working Group is considering the possibility of submitting an application to the Johnson & Johnson award program. The purpose of the submission is to leverage funds to disseminate a culturally sensitive cardiovascular risk reduction education program for rural women in WV through a Web-based medium. The education program would utilize parish nurses throughout the state of WV in community collaboration to recruit women who would then complete the intervention in rural churches.

Information Technology

The state of WV has had a long-term commitment to the people of the state in terms of education and health care. To this end the state, the institutions of higher learning and private agency have teamed together to offer health care students learning experiences in rural areas (Rural Health Education Partnerships – RHEP). Today all health professions students are required to experience a 3-month rural clinic rotation in a community clinic/agency as a facet of their education. In addition to course learning requirements, students are expected to complete a service-learning project aimed at serving the people and agency in which their rural rotation is assigned. Because students must continue with University/College coursework while in their rural site, a sophisticated information technology network has been established in WV. The assorted health care professions utilize a variety of web casting modalities to educate both students and the public. For example, the School of Medicine delivers education not only to medical students but provides education and consultation to health professionals across the state via Mountaineer Doctor Television (MDTV). MDTV currently delivers services to 19 distant sites and two service providers in WV, MD, and OH. Because community education is a growing emphasis, live web casting and MDTV are utilized to educate EMS providers, facilitate patient support groups such as diabetes support groups, and provide professional continuing education opportunities in the communities. A wide variety of continuing education programs in topics of interest in women's health and intended for web broadcasting are now available or under development.

Public Broadcasting

Dr. Bob's Health Report¹⁶ and Doctors on Call are televised programs that feature a wide array of women's health topics. Doctors on Call offer an interactive format that allows the public to call into the TV studio and ask questions for the speaker to answer. These programs feature a variety of health professionals as speakers and address a range of subjects.

Newspapers

The CoEWH is presently initiating a weekly newspaper column in the local newspaper that addresses a topic that is pertinent to women's health. Health professionals are being recruited to participate in this initiative. The written columns will be sensitive to the literacy levels appropriate to the residents of WV.

West Virginia University is committed to the education of health care professionals for West Virginia including medical, dental, nursing, and pharmacy, as well as professional programs including exercise physiology and medical technology. Our former Education Co-Director, Dr. Jamie Shumway is also the Chair of the Curriculum Committee for the School of Medicine. Dr. Nan Leslie, also Co-Director, is heavily involved in the curriculum planning for the school of nursing.

Dr. Mahreen Hashmi, Education committee, is both the program director for the OB/GYN residency program and coordinator for the women's health rotation for junior

medical students. The institution provides support for these individuals' time and effort to make curricular changes and is currently considering a women's health fellowship program.

c. Numbers of individuals in residency and fellowship programs in Women's Health
Expand the numbers of individuals in residency and fellowship programs in women's health.

- As mentioned in third quarter report, there is currently under development a Residency Fellowship Program in women's health. It would be housed in the Department of Obstetrics and Gynecology. The fellowship would be open to residents who have completed training in Obstetrics and Gynecology, Internal Medicine and Family Medicine. A proposed curriculum has been developed. Unfortunately, the individual developing this proposal had family health issues and has taken a temporary leave of absence. Work on this important project for the School of Medicine will resume. (Status: Because of these unforeseen family circumstances, we are behind meeting the CCGME, ACOG, and RRC requirements and procedures for the approval process.)

A certificate in Women's Health is in place.

Pharmacy Internal Medicine Specialty Resident (PGY-2) could have a women's health component if the candidate wishes. We are presently recruiting a candidate for this position.

d. Curriculum component in women's health module: Develop a curriculum component in the form of a women's health module.

The WVU CoEWH Professional Education Working Group has continued to meet and plan for the development of a module that all health professions at all levels of the continuum of education can access. It is envisioned that these learning materials be available on the Internet and in a form that can be easily accessed. The emphases and differences that may be required by the different health professionals (students and practitioners) accessing it will be accommodated by discipline and "continuum specific" study guides that will be developed by expertise in the various health professions, schools, and programs. (Status: This is currently in the discussion and planning stages. The literature is being searched for suitable materials and pre-existing e-learning materials. This topic is a major item for discussion at the next Working Committee meeting.). Dr. Christina DiBiase from the School of Dentistry has developed an electronic presentation entitled, The Link Between Periodontal Disease and Heart Disease & the Role of Oral Infection Control. This presentation will be available for students at WVU and as part of the CoEWH lecture/presentation series.

- A component of this module will address "cultural competence" issues, thus contributing to the accomplishment of performance indicator A. The cultural distinctions include women of the State who are primarily of a rural, entirely Appalachian population, most of who do not move out of the state. People of WV

are undereducated as a whole. In 2000, approximately 20% of the population age 25 or younger did not have a high school diploma.

e. New information technologies in education and training, including rural areas: Use information technologies in the provision of education and training of health care professionals in institutions and rural areas across the continuum of health professions education.

- West Virginia Rural Health Education Partnership (WV RHEP). The mission of the West Virginia Rural Health Education Partnerships is to achieve greater retention of West Virginia trained health science graduates in underserved rural West Virginia communities by creating partnerships of community, higher education, health care providers, and governmental bodies. This mission is not rhetoric, rather one that has been carved from a set of guiding principles formulated by the partners who govern this organization and have four years experience at building this partnership. Value-based leadership from all elements that constitute the partnership characterizes our organization: the community and rural providers, higher education, and state government. The values of WV RHEP are: partnerships between communities and institutions, high quality education experiences, community-based education experiences, interdisciplinary teaching and learning, and community-based service and research. The use of information technology to keep the students linked is foremost in the implementation of this required program. At the major rural teaching sites there are Learning Resource Centers (LRCs). Each LRC is equipped with desktop computers and ports for students to connect with their laptops (a required part of the MD and Allied Health professional student programs).
- To provide a platform for the dissemination and access to the delivery of the WVU CoEWH has established a website: www.wvhealthywomen.org.
- The School of Nursing uses web casting as a method to deliver content to students at distance-learning sites. (On-going).
- Mountaineer Doctor Television (MDTV). No change in its use. It was described in the December 2004 Quarterly Report:
 - MDTV delivers education across the state to students in different locations. MDTV is a state-wide Tele-health Network delivering services in clinical telemedicine consults professional continuing education, patient/community education, distance learning and administrative teleconferencing. MDTV currently delivers services through a digital ISDN network to 19 distant sites and 2 service provider sites located within the states of West Virginia, Maryland, and Ohio. The use of ISDN allows MDTV to expand its services throughout the world, thus improving our current administrative teleconferencing capabilities. MDTV can provide point-to-point or multi-point configurations at varying bandwidths. WVU uses MDTV to provide graduate and undergraduate courses, which allows the students to remain in their local community while pursuing their educational goals. Medical students and residents doing rotations at any of the distant sites have access to programs originating from the two

service provider sites to complement their training. Community education continues to be a growing area of the network. EMS programs are held on a bimonthly basis in an effort to assist EMS personnel in understanding their unique role in the recognition and prevention of injuries. A diabetes support group was also developed for patients in communities with MDTV. This program educates patients on the importance of proper diet, exercise, and blood glucose monitoring. Professional continuing education is also an integral component of the MDTV system. Weekly grand rounds in Emergency Medicine, Medicine, Pediatrics, and Surgery are available to all distant sites. With increased demands and shrinking resources for continuing education across the state, MDTV provides a valuable educational tool in decreasing professional isolation. (No change. Continues to be used to connect the campuses and rural areas for the delivery of real-time education and clinical care.)

- Two other physician programs are of note: Doctors on Call (a weekly call-in television program) and Healthline (a weekly call-in radio show). While they are mainly to answer questions of a clinical nature, considerable education of the public on pertinent health issues occur. (Appendix G)
- Secure OnLine Environment (SOLE): SOLE is learners' portal for online education and information. It is a web-based tool for students to access courses and for instructors to build and maintain those courses. Developed by Academic Technologies as an open-ended system for online course development and management, SOLE harnesses the communication power of the Internet within a single-login, user-friendly environment. SOLE began as a course delivery system, but has grown to become an environment for many other applications and resources. This is WVU's main LMS (Learning Management system). WebCT is also used as a development and LMS platform for the development of instructional materials.
- The School of Nursing participated in a CDC sponsored initiative to study ways of reducing cardiovascular risk factors for WV women. The project was titled "WV Wise Woman Enhanced Project."
- Students across the health professional school participate in the WV CARDIAC (Coronary Artery Risk Detection in Appalachian Communities) project. West Virginia (WV) is the second most rural state in the nation, with two-thirds of its 1.8 million people living in communities of less than 2,500 population and 44 of its 55 counties designated non-metropolitan by the Federal Office of Management and Budget. Eighty percent of the counties in WV have full or partial designation as Health Professions Shortage Areas (HPSAs) and all but eight counties have full or partial designations as medically underserved areas. Over half of the state is considered "distressed" economically by the Appalachian Regional Commission. The economic plight of WV is reflected in the cardiovascular health of its residents. The age-adjusted rate of heart disease was 328/100,000 in 1995, 21% higher than the national average and 49th in the nation. Lifestyle clearly is an issue. Results of the Center for Disease Control (CDC) Behavioral Risk Factor Survey in 1997 showed that WV had the highest rate of obesity, the third highest rate of self-reported hypertension, and the fifth highest rate of cigarette smoking in the nation. Unfortunately the cardiovascular disease (CVD) burden of WV is

typical of Appalachia in general. While death due to heart disease has declined over the past 20 years, the gap between Appalachia and the rest of the nation is widening. The CARDIAC Project was initiated in 1998 as a means of reversing this disparity in CVD. Comprehensive in design, CARDIAC has two components: a school-based surveillance and intervention initiative, and a targeted individualized approach toward identification and referral for treatment of those individuals with the most severe genetic cause of death from premature CVD: familial hypercholesterolemia (FH). CARDIAC is the first statewide CVD intervention program of its kind in the nation. Since its inception CARDIAC has grown from a small school-based CVD surveillance project piloted in three rural WV counties to an expanded multidimensional effort involving all of the State's 55 counties.

- One of the off-shoots of projects such as CARDIAC, in which nursing students participate, is a project in which traditional WV recipes were adapted in such a way to reduce saturated fats and add fruits and vegetables to women's diets. Community advisory groups of WV women offered recipes, tested the adapted recipes and advised the researchers in planning and conducting the project.
- The CoEWH web site continues to be updated with particular attention to the possibility of it to serve as a medium for our educational materials.
- The University has invested in a new e-learning platform for course development – VISTA. It replaces WebCT as the old platform.

f. Collaborate on professional education/training activities with other institutions and programs

We will collaborate with senior management level of the project and collaborate internally with the Leadership component. For example: Develop a mentorship program for women in health professions. The program will offer an opportunity for integration and collaboration among working groups (Education and Leadership), and afford an opportunity for emerging leaders in women's health in WV to be mentored by women who have an in-depth knowledge of the culture, needs and practices of women in the state.

In cooperation with other schools and departments in the University, the Educational Working Group will establish interdisciplinary alliances that will foster holistic and comprehensive care for women of WV and society. Interdisciplinary alliances already established include:

An industrial relations graduate student from the WVU College of Business and Economics has worked with the CoEWH project director to develop an internal communications model for the CoEWH.

An intern from the College of Business and Economics – Accounting Degree Program- is working with the project director.

Work with students and faculty in the WVU Women's Study program

- Collaboration has occurred at the senior management level of the project. But no direct collaboration has occurred with representatives of the Professional Education Working Groups getting together.
- Internal collaboration has occurred however. For example:
 - A mentorship program for women in health professions is planned in collaboration with the Leadership Working Group. Not only would such a program offer an opportunity for integration and collaboration among working groups (Education and Leadership), but it would afford an opportunity for emerging leaders in women's health in WV to be mentored by women who have an in-depth knowledge of the culture, needs and practices of women in the state.
 - In cooperation with other school and departments in the University, the Educational Working Group will establish interdisciplinary alliances that will foster holistic and comprehensive care for women of WV and society. Interdisciplinary alliances already established include:
 - An industrial relations graduate student from the WVU College of Business and Economics has worked with the CoEWH project director to develop an internal communications model for the CoEWH.
 - An MBA intern has worked with the CoEWH project director to gain experience in program development and administration.
 - A graduate student in the Executive MBA program has worked with the director of the Research component to identify research focusing on women's health across the health professions.
 - Working with students and faculty in the WVU Women's Study program.
 - A graduate student in the Public Administration Department is working with the project director to gain experience in program development and administration.
 - An accounting undergraduate is working with the project director to gain experience in accounting and budget functions.
 - An accounting student major with a minor in women's studies is working with the project director.

The Co-director of the educational component, while at a meeting in Washington State, identified a possible collaborative relationship with the co-director of CoEWH University of Missouri-Kansas City School of Medicine, Louise Arnold, and Ph.D. Dr. Arnold is interested in WVU's cultural competence module and various study guides specific to the health profession.

Dr. Dunsworth has several topics which could be used for the CoEWH Education Working Groups IT educational offering. Plans are underway to review and archive presentations from Pharmacy as well as Nursing, Medicine, Social Work, etc, and to make them available for Web based presentations

g. Serve as a Change Agent within University

We are working on the development a plan for change that will include: the development of a communication tool whose purpose is to communicate the mission of the CoEWH to the Robert C. Byrd Health Sciences Center faculty, staff and student body as well to the University at large and the constituents of the State of WV. The goal of this communication tool is based on a basic change philosophy, in order to effect change; the organization must achieve the buy in from its staff. The staff will buy in if they feel valued and that happens when we feel a part of the whole. That is achieved by communication. This will be an ongoing process.

Determine specifics facets of curriculum in all health care disciplines that target women's health issues. Stress the need for culturally competent health care, especially for WV women:

Integrate Informatics and Distance Education Modalities to offer holistic education modules in various aspects of women's health care that are targeted to specific health care providers but are wide enough in scope to be appropriate for other health care providers. An agenda item has been placed on the School of Medicine's Curriculum Committee to appoint a subcommittee to 1) identify curricula that relates to women's health, and 2) to suggest strategies to enhance women's health teaching in the curriculum. Recruit education opinion leaders in women's health to promote curriculum change among the health professions schools and continuum of education.

The school of Pharmacy works with the CoEWH to raise awareness for women's issues locally, regionally, nationally and through world wide networking channels.

h. Collaborate with OWH, DHHS Regional Women's Health Coordinators and State Women's' Health Coordinators and Minority Women's Health Panel of Experts: Collaborate with the Office of Women's Health (OWH), DHHS Regional Women's Health Coordinators (RWHC), State Women's Health Coordinators (SWHC), and Minority Women's Health Panel of Experts (MWHPE) on issues affecting women's health.

The leadership of the Professional Education Working Group works closely with the overall leadership of the WV CoEWH and with the component leadership of the Leadership and Outreach Working Groups

- Not implemented yet at the national level. Waiting to hear from the funding agency.
- At the state level, collaboration has occurred through the various state agencies. This has mainly been possible working with the Outreach and Leadership Working Committees.

i. Participate in CoE Professional Education Working Group

Representative(s) are available.

j. Demonstrate institutional commitment consistent with policy and implementation in changing the curriculum

Representatives of all departments, schools and colleges in the Health Sciences and from several departments, etc., within the University will participate actively in the CoEWH. This was demonstrated by the participation of all components and leadership of the health sciences community at the site visit. The integration of all health professions into the “Changing the Face of Medicine” program demonstrates the change in the culture.

k. Integrate with other key components

Representatives of all departments, schools and colleges in the Health Sciences and from several departments, etc., within the University participate actively in the CoEWH. The directors of the Education component are members of the team that will deliver the “Changing Face of Medicine Celebrating America’s Women Physicians” The Outreach Director, the Deputy Director and the project director are all working with the well integrated WVU team.

i. Evaluation

The evaluation material developed in 2005 is continuously monitored and used as guidance. See attached matrix.

Publications by WVU Faculty focusing on Women’s Issues:

School of Nursing:

1. Cleveland, A., & McCrone, S.H. (2005). Development of the Breastfeeding Personal Efficacy Beliefs Inventory: A measure of women’s confidence about breastfeeding. *Journal of Nursing Measurement*, 13 (2), 115-128.
2. Owens, J., & Leslie, N. (2005). The worry that goes with warts. *Clinical Excellence for Nurse Practitioners*, 9(3), 137-140.
3. Badzek, L., Leslie, N., Schwertfeger, R., Deiriggi, P., Glover, J., & Friend, L. (2006). Advanced care planning: A study of home health nurses. *Applied Nursing Research*. 19, 56-62.
4. Tessaro I., Rye S., Parker L., Trangrud K., Mangone C., McCrone S., & Leslie N. (2006). Cookin’ Up Health: Developing a nutrition intervention for a rural Appalachian population. *Health Promotion Practice*, 7(2), 252-257.

School of Social Work:

1. Alkadry, M. G., & Tower, L. E. (2006). Unequal pay: The role of gender.

2. Public Administration Review, 66(6),
3. Tower, L. E. (2006). Barriers in screening women for domestic violence:
4. A survey of social workers, family practitioners, &
5. obstetrician-gynecologists. Journal of Family Violence.
6. Tower, L. E., & Mersing, R. (2006). Battered rural women & safety:
7. Barriers & solutions. Proceedings of the National Institute on Social
8. Work & Human Services in Rural Areas, USA,120-129.

Conferences:

1. Tower, L. E., & Mersing, R. (2006, April). In her shoes: Obstacles to safety for battered women. Paper presented at the WV NASW Spring Conference. Charleston, WV.
2. Tower, L. E. & Farr, J. (2006, February). Contrasting BIP Programs for Court-ordered Males and Females. Paper presented at the 52nd Annual Program Meeting for the Council on Social Work Education. Chicago, IL.

VIII. Community Outreach Component

Outreach Highlights

- The CoEWH held a retreat designed to give a broad range of women from across the state the necessary tools to create individualized wellness maintenance programs
- CoEWH has established an active state-wide Community Partnership Board (CPB) to promote and identify women's health issues across the state
 - Board linked across the state to 27 professional groups, 29 community civic organizations, 6 religious organizations, 5 university's, 8 media outlets and 21 local health providers
 - Established 20 member Outreach committee
- CPB working groups continue to work to
 - Identify and disseminate materials to women across the state
 - Identify and deliver priority screenings especially for minority and underserved women across the state
 - Identify conferences, fairs, and festivals in which the CoEWH should participate
 - Coordinate 2006 Women's Health Week
 - Expand Speaker's Bureau
- Delivered/participated/lead: seminars, lectures, conferences, presentations, and exhibits across the state

Education is a main component of our preventive services. Our goal is to reach women across the State of West Virginia. This year at our site visit we discussed our concept of working groups within the Outreach Component. We were very pleased that Rosa Myers and Eileen Newman, our site visitors on March 30, 2006, thought our plan of using working groups as a focus, instead of a particular disease, was so innovative that they would recommend it to other COEWHs.

Our newly redesigned website, which has clearer navigation tools, provides links to important literature in prevention and meets the West Virginia University design guidelines for web sites. Our CCC stocks many brochures on important preventive strategies and services and these will be a major component of our resource center.

The Outreach component working group on health resources has looked at the web site with the goal of making it ADA-compliant and will continue to identify materials to add to the site. We also have permission, through Consumer Advisory Board members, to open small health resource centers at Pocahontas Memorial Hospital, which serves a rural area, and at a high-rise apartment building for low-income senior citizens in Wheeling. The CoEWH works with our Public Relations and media relations' people to publicize preventive services, such as cardiac risks and prevention during the American Heart Association's Red Dress Day, Women's Health Month, Healthily Lifestyles, Stroke Prevention, and lectures that focus on women's issues. We provided information to public health students, Consumer Advisory Board members, and other health advocates who distributed it at a community health fairs Our outreach co-coordinators are linked to all 55 counties in WV through the Extension Program, and the outreach co-director, Dr. Bowen, regularly cites the COEWH in her quarterly newsletter column to all CEOS (Community Educational Outreach Service) groups in the state. They provide a multidisciplinary link to the Eberly College of Arts and Sciences and the Extension Service. Through Extension and the community advisory board, we are sending resource materials to libraries, senior centers, and community centers throughout West Virginia. ECAS and the Extension Service supply time for our coordinators as well as staff support to carry out these missions.

During the 2005-06 academic year, Gail Bossart, a WVU Master of Social Work Intern worked 20 hours a week with co-chair Dr. Bowen, primarily on CoEWH outreach. She was instrumental in getting the Working Groups up and running. We do not have a replacement for her for 2006-07 academic year, unfortunately. From August to November 2006, a nurse-journalist from Rwanda through the Council of International Programs will assist in reviewing materials for their relevance to African women.

Accomplishments for August 31, 2005 - August 30, 2006 are cited under each objective.

1. Identify and develop culturally and linguistically appropriate women's health education materials/activities

A. Women's health education materials

- Distributed OWH materials to many communities across the state via CAB members.
- Acquired a WVU Public Service Grant of \$5,303 began July 1, 2005, to pilot test community workshops and health information for Wood County seniors on accessing and evaluating reliable health information via the internet and other sources. Partners are the WVU Extension Service, WVU School of Pharmacy, WVU Health Sciences Library, Community Educational Outreach Service (CEOS) clubs, local libraries, and senior centers. The new program is called Health Tip. Materials – bookmarks, brochures, fact sheets, and a presentation – were developed. It features recommendations for identifying reliable health information on the web and in the media. A HTip web site, staffed by WVU pharmacy students, provides individualized answers to questions about medications and best sources of health information. This new program will be

showcased at a statewide conference of the Community Educational Outreach Service in October 2006. The goal is to put the resources out for community leaders to use.

- Continued to identify and distribute Spanish language resource materials for the small but growing West Virginia Hispanic population. The Minority Health Working Group, Chaired by Katy Araujo, JD and Masters of Public Administration Intern to the CoEWH, is working with the international students program to identify ways in which the Center of Excellence in Women's Health may contribute as well as reach other populations across the state.
- Dr. Bowen, Outreach Co-Chair, wrote two new WVU Extension Service publications on heart disease and obesity for West Virginia women. A statewide training in October 2005 equipped Community Educational Outreach Service (CEOS) leaders to present these programs in their communities in 2006. The heart disease information will reach approximately 2,849 CEOS members in 28 counties. The obesity information will reach approximately 2,725 CEOS members in 25 counties. A new CEOS publication on dental health is in the process of being developed for dissemination in 2007.
- Dr. Howe is on the doctoral committee for Ms. Jan Rezek, a faculty member at West Virginia University Institute of Technology (WVUIT) in Montgomery, West Virginia. Ms. Rezek is interested in doing her PhD project on a women's health topic related to at-risk girls in rural West Virginia, particularly those who become mothers before the age of 18. Through Ms. Rezek, a new WVUIT faculty member was identified. Her research and teaching areas relate to women's health and she may become involved in the COEWH.
- In the process of identifying people with expertise in health literacy. For example: Susan Hayden, adult services library consultant for the West Virginia Library Commission, volunteered to assist in working with the West Virginia Adult Basic Education program and the Literacy Volunteers. She is a member of the Consumer Advisory Board (CAB), discussed below under item 4, and is helping us make arrangements to have our exhibit available at the West Virginia Adult Education Association, Inc., conference in Morgantown October 25-27, 2006.
- WVU faculty incorporate women's health education materials in their classes and, during 2005-06, students developed materials useful to the COEWH. We include developing materials for traditionally college-age students as part of our mission to develop and disseminate culturally and linguistically appropriate materials since WVU has a student population of 26,500 students, and the undergraduate student population is over 90 percent traditional college age (18-22), a much different demographic than one finds elsewhere in the state, which, overall, has the oldest population of women in the country at almost 40 years of age. As examples of materials and programs for students,
- Dr. Howe's fall 2005 students in the honors section of WMST 170: Introduction to Women's Studies produced projects focused on women's health mental health, reproductive health, eating disorders, and health care programs for low-income women, and a public service announcement related to a topic like obesity. Students were working to have the public service announcement run on some of the cable television shows that WVU sponsors. The most innovative group presentation was the "Regis and Kelly" show on eating disorders! Other students

produced individual projects related to panic attacks and healthy eating, eating disorders, insulin resistance syndrome, and osteoporosis, designing posters and brochures that they distributed around campus to call attention to these issues. Another student held her own “red dress luncheon” for her mother and aunts to talk to them about the importance of heart health.

- Students in Dr. Howe’s fall 2005 WMST 170 class expressed a great interest in a healthy lifestyles class for college-age women which would include a physical exercise component. Dr. Ruth Kershner is teaching this class as an honors class entitled WMST 293: Women’s Health and Fitness in the fall 2006 semester, which started August 21. There are 23 students enrolled, and they will have in-class sessions every other week and physical activities on alternate weeks. The Center for Women’s Studies is paying Dr. Kershner to teach this class.
- Tammy Hart, women’s studies major, received independent study credit from women’s studies to work with the COEWH clinic staff to develop two handouts – “What You Should Know About Oral Birth Control” and one on coloscopies – for low-literacy patients¹⁶.
- Lynn Ryan, CAB member and Monongalia County Women Infants and Children’s Program employee, developed a pamphlet listing WVU campus locations where lactating women can pump breast milk for a WMST 170: Introduction to Women’s Studies class project. She shared this with Ann Dacey, WVU outreach committee member and nurse, who used it in her proposal for a University-wide wellness program for pregnant employees.
- Jessica Yoak, women’s studies minor, is doing a women’s studies field experience with Betty Critch Parsons, starting August 16, 2006. Her responsibility will be to organize a series of informal presentations for students focusing on “How to Talk to Your Doctor” about issues like birth control and how to start to take control of your own health care needs while a college student. She will also organize some presentations for the public and faculty and staff on current issues in women’s health. She will be working closely with the Education Component Directors.
- WVU outreach committee member Ruth Kershner held her annual student poster fair for her classes, including those on gender and violence and women and health, on April 25. This event is attended by hundreds of students, parents, and faculty. It is open to the public.
- Anne Williams helped us identify materials available through the WV Department of Health and Human Resources. We had hoped to be able to distribute these through our CAB members, using the DHHR distribution system, but, due to limited resources at DHHR, that is not possible.
- Tracy Novak, CAB member and lymphedema network founder, provided information on lymphedema for COEWH exhibits, the CCC clinic, and the COEWH website.
- We continue to identify and distribute Spanish language resource materials for the small but growing West Virginia Hispanic population.
- Mindi Spencer, a WVU doctoral candidate in psychology and women’s studies/gerontology graduate certificate student, worked with Sue Julian, West Virginia Coalition Against Domestic Violence and CAB member, to develop programs on bullying and violence related to the GLBTQ community.

- The CAB and WVU outreach committee members believe that our primary focus should be on identifying and distributing existing materials before we begin developing new materials. To that end:
- We established a women's health resource working group to carry out this goal. Members in 2005-06 included Kim Cordingly (Chair, Job Accommodation Network), Pat Smith (Cancer Information Specialist), Susan Anderson Borrer (CAB member), Laura Carter (CAB member), Tammy Hart (WVU Student), Mary Ellen Zeppuhar (WVU Center of Excellence in Disabilities), and Susan Hayden (West Virginia Library Commission, Adult Services Library Consultant). This group met twice in the first quarter. At the first meeting, on November 1, 2005, the group reviewed the current list of brochures at the clinic and the working group goals, which are:
 - To identify the best health resources available for women around the state of West Virginia
 - To discuss ways to make these materials available and accessible to diverse groups
 - To advise and help coordinate how this information is made available
 - To advise about resources listed on the Center's Web site

The group discussed ways to keep an inventory of the health resources available and how to manage/track these resources. Members agreed that it was critical to have one individual (a central coordinator) who could coordinate this and identify what these resources are and where they needed to go for events and distribution. This individual could be a graduate student or perhaps someone from the extension service who has a network throughout the state. The Cancer Information Center has two groups of materials – low literacy and materials from the National Cancer Center targeted more towards the general population.

The committee discussed locations for making health information available around the state, including using organizations like the West Virginia Coalition Against Domestic Violence as a network for distributing information statewide and using places like WalMart, drug stores, etc. Concerns were raised about how to make this information visible within these places. One suggestion was that, since WalMarts have greeters, maybe they could be used during Women's Health Month (for example) to draw customer's attention to the information. Information can also be made available at health fairs at the mall and at clinics and health departments around the state. To date, we are using materials from the Office of Women's Health, as we do not have the financial resources to develop our own materials.

The use of the Extension Service as a distribution point for the needs of particular regions around the state is an important component of the resource working group.

The group also discussed the importance of targeting specific constituent groups, such as women with disabilities, and of reaching women throughout the life course, as well as targeting certain health issues to their particular concerns.

The committee agreed to use multiple channels to reach these groups and multiple mediums (print material, the Web, etc.) and to make all of these materials available in accessible formats. Kim Cordingly, the working group chair, works for the Job Accommodation Network and can provide help with accessibility issues.

The committee will focus on materials related to diabetes, general wellness issues, obesity, cancer, STDs, heart disease, domestic violence, and teen smoking, as these areas reflect the COEWH focus areas.

When the group met on March 14, 2006, members discussed the issue of women's health resource centers around the state. The structure of the Cancer Information Center, where Pat Smith works, has regional offices that act as distribution points for materials and information. This could be a model for the COEWH since the Center services the whole state. The group thought it would be most efficient to use existing regional offices (like the Extension Service) for these resource centers., Morgantown seems to be the main location where materials are housed, coordinated, and disseminated. If we have a structure for these regional centers, materials could be disseminated and housed locally which would be more practical and efficient.

The committee discussed the "main" resource center for the Center housed at the clinic. The group thought the idea of having a central 800 hotline people in the state could access for general information and to get specific information for their area; they could also refer callers to where they could get materials locally to distribute to events in their area. If those materials are housed at the Extension office (for example), the phone receptionist could forward them to that location and let them know what publications are available. Perhaps a work study person could do this or maybe it could be a practicum for a student. If someone could not be there all the time, there could be an answering machine and calls could then be returned. This group also endorsed the idea of a speaker's bureau that we are still hoping to establish. The group recognizes that this will be a challenge because of the COEWH's limited resources, but these are ideas that we should try to implement to the extent possible. We have not yet been able to work out the logistics of this program.

Kim Cordingly, Betty Critch Parsons, Dr. Bowen, and Dr. Howe are planning an early September meeting to review the charge of this committee and discuss progress on the web site.

The WVU Center for Excellence in Disabilities has a database system which is housed on Brinkster.com for a subscription fee of about \$15.95 a month that could be used as a model for the COEWH's informational materials. WVU outreach committee member Mary Ellen Zeppuhar is making arrangements to share information about this web-based system with Betty Critch Parsons. Committee members would like to adopt

this so that the COEWH could more easily report information on types of materials distributed, where they were distributed, etc.

B. Women's Health Resource Inventory

- CoEWH developed an extensive inventory of Women's Health Resources during 2005-06 as requested by the OWH. This listing is located on our web site www.wvhealthlywomen.org . Our web site links to the following references resources.
- Many resources were identified in an appendix to the Institute for Women's Policy Research's Status of Women in West Virginia (www.iwpr.org/states2002/fullreports/wv.pdf) report published in 2002 and excerpted in a brochure at the resource center and as a resource on our web site.
- The West Virginia Women's Commission published a comprehensive West Virginia Women's Resource Directory in 2003 including resources by county and subject (i.e., business/professional organizations, community-based organizations, counseling, cultural/ethnic organizations.) We use this list to identify additional partner organizations. This guide is available on the COEWH web site.

C. Women's Health Resource Center

- In preparation for the COEWH clinic opening in the summer/fall of 2004, literature was collected from these area agencies for the women's health resource center: Monongalia County Health Department; Women, Infants, and Children (WIC) Program; WVU Center on Aging; WVU Betty Puskar Breast Care Center; WVU Mary Babb Randolph Cancer Center; WVU Student Health, Sexual Assault Prevention Office; Caritas House (AIDS/HIV); Rape and Domestic Violence Information Center; and the WVU Center of Excellence in Disabilities. All materials are free and easy to read. We have added a new magazine, Every Woman, which is available in Spanish and English, to the CoEWH clinic waiting area
- This resource is continually supplemented with many new pieces of literature as they become available.
- An intern with the COEWH developed an inventory of these materials to be sure that we maintain adequate quantities in stock.
- We are working on establishing some small women's health resource centers around the state through our contacts with CAB members. Susan Anderson Borrer, who now works in Pocahontas County in southeast West Virginia, one of the most sparsely populated counties in the state, has approval from the director of nursing services at Pocahontas Memorial Hospital to put up a literature rack of women's health resources there. Susan is now the Community Services Supervisor/Children's Service Supervisor for North Central West Virginia Community Action and is based in Marlinton, the county seat of Pocahontas County. She also serves Webster County, another rural and sparsely populated county. The COEWH will purchase the literature rack for the hospital.

- Barb Kupchak, another CAB member, Sister with the Sisters of St. Joseph, and WVU Professor of Nursing, practices at a senior citizens' apartment building in Wheeling, where many low-income women live. The managers of that building have approved our setting up a small women's health resource center there that will probably be a literature rack. CAB members also suggested that we investigate having a separate literature area available at the Morgantown Health Right, which serves people with no health insurance. Due to a change in leadership there, we have not had a chance to pursue that option, but COEWH directors practice at Health Right, so there are good connections there already.

D. Develop health education activities on prevention and treatment of CVD, diabetes, cancer, and HIV/AIDS and innovative outreach strategies

1) Health education activities on prevention and treatment of CVD

- Dr. Bowen collaborated with the American Heart Association (AHA) regional representative, Alexander Kuhn, WVU partners, and Wood County partners to secure funding for a community project on heart health. It focuses on testing and disseminating heart health messages (e.g., Women Wear Red) with rural women. Funding supports focus group research, train-the-trainer workshops, community education, and video production. Wood County is located 2 hours from Morgantown and the county seat is Parkersburg.
 - IRB approved the January 2006 focus group meetings.
 - A February 10, 2006 *Heart Health is Fashionable* Event attracted 200 women. St. Joseph's Hospital, Camden-Clark Hospital, and Parkersburg Cardiology donated \$1,380.00 to cover the costs of the luncheon. A pre/post evaluation revealed that the event significantly changed participants' knowledge of heart attack symptoms, personal behaviors that affect heart disease, questions they should ask their doctor, and community resources to help.
 - A three-part "Heart of the Mountains" video was completed and has been used in Wood County (for the Love Your Heart Talks) and in a few other locations. The video has nine WV women heart champions tell their compelling stories about surviving heart attacks, stroke, and congenital problems.
 - Volunteers are currently being trained to conduct "Love Your Heart Talks" in Wood County. Training equips volunteers to present informal talks with their community groups. Talks feature the videos and critical heart health facts.
- CAB member Lisa Lee-Ranson participated in the American Heart Association's Go Red for Women in West Virginia campaign. Billboards depicting local women, including First Lady Gayle Manchin and Secretary of State Betty Ireland, dressed in red were up in Charleston, Parkersburg (including Betty Ireland), and Huntington. Charleston held a Go Red for Women luncheon where Gayle Manchin was the keynote speaker and MC. Marshall University had events each week in February. Governor Joe Manchin signed a state proclamation and the

mayor of Charleston signed a city proclamation declaring February 3 as Go Red Day.

- CAB member Susan Anderson Borrer of Elkins participated in the Alderson-Broadus College Go Red for Women Day on February 3. This college is located in Philippi, West Virginia. Borrer is also chair of Mt. HSTA (Health Science Technology Academy), so she and Ann Chester, HSTA director and COEWH deputy director, promoted the Go Red program at the Statewide HSTA Joint Governing Board meeting in Flatwoods, West Virginia, in January. They encouraged HSTA students, teachers, and staff to participate to get women's health information out to rural communities, as students may work on a specific women's health issue as part of their community service component.
- Because of the success of the Parkersburg Heart Health is Fashionable event, Morgantown women replicated the event in their area in May, Women's Health Month and Stroke Awareness Month. Dr. Claudette Brooks, Director CoEWH Stroke Clinic and national spokesperson for the American Heart Association, spearheaded the effort. Donor support totaled \$4,000 and 201 women participated, about 20 percent of who were minority. The event consisted of a presentation by Dr. Brooks, a showing of the "Heart of the Mountains" video, a fashion show featuring heart champions and heart-health facts, exhibits from the American Heart Association, COEWH, Cooperative Extension Service, HealthSouth, the Dean Ornish Program, and WVU Hospitals. Screenings for body fat, blood glucose, and blood pressure were provided to about 50 women. Evaluations of this event were overwhelmingly positive, and those attending from outside Morgantown wanted information on how to replicate the event in their community. One attendee, CAB member Judy Wilkinson, wrote a letter to the editor of the Morgantown Dominion Post newspaper, praising the event and her experiences as a new COEWH clinic patient. A brief pre-post survey showed a significant increases in the number of women who "can name five ways to reduce heart disease risk" (+21.5%) and are "aware of community resources to help women reach their heart health goals (+34.8%).

2) Health education activities on prevention and treatment of diabetes

- CAB member Monica Andis is very involved in diabetes education programs around the state.
- CAB member Julie LeJeune will include COEWH materials with the West Virginia medical Institute's exhibit at the WVU Extension/WV Diabetes Control Program Diabetes Symposium and Workshop, October 18-20, 2006, in Charleston.

2) Health education activities on prevention and treatment of cancer

- We continue to identify and work with partners across the state to deliver a wide opportunity for screenings. Anne Williams publicized the opportunity to provide screenings during Women's Health Month through her providers' network at DHHR. We know that several providers did post screenings on the OWH web site.

- CAB member Julie LeJeune volunteered with "Co Co...the Colossal Colon" on June 17 sponsored through the Mountains of Hope Comprehensive Cancer Coalition. This is a national display to educate the public about colorectal cancer screenings, and it is held in conjunction with the annual chili cookoff in Charleston. We helped publicize the Maintain our Mammograms (MOM) rally held in Morgantown on May 2, the National Day of Action, to maintain funding for the Breast and Cervical Cancer Screening Program. Betty Critch Parsons and Dr. Bowen attended the rally for the COEWH. CAB member Mary Glenn Rice took copies of Every Woman, the COEWH brochure, and A Lifetime of Good Health to distribute at events in the Huntington area.
- Dr. Bowen, Gail Bossart, and Dr. Howe met with April Stannard of the WVU Cancer Information Center, at April's request, to discuss making the COEWH a co-sponsor of the fall cancer walks the Cancer Information Center sponsors to raise money for screenings for those without insurance. The COEWH will be a co-sponsor and have women's health literature available at as many walks as possible in the fall. These are held all over the state, so this is a great way to get information about the COEWH and women's health to women throughout the state.
 - The 21 walks are scheduled as follows:
 - Ripley, September 30
 - Lewisburg, October 1
 - Quinwood, October 7
 - Clay, October 7
 - Wellsburg (Dog Walk), October 7
 - Clarksburg, October 7
 - Union, October 8
 - Thomas, October 8
 - Huntington, October 8
 - Burton, October 12
 - Itmann, October 14
 - New Martinsville, October 14
 - Hamlin, October 14
 - Grafton, October 14
 - Keyser, October 14
 - Berkeley Springs, October 14
 - Wheeling, October 15
 - Elkins, October 20
 - Welch, October 21
 - Williamson, October 29
 - Glenville – to be announced
- CAB member Julie LeJeune distributed COEWH literature at the colorectal cancer screening program booth.
- CAB member Julie LeJeune distributed COEWH literature at the Susan G. Komen Breast Cancer Race for the Cure in Charleston in May.
- Dr. Howe distributed COEWH literature and had our exhibit at the Betty Puskar Breast Care Center walk for breast cancer in May.

- CAB member Julie LeJeune is working with the Mountains of Hope Cancer Coalition on early detection and screening strategies for their multi-year Cancer Plan and is interested in ways that the COEWH might partner in this effort.

4) Health education activities on prevention and treatment of HIV/AIDS

No activity in this area in 2005-06.

5) Innovative outreach strategies

a) Participation in conferences and seminars

- We are continuously identifying conferences where the COEWH can have a presence. Such conferences may include the general audiences, community leaders, and health professionals.
- We established a Working Group on Conferences and Seminars to identify priority events for COEWH involvement. Members are Julie Lejeune (Chair), Judy Wilkinson, Susan Anderson Borrer, and Sharon Brinkman-Windle. In a conference call in early October, this group identified three conferences, two quarterly meetings, and one group to cover. They also identified four methods for sharing COEWH information. Other correspondence has been by email.
- WVU Outreach Committee member Deborah Stiles spoke about the COEWH at the state Community Educational Outreach Service (CEOS) conference at Jackson's Mill State Conference Center October 11-13, 2005. Approximately 355 women attended this event.
- Dr. Bowen, COEWH Outreach Co-Chair, s on the planning committee for an October 26-28, 2005, West Virginia Rural Health Conference.
- Dr. Howe and Dr. Bowen presented on the COEWH outreach effort at the Ohio University-Zanesville Women of Appalachia: Their Heritage and Accomplishments Conference October 28-29, 2005.¹⁶ A copy of the presented paper¹⁷, which was published in the conference proceedings, is attached, along with the cover and table of contents of the proceedings.
- Ann Dacey took an active role planning and coordinating a large children's health conference which was chaired by the state's first lady Gayle Manchin November 10-12, 2005. Ms. Dacey chaired the prenatal track of the conference which featured many thought-provoking lectures related to improving pregnancy outcomes and wellness among poor and disadvantaged women. Because of Ann's participation, the COEWH was listed as a sponsor of the conference.
- As a result of the issues raised at the conference, Ms. Dacey was invited to take a key role on a Benedum Foundation project: The Perinatal Wellness Study is a planning grant from the Claude Worthington Benedum Foundation to consider the extent of the issues, learn what perinatal preventive health programs currently exist in the State, and to identify how other states are addressing the issue.⁹ The study partners created proposals to improve perinatal health and wellness. Proposals to carry out one or more of the recommendations will be developed after the study has been completed. See attachment for a description of the study.

- Ann Dacey continues to take a key role on a Benedum Foundation project: The Perinatal Wellness Study is a planning grant from the Claude Worthington Benedum Foundation to consider the extent of the issues, learn what perinatal preventive health programs currently exist in the State, and to identify how other states are addressing the issue. The study partners will create proposals to improve perinatal health and wellness. Proposals to carry out one or more of the recommendations will be developed after the study has been completed. See last quarters report for detailed attachment with a description of the study. Ann Dacey co authored an article for the WV State Chamber of Commerce Biz with the Chamber President Scott Rotruck. Ann also represented the CoEWH at the West Virginia chapter of the American College of Nurse-Midwives awards luncheon.
- Ann Dacey made two presentations about the study:
 1. February 22, 2006 to the Children's Policy Conference that took place at Children's Day at the Legislature.
 2. March 18, 2006 to the Statewide Nurse Midwives yearly meeting.
A joint legislative resolution in support of the study was passed by the WV Senate and House of Delegates.
- First Lady Gayle Manchin invited state leaders to a meeting at the governor's mansion to receive their verbal support of the project. Betty Critch Parsons, Ann Dacey, and Anne Williams attended the statewide perinatal summit in Charleston, WV on May 18th. Ann Dacey, Special Projects Coordinator for the CoEWH held a major role in the study and delivery of the summit.
- The Perinatal Wellness Study has a web site which has several online surveys about perinatal care: http://www.wvhealthykids.org/p_wellness/pw_home.htm
- Dr. Howe presented about the COEWH outreach work at the University of Havana's Conference on Women in the 21st Century in Havana, Cuba, on November 22, 2005. A copy of that presentation that was part of the conference proceedings is attached as Appendix
- Dr. Howe participated in a West Virginia Humanities Council (WVHC)-sponsored program with the West Virginia Coalition Against Domestic Violence entitled "In Harm's Way: The Listening Project." The Elkins, West Virginia, Women's Aid in Crisis group (domestic violence shelter) co-sponsored the program on November 29, 2005, in Elkins. The audience of about 30 people listened to interviews of victims of domestic violence and discussed them with Howe (as the humanities scholar that the WVHC requires be part of the program) and area professionals who deal with domestic violence issues, including clergy, counselors, and law enforcement personnel.
- Dr. Bowen, Dr. Howe, Betty Critch Parsons, Ann Dacey, and Sharon Brinkman-Windle participated in planning meetings for the 6th annual women's health policy conference held January 17-18, 2006 in Charleston. The COEWH was listed as a sponsor and had a link on the conference website: <http://wvwomenspolicy.org>. Ann played a key role in recruiting Dr. Sharon Hayes to speak at the women's health policy conference. Dr. Hayes is director of the Mayo Clinic Women's Heart Clinic in Rochester, Minnesota. She has been active at the national, local and institutional levels in promotion of cardiovascular health issues in women. She developed the Women's Heart Clinic at Mayo to meet the

unique needs of women at risk for or with cardiovascular disease in order to improve patient satisfaction, clinical outcomes and research efforts. In addition to addressing the conference, Dr. Hayes will consult with a women's heart health initiative in Parkersburg while she is here.

- We had our exhibit and literature there. The conference was well attended, with 100 women and men from around the state at the sessions.
- Dr. Barbara Ducatman, director of the COEWH, spoke on "Choosing a Healthcare Professional & Advocating for Your Health" at the West Virginia Women's Commission's annual Women's Day at the Legislature on January 31. Dr. Bei Wu from the WVU Center on Aging participated in a panel on "Women's Issues in Health Policy" at the same event. Dr. Chester and Betty Critch Parsons attended the session with Dr. Ducatman.
- Dr. Howe attended the March 2006 Appalachian Studies Association conference in Dayton, Ohio, where she presented a paper on early women physicians in Wheeling and attended sessions related to women's health. She purchased a book on cultural competencies for Appalachian women's health at the conference and is sharing it with the COEWH leadership.
- WVU outreach committee member Sharon Brinkman-Windle is president of the State Health Education Council (SHEC), which sponsored it's an annual spring conference in April in Morgantown. Betty Critch Parsons and Ann Chester presented a plenary session to approximately 125 persons SHEC members from across the state.
- Dr. Howe spoke about the COEWH and women's studies programs at the national conference of the National Women's Studies Association in Oakland, California, on June 16, 2006.
- The COEWH hosted a luncheon on August 3 at the Pines Country Club for approximately 90 health leaders, mostly from WVU Hospitals and area social service agencies, to discuss the West Virginia Healthy Kids report. Dr. Renate Pore presented the report and led a discussion of potential solutions.
- CAB member Laurie Thompsen also distributed approximately 150 COEWH brochures at four different health care and domestic violence trainings that the West Virginia Coalition Against Domestic Violence Health Partnership sponsored Charleston (June 1), Martinsburg (June 6), Lewisburg (June 8), and Morgantown (June 14). She briefly discussed the work being done by the COEWH and highlighted a few critical issues that were discussed at previous CAB meetings. Additionally, she gave out 50 of the "A Lifetime of Healthy Living" booklets to women who work at various local domestic violence programs in West Virginia. At the same time, she briefly discussed the work being done by the Committee and highlighted a few critical issues that were discussed at previous CAB meetings. The COEWH publicized these seminars to our email list and on our web site.
- Public presentations have reached approximately 250 persons in Wood County and 50 in Morgantown.
- A state workshop reached eight family and consumer sciences professionals. This led to a Health Tip article in a statewide newsletter for the Relatives As Parents Program.

- We are checking on the possibility of having our exhibit and/or literature at the WVU School of Medicine Department of Family Medicine and the Office of Continuing Education for the 32nd Annual Hal Wanger Family Medicine Conference to be held at the Robert C. Byrd Health Sciences Center in Morgantown, WV on October 12-14, 2006.
- CAB member Susan Hayden has told us about the West Virginia Adult Education Association conference scheduled October 25-27 at Lakeview Resort. The exhibit fee is only \$15. The conference theme is Safe and Sound and focuses on health literacy issues. Expected audience is 200+ and includes adult educators, rehab counselors and human service case workers. We are making arrangements to have our exhibit and brochures available there.
- The American Heart Association/West Virginia Cardiovascular Health Program State of Stroke in West Virginia conference will be September 22 in Charleston. CAB member Julie LeJeune has staff from her office at the West Virginia Medical Institute who will be attending this program, and she thinks the Heart Association would put brochures about the COEWH in its conference packets. Dr. Claudette Brooks, Director CoEWH Stroke Clinic is leading this conference, Betty Critch Parsons, MBA, Project Director, CoEWH, is on the planning committee
- The WV Rural Health Conference is October 25-27, 2006, at Stonewall Resort. We cannot afford an exhibit there, but COEWH members will attend.
- The Charleston Area Medical Center/West Virginia Medical Institute Patient Safety Conference will be November 2, 2006, in Charleston. CAB member Julie LeJeune is sure we could put information in registration packets and will find out about exhibits.
- CAB member Laurie Thompsen, health and welfare specialist for the West Virginia Coalition Against Domestic Violence, gave out 50 of the OWH A Lifetime of Good Health booklets to women who work at various local domestic violence programs in West Virginia.

b) Exhibits

The COEWH exhibit and accompanying COEWH literature were used at the following 2005-2006 events:

- Kids' Day at the Morgantown Mall on March 31, 2006, with the cooperation of Ruth Kershner, WVU outreach committee member. This is a very popular community event. Mom's Turn to Learn Day at Morgantown Mall on April 8, 2006, as part of this annual educational fair that the WVU Council for Women's Concerns and Center for Women's Studies sponsor to encourage women to continue their educations.
- The North Central West Virginia Alzheimer's Association's Memory Walk on April 29 in Morgantown and at the West Virginia Walk for Women in Morgantown on May 6.
- A health fair in Pocahontas County on May 19, where CAB member Susan Anderson Borrer distributed the materials.
- Betty Puskar Center walk for breast cancer awareness in Morgantown, Charleston, and Webster Springs on May 6. The Health Sciences Technology Academy (HSTA) also participated in these events.

- Betty Puskar Golf Futures, August 7-11, CoEWH participated in sponsoring the walk and had a display and fund raising activity throughout the tournament
- Susan G. Komen Race for the Cure in Charleston on May 6, where CAB member Julie LeJeune distributed the materials.
- In conjunction with WIC displays at “Curves” in two Morgantown-area locations and “Just for Women” in Morgantown during Women’s Health Month; CAB member Lynne Ryan was responsible for this.
- We established a Working Group on Fairs and Festivals to plan and carry out women’s health activities at state and community fairs and festivals. Working Group members include a CAB member who has access to the presidents of the CEOS clubs in the state, as we hope these groups will be able to distribute materials for us at county fairs.
- OWH materials were distributed at the WVU Health Sciences’ Center’s exhibit at the West Virginia state fair in August. CAB members may also volunteer to help staff this exhibit. Anne Williams is involved in the DHHR exhibits for this fair.
- CAB member Barb Kupchak distributed copies of A Lifetime of Good Health to attendees at a conference of the Sisters of St. Joseph in Milwaukee in July 2006. This religious order is very active in promoting health in West Virginia.
- The WVU Center for Women’s Studies always includes the WVU COEWH brochure in its displays at events it sponsors. During April (once), May (once), and June (15 times), this brochure and other health-related material on eating disorders and sexual assault was available at the WVU new student orientation fairs. Parents also attend these events and will take this material for themselves and their daughters.
- Brochures at the Department of Health and Human Resources’ conference “Right from the Start Project” on “Addicted: Born Too Soon, Too Small” on September 28-29, 2005, in Charleston.
- Exhibit and brochures at the October 10, 2005, Silent Witness domestic violence exhibit and program at WVU sponsored by School of Social Work, Center for Women’s Studies, and Junior League of Fairmont and feature a presentation by a CAB member about her experiences as a survivor of domestic violence. We will again have materials at the October 9, 2006, Silent Witness program in the WVU Mountainlair.
- CoEWH had an exhibit at the 19th Annual Governors Wellness Conference in October 2005 in Morgantown. Betty Critch Parsons lead a session on Women’s Health. This was excellent exposure to employers, wellness coordinators, and health advocates from all areas of the state.
- CoEWH had an exhibit at the WV Growing Healthy Children conference in Charleston in November 2005 in Charleston. The conference reached several hundred professionals and was sponsored by the Governor’s Office.
- Exhibit and literature at the lecture that Judy Norsigian, executive director of Our Bodies Our Selves (Boston Women’s Health Book Collective), gave at WVU on February 9 about current women’s health issues. The Center for Women’s Studies sponsored this event in conjunction with the National Women’s Studies Association’s speakers’ bureau.
- Exhibit and literature at the North Central West Virginia Alzheimer’s Association’s Memory Walk in April 2006. This was the second year we had done this, and

participants asked for the day books we had distributed the year before from the Office of Women's Health.

- Literature and signage for COEWH as part of WVU Health Sciences Center exhibit at the State Fair of West Virginia, held in August each year. The HSC produced the exhibit, the fair reaches thousands of visitors, many of whom are from the southern part of the state. Last year, a CAB member volunteered to help staff the exhibit.
- Literature from the Office of Women's Health and COEWH at the workshop that Megan Shope, a graduate student in the MPH program at WVU, is holding on August 26 in Morgantown. WVU outreach committee member Ruth Kershner is helping to facilitate this workshop. The workshop, entitled "Sisters Committed to Better Health," is will be from 9 a.m.-3 p.m. at Morgantown's St. Francis De Sales Catholic Church. WVU's Department of Community Medicine and the President's Office for Social Justice are the hosts for the day, along with the State Health Education Council of West Virginia. CAB members have helped publicize this event.
- We were unsuccessful in submitting a proposal to the OWH for year-end funding to develop traveling exhibits and posters that our CAB and WVU faculty, staff, and students can use for public presentations. As an alternative, Dr. Howe applied for a WVU Public Service Grant for \$8,960 in December 2005. She received that grant in the spring of 2006. This includes the purchase of table-top exhibit panels and laminated posters to use at conferences around the state. WVU Biomedical Services will provide the illustrations. Funds are available for the period from July 1, 2006-June 30, 2007. This is the largest sum we have received to date from WVU internal funding sources for the COEWH, other than support for salaries. Dr. Howe is project director for this grant. This grant was successful, thanks to CAB members who agreed to be reviewers and WVU outreach committee members who shared their expertise with regional exhibit companies. The accounts are now being established to spend the money, and the August 31 CAB meeting will focus on topics for the exhibit panels and posters.

c) Changing the Face of Medicine Exhibit, Women's Studies Residency, and COEWH

Please note that, while this event will take place in the fall of 2006, most of the planning took place during 2005-06.

- Dr. Howe is working with WVU librarian Carroll Wilkinson, Betty Critch Parsons, education co-directors Nan Leslie and Susan McCrone, COEWH deputy director Ann Chester, and others to coordinate the "Changing Face of Medicine" traveling exhibit coming to WVU October 18-December 8, 2006. The exhibit will be housed in the lobby of the Health Sciences Center. While the exhibit focuses solely on women who were medical doctors, the WVU programming includes all women in the health sciences, and the planning committee represents that range of interests.

- The exhibit will open with a keynote address on October 23 by Dr. Antonia Novello, surgeon general of the United States from 1990 to 1993.
- The WVU WISH committee is sponsoring a networking program on October 28 for women around the state and will be honoring Dr. Rashida Khakoo at that time.
- Using the “Local Legends” format of the national exhibit, the WVU School of Medicine is now soliciting nominations for women medical doctors with a connection to WVU. They will be honored at a program on October 30th.
- The Schools of Nursing, Pharmacy, and Dentistry are developing their own programs to honor women important to their professions. The School of Nursing will have its program on November 3
- The Eighth Women’s Studies Residency in Honor of Judith Gold Stitzel, founding director of the Center for Women’s Studies, will be held November 5-8 in conjunction with the exhibit. The residency will feature Dr. Katrina Poe, the 2005 Rural Doctor of the Year. Dr. Poe is from Kilmichael, Mississippi, from November 5-8, 2006. The Eberly College of Arts and Sciences is contributing \$1500 for this program, and the Health Sciences Center is assisting in making arrangements and in providing additional honorarium support. Her schedule, to date, includes a reception hosted by the WVU Center for Black Culture and Research for black faculty, staff, and students at WVU; a videoconference with parents, students, and staff of the Health Sciences Technology Academy on November 6 about her life and work as an African American doctor in a small rural hospital, give a public lecture, meet with classes, and talk with individuals on campus and in the community. Dr. Poe is really an outstanding woman and represents so many of the ideal of the Center of excellence model. She has accepted our offer to help us celebrate our women leaders in medicine, a discussion of cultural competencies with a nursing class on November 8, and a public lecture on “Issues of Rural Health” on November 7. See USA Today Article attached.¹⁸
- The WVU Libraries will feature a program entitled “Prescription for Success: A PROGRAM IN HONOR OF THE CHANGING THE FACE OF MEDICINE EXHIBIT at the WVU HSC Lobby. The order of events for that day is as follows:
 - 10:30 - Welcome by Frances O’Brien, Dean of the WVU Libraries
 - 10:40-11:30am - Guided Tour of the exhibit by Manon Parry, curator of the Changing the Face of Medicine Exhibit, National Library of Medicine
 - 11:30-1:00 pm - Lunch Break on Your Own
 - 1 pm - Welcome to afternoon program at WVU Erickson Alumni Center by Frances O’Brien, Dean, WVU Libraries
 - Introduction of speaker by Susan Arnold, Interim Director of the Health Sciences Center Library
 - 1-3pm - “Prescription for Success: Issues in Consumer Health with Special Attention to Women’s Health” by Terry Ottosen, Consumer Health Outreach Coordinator, NNLM Southeastern Atlantic Region, University of Maryland, Baltimore Health Science and Human Services Library.
 - Dr. Howe will give a public lecture on “Changing the Face of West Virginia Medicine: The Stories of Wheeling Physicians Eliza Hughes

and Harriet Jones” on November 27 at the Health Sciences Center as part of the public programming for this event. Hughes and Jones were early doctors in Wheeling, and Jones is featured in the exhibit. For more information on this exhibit, see the website www.nlm.gov.

- Dr. Howe’s HIST 445: History of American Women class for the fall 2006 semester at WVU includes an emphasis on women’s health to link with the COEWH and the “Changing the Face of Medicine” exhibit that will be at WVU. Students can receive extra credit for attending the events related to the exhibit.

d) Women on the Water Wellness Retreat- July 29, 2006.

- The Women on the Water Retreat (New name as of August 1, 2006: Women on Wellness) was offered again this year at the Heston Farm in Fairmont West Virginia. The WOW is a major outreach initiative designed to raise women’s awareness of how to be their own best advocate for good health. Our goal this year was to deliver an event that would be the model for delivery through out the state of West Virginia. We condensed the event to be delivered into one day.
- Julie Smith, PhD Ann Chester, PhD, and Betty Critch Parsons, MBA, worked to redesign the event in a manner that would offer the same core content as the 24 hour event in 8 hours. The major component of the redesign was to take the text/concept/foundation of “It” Happens! written by Julie Smith and produced by Life Path Press and adapt it for “Women’s Health”.
- Dr. Julie Smith is cofounder and senior partner of CLG, a global consulting company that helps organizations implement strategies, manage change and improve results through the consistent application of the science of human behavior. In response to growing demand for more specific behavioral information and tools to help individuals cope with change, Dr. Smith authored “It” Happens! How to become Change-Resilient to provide a simple but profound breakthrough process for adapting to any change.
- Dr. Smith also launched a new company called LifePath, an innovative provider of powerful personal change tools to help individuals adapt to change with courage and self-confidence. LifePath, LLC, publishes “It” Happens! And other tools that help individuals enact change in their lives.
- It is with this foundation that Julie, Ann and Betty created Make “It” Happen! For You 5 Actions Steps for leading Yourself To a Healthier Lifestyle. The WOW event was designed to wrap tightly around this book and the 5 action steps: My Feelings; My Thoughts & Beliefs; My behaviors; Consequences to Me and My impact on others. The event introduces the concept of creating balance across three areas of taking care of your body: Maintaining, Moving and nourishing your body.
- Six hundred Eighty (680) women were invited from across the state to the free event. Seventy eight (78) women were reregistered, fifty (50) attended the event; Forty eight (48) completed evaluations. . One participant was in a wheel chair. The women were from the ages of 18 to 70 and once again women came from across the state of WV as far away as Charleston 22% of the participants attended last years retreat.

- All participants were provided with a canvas bag containing a Make “It” Happen! For You 5 Action Steps for Leading Yourself to a Healthier Lifestyle; “It” Happens puzzle, pedometer, pen, notepad, agenda, name tag and tie, red dress pin and evaluation form.
- The focus/goal of the event was:
- To help each woman develop a personal Healthy Lifestyles action plan that is “fun” and that you “own”
- To develop a process and tools that will help women throughout WV take charge of their health
- To connect women throughout WV in supporting each other in taking small steps forward
- To teach women how to use the resources available to them, including other women
- To learn about the impact our lifestyle choices have not only on us, but on those we love
-

Highlights for the event are as follows, (for complete details see attachment 19):

Five Action points:

- My Feelings
- My Thoughts and Beliefs
- My Behaviors
- Consequences to Me
- My Impact on others

Concept of creating balance across three areas of taking care of your body:

- Maintaining
- Moving
- Nourishing

The retreat is comprised of the following components:

- Setting the Tone
- Meter Yourself
- Move Your Body
- Unlock Your Feelings and Thoughts and Beliefs
- Lunch to Nourish Your Body
- Portion Distortion
- Unlock Your Behaviors
- Open Buffet of Health Maintenance Idea
- Shake your Soul
- Complete your Healthy Lifestyle Action Plan
- Appreciation

Move Your Body

- The sessions were designed to introduce women to a variety of exercise/movement activities that they may not have had the opportunity to experience. Participants had an opportunity to choice five activities. Each activity was delivered in 20 minute sessions with exception for Hiking and Canoeing.
 - a) Yoga for Beginners

- b) Pilates
- c) Walking
- d) Hiking
- e) Strength Training
- f) Stretching
- g) Golf
- h) Canoeing
- i) Dance Dance Revolution

Open Buffet of Health Maintenance ideas

- The sessions were designed to address issues that women have told us are important to them. Each topic was delivered in 25 minute session format.
 - j) De-Stressing Your Life
 - k) Dealing with menopause
 - l) Cooking Demonstration
 - m) Health Screenings and Interpreting the Results of Your Health Screenings
 - n) Mammography
 - o) Safe and healthy sex in the 2000
 - p) Hospice
 - q) Tips for Healthy Lifestyles

Alternative Stress relievers as follows were offered through out the day:

- a) Chair massage
- b) Reiki
- c) Lady Emily demonstrations
- d) Health Screenings and Interpreting the Results of Your Health Screenings
- e) were also offered through out the day.

Lunch to Nourish Your Body

- Lunch was a healthy lunch designed to model a lunch most West Virginia Women would have easy access to the indigents. It was healthy, but not skimpy.

Lunch Offering:

- Salad of Romaine Lettuce and Fresh Herbs, Carrots, Tomato and Cucumber variety of Salad Dressings
- Grilled, Marinated Chicken Breast- Marinated in Low-Fat Vinaigrette
- Served on Whole Grain Bread with Lettuce, Tomato, Red Onion with Low-Fat Condiments on side
- Vegetarian Option- Grilled Eggplant Sandwich with Roasted Red Pepper, Grilled Onion and Tomato
- Double-Chocolate Chew Cookie (Cooking light healthier recipe used)
- Beverage-Bottled Spring Water, Herbal Iced Tea and Iced Tea

- Afternoon Snack:
- Fresh Fruit Beverage- Bottled Spring Water, Herbal Iced Tea, Iced Tea

Note: Morning Offering: Banana-Blueberry Muffin, Fresh Fruit Salad with Ginger Mint Sauce, Fruit Juice, Water, Coffee, and Tea was made available as participants registered for the event.

- A presentation on portion distortion was delivered during the lunch session (after everyone had finished lunch) this presentation compared portion sizes today with those of 20 years ago. An interactive session that included movement was included.

Shake Your Soul

- This session was designed to introduce a dance movement as yet one more type of movement activity that all women may participate in some fashion. Our woman in a wheel chair was very active during this session.
- Women were given the opportunity to complete their action plan, understand the All about me month of journal activates and discuss the importance of appreciation and evaluation.
- The program was tight, kept on schedule and most importantly as evidenced by behaviors reinforced by the evaluation results and many email, an event that provided value to the participants.

Please see evaluation summary and corresponding grafts, as attachment 18.

e) “Under the Magnifying Glass. Meeting the needs of Mothers with Physical Disabilities”

- Jennifer Sexton, a nursing major and women’s studies/disabilities studies minor worked with Dr. Mary Ellen Zeppuhar, WVU outreach committee member and staff member at the WVU Center for Excellence in Disabilities (CED), in the summer of 2005 to develop materials for nurses to use with mothers of newborn babies with disabilities. She gave the capstone presentation required for her disabilities studies certificate on December 1, 2005. Through a grant from the WVU Center for Excellence in Disabilities, Jennifer developed her materials into a CD entitled “Under the Magnifying Glass. Meeting the needs of Mothers with Physical Disabilities” and presented this as a workshop for professional nurses. The CED sent it out to most of the hospitals in West Virginia, to a national women's center in Texas, and to the West Virginia Office of Maternal Child and Family Health, a division of the West Virginia Department of Health and Human Services. In addition, the CED sent out satisfaction survey cards with each CD. Of all the cards that the CED sent, they only received 2 back and both said that they were "Highly Satisfied." So 100% of those reporting back were highly satisfied
- Dr. Mike Vernon, the acting chair of the Department of Obstetrics and Gynecology, has also reviewed this CD for additional distribution options. The CED provided \$700 in funding to Ms. Sexton to complete the work on this CD. Ms. Sexton received her BSN degree from WVU in May 2006 with a minor in

women's studies and a certificate in disabilities studies; she then started her nursing career at Ruby Memorial Hospital in Morgantown in the Pediatric Intensive Care unit.

f) Building Networks

- Betty Critch Parsons chairs the Morgantown Chamber of Commerce Vision 2020 Health Committee.
- Betty Critch Parsons is a member of the WELCO (Wellness council of American) North Central West Virginia Board of Advisors
- Dr. Howe, Betty Critch Parsons, and WVU outreach committee member Linda Cooper are members of the West Virginia Walks Committee. A major focus of this group during the third quarter was working with the ad hoc Friends of Downtown group to ask the West Virginia Department of Highways to work with the Morgantown City Council to reroute trucks out of the downtown area. Dr. Howe attended several meetings related to that effort, spoke twice at City Council meetings, and assisted with the petition and letter-writing campaign to the governor and commissioner of the Department of Highways; her comments stressed health concerns from diesel fumes and lack of sleep caused by truck traffic, in addition to safety concerns. Linda Cooper worked with the Morgantown Board of Park and Recreation Commission to organize walking leagues, building on the successful West Virginia Walks campaign of 2005.
- Betty Critch Parsons continues to be the president of the North Center West Virginia SHRM (Society for Human Resource Managers) and a member of the State Board. We believe this is an effective way to get wellness in front of and a part of the strategic plan of Human Resource Managers/Directors across the state.

g) Newsletters/Newspaper Articles

- Articles about the COEWH were published in the following:
 - Women of Appalachia Conference Proceedings 2005
 - WV Community Educational Outreach Service *Openline* Newsletters
- Organizations are expressing interest in featuring women's health information. The following organizations have newsletters which may provide additional avenues to reach different audiences: West Virginia University Center on Aging, WV Breast and Cervical Cancer Screening Program, the WV Medical Association, and West Virginia Child Care Providers, WVU Hospital's Wellness Program, Monongalia General Hospital Wellness Program, Blue Cross-Blue Shield, West Virginia Federation of Women's Clubs, American Association of University Women, Business and Professional Women, as well as the West Virginia Education Association, and West Virginia-National Association of Social Workers.
- We plan to develop a series of short articles for weekly county newspapers and other periodicals around the state, too, or even in regular daily newspapers. Articles may be distributed statewide through the WVU HSC News and Information Service for a regular series on women's health. We envision these to

be short pieces (c. 300 words) that may build on some of the material already available on the OWH web site, with specific information added on WVU resources or West Virginia issues.

- We work with the WVU HSC News and Information Service to publicize COEWH activities.
- An article on “Why West Virginia Women’s Health Matters” is being developed to clearly articulate the relationship between health issues and women’s employment, education, political participation, etc. Dr. Howe and other outreach partners will collaborate and submit it to the State Journal, the state’s business journal, and to the West Virginia Institute for Public Affairs’ Public Affairs Reporter, for state government officials at all levels.

h) Television and radio coverage/billboard

- Stacy Wise of the WVU HSC News and Information Services is our liaison to the media.
- Several COEWH directors appeared on West Virginia Public Broadcasting’s weekly “Doctors on Call” television show. This half-hour program broadcasts statewide and includes a call-in feature.
- Business cards with the COEWH phone number and web site are distributed at all events.
- Several Directors appear on the WDTV Women’s Health program on a regular basis.
- See below National Women’s Health Month coverage

i) National Women’s Health Month (NWH)

- A Working Group planned for Women’s Health Month activities in 2006. Members are Anne Williams, Dr. Bowen, Gail Bossart, Juliana Serafin (Dow Chemical Company), April Stannard (West Virginia Breast & Cervical Cancer Screening Program), and Trish Weinschenker (West Virginia Community Educational Outreach Service). The group held three monthly conference calls to plan state publicity efforts.
- The NWH Working Group developed a sample outreach packet which includes a cover letter to send with the nationally-developed fact sheets and bookmarks. Anne Williams, WV Women’s Health Coordinator, sent the information to the WVDHHR network of approximately 320 health care providers. The packet was also sent to the COEWH listserve of committee members, ten federal women’s program coordinators, 55 WVU County Extension Offices, 51 County Presidents of WV Community Educational Outreach Service, CAB member organizations and affiliations, as well as the network of rural health agencies and providers.
- Approximately 1,200 Community Educational Outreach Service (CEOS) members attending spring regional meetings received a copy of “A Lifetime of Good Health” from the Office on Women’s Health.
- The March issue of the state CEOS Openline Newsletter featured information on Women’s Health Month to encourage community clubs to access resources and

events. This goes to approximately 6,000 people and always features a women's health column written by Dr. Bowen.

- The national web site listed nine community events with free screenings and information for women.
- WVU's News and Information Services actively promoted the NWH Month campaign within the WVU community as well as with media outlets. As a result, a Clarksburg TV station (WVDTV) and a Morgantown radio station (WAJR) featured interviews with Dr. Bowen.
- Two TV stations followed up with coverage of the May 23 Heart Health is Fashionable Event, which is described above under efforts related to cardiovascular health.
- COEWH Directors participated in a panel discussion of the Girl Scouts delivery of "The New Normal" Research and panel discussion

j) Student Events

- FEM (Female Equality Movement), a WVU student organization, regularly does public programming related to women's health. On October 19, 2005, FEM sponsored "Love Your Body Day" to call attention to the problem of eating disorders among young women. FEM also held its own "Women's Health Week" from November 3-7, including a production of "Unbecoming," a play about women having unnecessary hysterectomies, and a presentation by WVU Outreach Committee member Deb Strouse and a representative from the Rape and Domestic Violence Information Center on sexual assault issues. FEM's annual production of "Vagina Monologues" was on February 24, 25, and 26. Proceeds from this year's productions went to the Rape and Domestic Violence Center, which serves three counties in North Central West Virginia. The group also sponsored booths to provide information to students on emergency contraception in late March 2006. At FEM's annual "Take Back the Night" march and rally (April 6, 2006), WVU Outreach Committee members Deb Strouse and Ruth Kershner spoke. This event is held during Sexual Assault Awareness Week, an event that Deb Strouse organizes in her role as sexual assault awareness educator for WVU. Many women's studies students are involved in FEM, and many of these students have studied under Ruth Kershner, WVU outreach committee member.

k) Student advisory board

- We have taken preliminary steps to establish a student advisory group to link students in social work, women's studies, law, and the health sciences disciplines in projects related to women's health, with the idea of fostering cross-disciplinary discussions and cooperation among students who may then work together as professionals. This idea group grew out of the WVU Outreach Committee. We have collected names of some students who are interested in this effort and will call the first meeting in the fall 2006 semester, as the spring semester ends in early May.

I) Participation in the Women of Color Empowerment Committee (WOCEC)

- The purpose of WOCEC is “to provide networking opportunities, enhance leadership capacity and support for women of color and activists working to eliminate violence against women and children.” Kenyatta Coleman of the West Virginia Coalition Against Domestic Violence is the coordinator of this network, which first met in January 2005. Cathy Jasper, administrative associate for the WVU Center for Women’s Studies, is our representative to this group. Ms. Jasper is one of the women in the photograph on the COEWH brochure cover. The Center for Women’s Studies supports Ms. Jasper’s travel to these meetings through its Judy Mossburg Fund for Faculty, Staff, and Student Development, in recognition of the fact that participation in this program is a form of professional development for Ms. Jasper. The WOCEC recently received a grant from the Appalachian Community Fund to further its work.
- Cathy Jasper attended the meeting of West Virginia Women of Color Empowerment Committee(WOCEC) were on January 10, 2006, April 11, 2006, and August 18, 2006. The Center for Women’s Studies is committing staff development funds from its Judy Mossburg Fund for Faculty, Staff, and Student Development to pay Ms. Jasper’s mileage for these meetings. The WOCEN has received a grant from the Appalachian Community Fund, so, through Laurie Thompsen, who works for the WV Coalition Against Domestic Violence, and Ms. Jasper, we hope to be able to publicize the COEWH further. Ms. Jasper has already publicized Katrina Poe’s visit through the WOCEN.
- The established goals of WOCEC are: first, to strengthen the network of women of color by involving more people, holding quarterly meetings, communicating with women of color, and holding statewide cultural events/activities; second, to give voice to victims who identify as women of color by identifying the barriers that keep them from coming forward to identify as victims of violence and to provide cultural sensitive training to social service workers, law enforcement officers, etc.; third, to encourage and emphasize a coordinated community response through multicultural events and identifying other organizations/agencies who can help with this.
- The WOCEC sees the following issues as being pertinent to its cause:
 1. Identify the experiences of women of color and children in the shelter/program or accessed services or other supportive services to identify barriers that women of color experience as victims of domestic violence.
 2. Review the content of intake and exit forms to develop additional form to address the experiences of women of color.
 3. Develop and distribute a one-page statewide survey to determine the needs of women of color
 4. Provide public awareness materials/outreach to communities
 5. Do outreach to let women of color know services are available to them?
- The negative experiences of women with the criminal justice system make them reluctant to use this system for fear of backlash from communities of color. Criminal justice system services are perceived only to serve white women. There is a need to develop materials to distribute to women of color to explain the criminal justice system and encourage them to use it. The group also needs

to determine barriers to access to the criminal justice system in local communities

The next steps for the WOCEC are:

- Identify the issues
- Identify training needs
- Organize calendar of statewide events
- Develop public awareness materials
- Identify other allies
- Identify what we can offer to other groups
- Identify who needs to be part of this discussion

m) Outreach to Immigrant/International Groups

- We are developing outreach to minority groups including immigrant communities in West Virginia who may not understand the American health care system or may need culturally appropriate materials.
- Students in WMST 494/794: Seminar, the capstone experience in Women's Studies, completed a service-learning project in the spring 2005 semester. They helped women in the local Muslim community become oriented to the Morgantown area and available services (e.g. health care, American health care practices.) The COEWH has a copy of this notebook, as does the WVU Intensive English Program, which serves international students, the WVU Office of International Students and Scholars to be used in the Women Across Cultures program, and the WVU International House residence hall. These groups serve women from around the world. Copies were also provided to two local Muslim women to share with that community.
- At Mom's Turn to Learn Day (April 6, 2006), Dr. Howe met a woman from Taiwan who would like to volunteer to help the COEWH by translating materials into Chinese and by providing information on health care practices for Chinese women for the WVU clinic. One example she mentioned, for instance, is that Chinese women do not believe in having pap smears if they are not sexually active. In fact, having a pap smear if you are not married implies that you are engaged in immoral behaviors.
- Dr. Howe talked about the COEWH for Women Across Cultures, a group of international women that is sponsored through the WVU Office of International Students and Scholars. As part of that presentation, she met an Egyptian woman who is a dentist and is interested in volunteering in some way to promote women's health. Barb is linking her up with Lynne Ryan, a CAB member who works for the WIC Program, which has identified the need for dental care as a major problem among its clients. In addition, the group identified different health care practices in their countries that have proved to be problematic when they move to the U.S., including vaccination policies. These problems will be shared with the director of the COEWH clinic since there is a comparatively large international population in Morgantown.

n) West Virginia Council of International Programs and COEWH

- Through the West Virginia Council of International Programs, the COEWH outreach component is hosting Ildegonde Karererwa, who has training as a nurse and is now working as the editor of a newspaper in Rwanda. She started work on August 21, 2006, and will be with us until November. She is housed in the Center for Women's Studies, with both Dr. Bowen and Dr. Howe sharing supervision of her work. She is attending training programs with Dr. Bowen for the Family Nutrition Program. Her project will be to look at our materials on women's health to make them more accessible to women from Africa who are here as immigrants or students. We will share these materials with the Office of Women's Health with the hope that they may be useful to other COEWHs. She will also be talking to classes and other groups about women's health issues in Rwanda.

o) West Virginia Walks

- West Virginia Walks concluded its first set of programs in May 2005 and began a follow-up program on September 28, 2005. The COEWH continues to be involved on the advisory board for future events. Dr. Howe and Betty Critch Parsons are members of the West Virginia Walks committee, which is now focused in making prescription pads "prescribing walking" available in the offices of health care providers. The CoEWH primary Clinic, the CoEWH Stroke and WVU Family Medicine Clinic uses these pads. Another major effort for this group is working with the Morgantown City Council to route truck traffic away from downtown Morgantown to make walking more pleasant and safe in that area.

p) Office of Healthy Lifestyles

- Linda Carson, WVU outreach committee member and a member of the coordinating group for the Office of Healthy Lifestyles, is chairing the Working Group related to the Office of Healthy Lifestyles, which includes Cathy Yura, Monica Andis, Emily Hopta, Julie LeJeune. This working group will help the COEWH and its outreach efforts collaborate with the new statewide initiative.

2. Develop a website for the COEWH

- The site is promoted on the new COEWH brochure and at all outreach events.
- Outreach co-chairs submit materials to Syamala Jagannathan to post on the web site to continually develop this site as a useful resource.
- We link our web site to those of organizations with similar goals, including the West Virginia Department of Health and Human Resources and the organizations, which our CAB members represent (e.g., West Virginia Lymphedema Network.)
- The COEWH site has the list of National Health Observances in a calendar format. WVU Health Sciences News & Information Services routinely refers requests for this information to our site.

- A calendar of health events in West Virginia is available for broad use. CAB members and others submit event details to publicize their events.
- As noted above, the resource inventory is posted on the site.
- We plan to develop a press resource section on our COEWH web site to publicize the COEWH and links to materials already available on women's health on sites like www.4woman.gov and others.
- Relevant press releases from the WVU Health Sciences Center are posted on the web site.
- The health resources working group will work with the COEWH web administrator to organize on-line resources in categories under areas of health (Wellness, Cancer, HIV-AIDs, and so on) to make it easier for those visiting the site to locate information.
- The health resources working group also reviewed the new WVU School of Medicine Web sites and the required template for these pages, to which the COEWH web site now conforms. The Adult Education and Literacy site (www.wvabe.org) directory has a health care section that may be useful to link to from the Center's Web site. This is available through the ConXtions PDF file. It was mentioned that WVseniors.org may also be a good resource, as this group has a calendar of events that is kept very current. These sites are being added to our web site.
- Marie Abate, a WVU outreach committee member, works with pharmacy students who are available to answer questions through a new web-based information line that is linked to our web site. These students may also be able to translate material about prescriptions and drug usage into a low literacy format.
- A report on the use of the site is attached as attachment. She has built links to sites like that of the West Virginia Department of Health and Human Resources and has suggested adding features on a particular health concern and related resource on the web site each month. She will also be adding a link to a site that has information about accessible transportation options for people with disabilities around the state.
- The site includes information about women's health screenings that are available around the state, and we have started discussions about having a map available so that people can click on a county and go to that county's health department clinic page. Currently, there is no site that takes people beyond a standardized home page for each county health department, so getting clinic information is very difficult. While we realize that everyone does not have Internet access easily available, we feel that publicizing existing clinics would be a major public service. We are hoping we can have a student identify the appropriate web sites to link to the map.
- We need to make the web site accessible to those with disabilities and are fortunate that we can tap the expertise of the Job Accommodation Network, where Kim Cordingly works, and the CED, where Mary Ellen Zeppuhar works, on this effort. Kim has provided us with technical recommendations for the COEWH web site so that it will comply with standardized accessibility practices. We hope to have this effort complete by September 30, 2006.

3. Develop professional and lay outreach worker program

- We assisted the WVU Cancer Center in recruiting community groups to conduct lay outreach activities through a Benedum Foundation grant. It will be up to the community to plan its focus area and identify lay outreach workers.
 - Awardees attended several training sessions.
 - Awardees are working through the steps as outlined in the grant requirements and to qualify for continuation awards.
 - This effort is continuing to assist community leaders to plan and carry out cancer-related efforts.

4. Develop Consumer Advisory Board (CAB) and community alliances, especially serving underserved populations

- Approximately 30 CAB members represent 24 different organizations and 14 geographically dispersed counties, with an emphasis on membership chosen from the boards of partnering organizations. Members are typically drawn from the community and represent the served populations. This cross membership strengthens the links between the COEWH and partners. The board will provide advice and feedback to all COEWH components.
- CAB membership expanded to better represent underserved populations and all geographic areas, including faith communities, eastern panhandle of West Virginia, and minority health leaders.
- CAB members have documented affiliations with 27 professional organizations, 29 community civic organizations, 6 religious organizations, 5 universities, 8 media outlets, and 21 local health providers.
- We held four CAB meetings:
- October 19, 2005, via videoconference to Charleston, Beckley, Morgantown, and Wheeling. 14 CAB members attended
- January 17 via videoconference to Charleston, Beckley, Morgantown, and Wheeling in conjunction with the women's health policy conference in Charleston
- May 2 the CAB met face to face in Morgantown.
- August 31 via videoconference to Charleston, Beckley (tentative), Morgantown, and Wheeling.
- The CAB continues to feel that the most effective way to move our Plan of Action forward is through Working Groups. The following groups have been formed:
 - Women's health resources
 - Fairs and festivals
 - Conferences and seminars
 - Health screenings
 - Women's Health Month
 - Healthy Lifestyles
- Each group includes 4-6 persons from various groups (e.g., CAB, WVU Outreach Committee, and partners).

- We are exploring ways to involve other health care professionals who want to be involved but who do not really fit the OWH's definition of those who should be on a CAB member.
- Sally Richardson, a WVU outreach committee member based in Charleston, would like to start a Charleston-based group to do outreach to include some of the many health care professionals interested in COEWH involvement. This would allow easier access to the southern part of the state.
- We will provide COEWH business cards and information for CAB members to use in their communities.
- We will work with CAB members to develop outreach options that specifically target their interests or geographic areas,
- One CAB member sought our potential support for a grant to the Susan B. Komen Foundation, and another sought our endorsement for her application to be a community partner grant reviewer for the Lance Armstrong Foundation, so we are pleased that they see the COEWH as a way to bring greater visibility to their efforts and interests. We do not have updates on these requests at this time.

5. Provide outreach to students in high and middle schools across the state

- We will explore ways to collaborate with the Girl Scout, 4-H, the Association for Women in Science's Expanding Your Horizons Program, and other events. As noted above, we are exploring whether HSTA students can be involved in National Women's Health Week and will do the same for Girl Scouts, 4-H, and some high schools.
- Betty Critch Parsons worked with the Black Diamond Girl Scout Council to hold a program at the WVU Health Sciences Center on May 24 to discuss the release of a report from the Girl Scout Research Institute entitled "The New Normal? What Girls Say About Healthy Living." Dr. Howe and Anne Cather participated on the panel to review the report, and we had the COEWH exhibit available at the presentation. About 15-20 people attended the event.
- Please note the reference to HSTA above as part of the Go Red campaign.
- HSTA students were part of the West Virginia Walks for Women on May 6, 2006 in Webster Springs, Morgantown, and Charleston.
- Dr. Howe met with a senior Girl Scout who is working for her Gold Award and is considering organizing a healthy eating fair for her high school to help address the issue of eating disorders in young women.
- HSTA students will be involved with the "Changing the Face of Medicine" exhibit through a program with Katrina Poe in November 2006 as described above.
- We will work with the Adolescent Girls Health Working Group

6. Work with Regional Women's Health Coordinators and State Women's Health Coordinators and the Minority Women's Health Panel of Experts to reach underserved women in WV

- State Women's Health Coordinator Anne Williams is co-chair of the CAB with Dr. Bowen and Dr. Howe. Anne assumed this responsibility when Pat Meadows left the WV DHHS in the fall of 2005.
- Pat Meadows' program unit sponsored a Perinatal Women's Health Conference on September 28, 2005, and the COEWH had brochures there. CAB members promoted this conference.

7. Collaborate with other CCOEs through joint COEWH/CCOE joint projects

No activity in this area in 2005-06.

8. Participate actively in COE Outreach and Minority Working Groups.

- Anne Williams is the new WV Women's Health Coordinator. Ms. Williams, Dr. Howe, and Dr. Bowen meet regularly to stay updated on COEWH, WVDHHR, and OWH business. Ms. Williams attended the site visit and spoke as part of the outreach presentation. She has been an employee of the Department of Health and Human Resources for many years and is an invaluable partner for the COEWH.
- Dr. Bowen and Dr. Howe met with Zobeida Bonilla, a new faculty member at Marshall University, who is the coordinator for the Latina Women's Health Initiative for Our Bodies, Our Selves, when she came to Morgantown in February for Judy Norsigian's talk. Dr. Bonilla moved to West Virginia in the summer of 2005, so we hope to be able to use her talents in the COEWH.

9. Demonstrate institutional commitment and policy support in the development of appropriate outreach strategies and materials, especially preventive services

- Dean Mary Ellen Mazey of the WVU Eberly College of Arts and Sciences has pledged financial support for the woman from Rwanda who would come to WVU as part of the Council of International Programs.
- The WVU Eberly College of Arts committed \$1,000 to COEWH community outreach during 2004-2005, and we finished the expenditure of these funds in 2005-06. The Center for Women's Studies and Extension Service paid for other costs during 2005-06.
- All deans sign off on their faculty's involvement when there is a commitment of time. The time commitment from the outreach co-chairs far exceeds the amount of time specified in the COEWH contract.
- All WVU faculty are expected to participate in public service to the state of West Virginia. Work on the CoEWH counts as part of that public service.
- The COEWH has contributed speakers to the WVU Health Sciences Center's speakers' bureau. To date, 16 people have volunteered to make local and/or statewide presentations on a gamut of topics related to women's health. This will be posted on the web so the public can easily request a speaker for their programs.
- We worked with the HSC vice president's office on the state fair exhibit.
- The WVU HSC News and Information Services sends out publicity.

- The Center for Women's Studies pledged \$1,000 to support the series of research presentations that the research committee wishes to sponsor.
- The WVU School of Social Work, a unit of the Eberly College of Arts and Sciences, provided Gail Bossart as a master's in social work intern for the 2005-2006 academic year. Part of her responsibility was to work with Dr. Bowen on COEWH outreach.
- The Eberly College of Arts and Sciences pledged \$5,000 to support the 2005-2006
- Women's studies resident, Dr. Debra Rolison was on campus in January 2006 from the Office of Naval Research to talk about ethics in nanobiotechnology research and about Title IX and academic women in science and engineering.
- The Eberly College of Arts and Sciences is pledging \$1500 toward the Katrina Poe residency.
- Health Sciences Center Vice-President Robert D'Alessandri committed funding for three years to hire a director of infrastructure development. Primary responsibilities include CoEWH fund-raising and outreach. An initial search for this position was not successful, so the position may be readvertised.
- The WVU outreach committee met on November 29, 2005, on January 24, 2006, and on March 28, 2006.
- The WVU outreach committee members volunteered to help on our working groups, speakers' bureau, and have advised us in many other ways.
- WVU President Hardesty formed the Executive Task Force on Wellness in March 2005. Its mission is to lead and support efforts to develop and promote quality nutrition and wellness programs. Dr. Bowen serves on this task force. They established a strategic plan of action for the university.
- At the invitation of Dean Sue Day-Perroots, dean of extended learning at WVU, and Associate Provost Cheryl Torsney, Dr. Howe and Ruth Kershner are part of a planning team to provide services to the new Secure Female Facility that the Bureau of Prisons is opening at Hazelton, West Virginia, in October. The staffs of the prison very much want to include programs related to parenting, nutrition, stress management, and health care for the inmates. WVU will be entering into a contract with the Bureau of Prisons to provide these services, which could include on-line courses, classes taught at the prison, and short certificate courses such as first aid. Anne Cather expects to involve medical students in this outreach effort as part of their community service requirement

The WVU outreach committee includes:

1. Amy Allen, MA, MS, CHES, Project Director, Cancer Information Service
2. Sharon Brinkman-Windle, MPA, Community Medicine
3. Sally Brown, WVU Libraries
4. Linda M. Carson, Ed.D. (on WV Office of Healthy Lifestyles coordinating board), Ware Distinguished Professor , Director, WV Motor Development Center , School of Physical Education
5. Kimberly Cordingly, M.A. Consultant, Job Accommodation Network
6. Ann Chester, Ph.D. Assistant Vice President for Health Sciences for Social Justice
7. Linda Cooper, Community Medicine

8. Ann Dacey, R.N. Senior Program Coordinator, Center of Excellence in Women's Health
9. Alan Ducatman MD, MS Professor and Chair, Dept of Community Medicine
10. Suzanne Gosden, M.Ed., Clinical Instructor
11. Linda Jackowitz, MS, MLS, Mountains of Hope Cancer Network
12. Ruth Kershner, R.N., Ed.D., Community Medicine
13. Joyce McConnell, J.D., Professor of Law
14. Leesa G. Prendergast, MS, CHES Assistant Director for Community Outreach WVU Prevention Research Center (PRC)
15. Shelia Price, D.D.S. , Assistant Dean of Administration of Dentistry
16. Sally K. Richardson Executive Director/Associate Vice President WVU Institute for Health Policy Research, Charleston
17. Pat Smith, Cancer Information Specialist
18. Deborah Stiles, Ph.D. , Extension Specialist- Family Life (through December 2005)
19. Deborah Strouse , Health Education Specialist
20. Catherine Yura, Ed. D. , Director, WVU Carruth Center for Counseling and Psychological Services
21. Mary Ellen Zeppuhar , Clinical Associate, WVU Center of Excellence in Disabilities

10. Integrate with other COEWH key components, i.e. recruitment for clinical trials in the community

- Betty Critch Parsons attended CAB meetings in Morgantown in October, January, and May and anticipates being able to attend the August 31 meeting.
- COEWH outreach co-directors attend monthly leadership meetings and bi-monthly COEWH meetings.
- COEWH outreach co-directors meet with Syamala Jagannathan about adding materials to the web site. We continue to submit materials and links to this site.
- COEWH outreach co-chairs work with Valerie Frey-McClung on evaluation processes.
- The COEWH leadership team and committee members helped with contacts for National Women's Health Week events.
- Dr. Howe presented a Teaching Scholars Program on May 11 at the WVU Health Sciences Center about the COEWH and integrating issues of gender into teaching about medicine. Her presentation focused on women's medical history, including how women have been defined as "crazy" in the past. She will present a program on teaching about gender for the Teaching Scholars Program in the fall 2006 semester.
- Dr. Rashida Khakoo, COEWH professional education committee member, co-facilitates the Teaching Scholars Program.
- The COEWH has an active coordination role with the Vice President of Health Sciences Center to lead the WVU faculty and staff in the plan to bring the exhibit "Changing the Face of Medicine" to WVU Health Sciences Center in the fall of 2006.
- The directors of the outreach component are working with the retreat team

- The directors of outreach and the project director worked with the Healthy Heart event.

11. Evaluate community outreach performance.

- Dr. Howe and Gail Bossart met with Valerie Frey-McClung, evaluation chair, to update the evaluation matrix to include a way of monitoring the status of each project. This process is discussed in more detail in the evaluation section of this report, but the outreach component was the first to be completed. Valerie also developed evaluation forms to use at public lectures and places where we show the exhibit to try to get more feedback on our efforts

IX. Leadership Component

Leadership Highlights

- CoEWH has developed a tracking system to document faculty by gender and minority status
- CoEWH collaborates with the Faculty Development Committee and the Teaching Scholars Program to provide mentorship and leadership training
- An online climate study has been developed.
 1. The climate study has been delivered to the VP of the Health Sciences Center for review.
 2. The committee has reviewed the comments and suggestion the VP made.
 3. Revisions to the current survey versus an alternate survey are being considered based upon the VP HSC input.
- Salary equity study
 - The salary equity study for the School of Medicine has been completed for the Academic Year 7/03 – 6/04.
 - Review of School of Medicine 7/04 – 6/05 salary data has begun for our annual salary equity study.
 - Discussions to conduct a salary equity study for the School of Nursing have been postponed due to the announced retirement of the current Dean. This analysis will be done when a new Dean is in place.
 - Plans are now in place to conduct a salary equity study in the School of Pharmacy, which has a new Dean as of July 1.

The Leadership component supports the development of women as leaders in:

- Academic health centers
- Partner organizations
- Communities we service

The COEWH Leadership team continues to work closely with the well-established Women in Science and Health Committee (WISH) which has, for many years, represented women's interests at the Health Sciences Center and offered mentoring and development programs focused on women students, residents and faculty. In addition, COEWH maintains a close association with the Faculty Development Committee and with the Teaching Scholars Program, both of which provide a broad range of mentorship and leadership training opportunities. The Leadership Director, Maria Kolar, is a member of the WISH committee, and a majority of WISH members serve on the COEWH Leadership team. This working partnership has

been effective for both WISH and the COEWH in terms of institutional visibility and credibility for both organizations. The WISH Committee continues to focus on the following:

- COEWH Leadership support (continued): potential RFP for leadership
- Salary equity survey
- Gender equity survey design, institutional support, and initiation
- Quarterly Newsletter development
- Expansion of Women's Leadership efforts to include other WVU campuses and all of West Virginia
- Concierge resources for faculty & family
- Participation in regional or National mentoring program for women
- HSTA mentoring
- Introduction to Health Sciences Students
- Nomination of WVU women for national leadership awards and development programs

a. Recruitment, retention, and promotion of women in the health care professions:

The Leadership team thus far has focused on three areas that we see as critical to explore before creating a specific mentoring and leadership development plan:

1. Assessing leadership programs and activities already in place across the Health Sciences to find both overlaps and gaps and to assist people to network more effectively in the development of leadership programs.

As a result of a query of members of the committee who play significant leadership roles in each of the HSC schools and, we have compiled a list of important leadership events and opportunities for women across the Health Sciences. Of particular note is "The Faculty Development Conference Series" Three conference series devoted to 3 areas (Leadership and Management, Enhancing Learning through Innovation in Education, and Enhancing Research in Scholarship) have already occurred. The Leadership and Management Series included the following titles: Conflict Resolution, Understanding HSC Financial Statements, Developing an Executive Vision, Chairing/Running Effective Meetings, HSC Finances-Understanding Budgets, Leadership from Within, Unleashing Creativity and Innovation, Team Building, Strategic Thinking/Planning, and Running a Search Committee. A second series on Leadership is planned and will include the following titles: Diversity: Creating an Inclusive Environment, Building and Sustaining Teams, Running a Search Committee, Setting Goals for Professional Development, Strategic Thinking, Organizational Skills and Time Management, Chairing/Running Effective Meetings, and HSC Finances: Understanding Budgets.

The second annual Women of the Water Retreat was held and included many topics of discussion regarding Leadership. A new Women's Lecture series is planned and will bring leadership topics to not only the academic community but also to the community at large as an educational offering.

A subcommittee of the Leadership committee is building a Leadership/Opportunity page for our website that will also link to the WISH website, which keeps an updated list of conferences and educational advancement opportunities for women. A comprehensive Women's Resource List has been created by COEWH. The list is updated as new resources are identified.

2. Reviewing recent studies of salary equity and diversity and determining what, if any, baseline data is available from which to build our new surveys.

As a result of a March 2005 meeting with all the Deans of the Health Sciences schools, we received the support of all four Deans and the VP, Health Sciences to proceed with a salary equity survey. Review of earlier data made it clear that a review of contract data alone will not provide the information needed for a fully descriptive, comprehensive compensation survey since much of the gap in compensation occurs as people take on roles that are incentives or covered by non-contract funding. The Dean pledged his full support. COEWH leadership developed a proposal to move this project forward and has presented it to the Dean of the Medical School. The other Deans are willing to share their salary information as long as it is pooled in any reports made to protect individual confidentiality, as their faculties are much smaller than the medical school. The Dean of the School of Medicine directed the Associate Dean of Administration and Finance to work with our committee. The committee met bi-monthly with the Associate Dean of Administration and Finance and the data from the Academic Year 03-04 was obtained and reviewed – See f for findings and for future plans.

3. We are in the process of exploring existing policies and attitudes regarding recruitment, retention and promotion of women faculty and leaders

After our initial investigative work, we determined that it was important to conduct a thorough climate survey of the HSC. A joint WISH-COEWH task, chaired by Kathy Rosen, M.D., who was the Chair of WISH developed a climate survey instrument and partnered with researchers who are planning to conduct the survey and publish the results. The climate survey was developed by a researcher in the WVU Social Work Department in collaboration with a researcher in the School of Pharmacy.

Kathy Rosen, M.D. has left the University. Linda Von-Davis has replaced Kathy Rosen. The survey instrument was delivered to the HSC VP for review and comment. The committee continues to review the comments and suggestions of the HSC VP and is also considering an alternative survey instrument, as the developed survey may not be the desired instrument. Once the survey is approved by the VP it will be conducted on-line throughout the HSC. Once we have the findings from the survey, along with the other information we have gathered, we will present this information to the Deans and

the VP Health Sciences, along with policy recommendations to address issues that are identified. We plan to repeat the climate survey annually and track changes as the administrative responses are noticed and begin to affect the culture of the institution.

b. Recruitment of diverse students in women's health.

Both the Medical School and the Dental School have active programs to engage minority students in studying science and becoming interested in the health professions starting in 8th grade. We have talked to the leadership of both of these programs about using them as a model for the other health professions, or incorporating the other health professions at some point in the decision matrix for their students learning about health careers.

- Technology in Delivery of Leadership activities. The Health Sciences Center Teaching Scholars Program, which is a yearlong program for junior faculty across all health sciences programs identified as future leaders The Teaching Scholars Program, is ongoing. While this was an on-campus institute, it included sessions on the use of technology and discussion of the plan to establish a Virtual Leadership Institute by 2006. The Virtual Institute will then be offered nationally. A committee has been formed to use what was learned from participants in the summer institute and our experience with the on-line Teaching Scholars Program to develop the Virtual Institute.
- Integration. The directors of the four working groups meet regularly and continually discuss ways to work together to meet mutual goals.
- Attraction and retention of diverse students will be on the agenda of items talked about at the leadership institute. This issue is important to the leadership of the HSC and is on the radar screen. We will discuss ways to enhance institutional efforts in this regard.

c. Recruitment of diverse faculty of Departmental Chairs, Deans and upper level university positions

The WISH committee has as one of its primary goals the support of recruiting and retaining diverse faculty so that a diverse pool of qualified emerging leaders is available when important leadership openings occur. At this time, the internal pool is relatively shallow. West Virginia University salaries hover just below 50% of the national average, and WVU loses many highly qualified diverse faculties to other institutions in mid-career. In addition, the competition for highly qualified diverse leadership candidates is fierce and WVU loses good external candidates because of salary limitations as well. It is our hope that our salary equity and climate surveys bring this issue to the foreground for leadership within the university and at the State level so that we may begin to change policy internally to attract reward and retain highly qualified people. The COEWH designation is a plus in this regard as it provides both an additional incentive for action and an opportunity to attract good candidates.

This issue was discussed in our meeting with the Deans. The focus of the institution is on attracting quality candidates and filling positions. Positions here often

go unfilled for longer than at other institutions because of where WVU falls in the national salary levels. We will continue to work with the leadership in this area and we feel that the outcome of the salary and compensation surveys and an ongoing dialogue on the opportunities they present for institutional change will begin to address the diversity issue.

Complete lists are being compiled of people serving in leadership positions and on faculty committees, both appointed and voluntary, across the Health Sciences to determine if there are patterns of diversity or if there are gaps that should be filled. This information will be integrated with the salary and climate information when we present it. The list is nearing completion and we hope it will be final in the near future. It will serve as a baseline against which to measure progress.

A new Dean, Patricia Chase, has been appointed to the School of Pharmacy. She joins Jane Martin, Dean of the School of Nursing, to become the second female Dean of the four HSC Deans,

d. Retention of diverse faculty

See c. above. The Dean of the Medical School, who assumed that position in July 2004, has made a clear commitment to retaining diverse faculty. He informed the COEWH leadership that he had met with the Social Justice Officer for WVU to begin a dialogue to introduce aggressive strategies to create and promote increasing diversity.

d. Promotion of diverse faculty

See c. and d. above. This is part of the WISH committee's agenda. The committee is compiling a list of female and minority faculty and gathering CV's and tracking accomplishments with the goal of recommending people for honors, special courses (such as the AAMC's ELAM course, or university-sponsored leadership opportunities.) Working with CoEWH, WISH plans to make a concerted effort to see that promising diverse faculty is brought to the forefront of opportunities as they arise.

Noteworthy accomplishments in the promotion of faculty are (1) the selection of Aina Puce, PhD to the 2006-07 Executive Leadership in Academic Medicine (ELAM) Program, (2) the announcement that Hilda Heady, Associate Vice President for Rural Health, received the 2006 President's Award from the National Rural Health Association, (3) the selection of Anne Cronin, Associate Professor of Occupational Medicine, for a Fulbright Senior Specialists Project.

Additionally, an annual award entitled "Women in Science and Health Excellence Award" has been established. This award will recognize a woman whose career achievements demonstrate excellence in research, education, mentorship, or leadership. This award includes \$2,500 honorarium and is sponsored by the Women in Science and Health Committee and our COEWH. Funding is provided by the WISH Committee and the Robert C. Byrd Health Sciences Center.

Lastly, WVU will serve as a site for the traveling exhibit entitled “Changing the Face of Medicine: Celebrating America’s Women Physicians.” With this event will be the presentation to a female WVU School of Medicine graduate of an award entitled: WVU HSC: Living Legends Changing the Face of Medicine.”

f. Salary equity for diverse faculty

A salary equity study was completed on the School of Medicine 2003-2004 Academic Year data. This database included all MD and doctoral faculty and excluded those with major administrative roles, all <.53 FTE (benefits eligible) and all with degrees at the Master’s level. This data set was chosen to allow comparisons to the most recently available AAMC data. Data obtained on each faculty member included: gender, department, degree, rank, years at current rank, salary (base and base + incentives) and clinical productivity (wRVU’s). Comparisons were then made in reference to gender; base vs AAMC 25th and 50th percentile salaries; salary versus years at current rank; and salary versus clinical productivity. Using standard deviations as the means of statistical analysis there were no significant differences, patterns or trends among men and women. However, outliers were identified among both men and women that will likely require additional information or salary adjustments. More importantly, this initial analysis will serve as the baseline benchmark for comparisons to be made over time.

School of Medicine salary information for the 7/04 – 6/05 academic years has been gathered. AAMC for the corresponding academic year has also become available. An initial meeting was held to set goals and timelines for this next annual salary equity study. Results from academic year 03/04 will be compared to 04/05. Plans to study all HSC schools continue. Initial discussions to conduct a salary equity study in the School of Nursing were halted do to the announced retirement of the Dean to become affective 6/07. Plans are now in place to conduct a salary equity study in the School of Pharmacy, which has a new Dean as of July 1.

g. Development and implementation of a “Mentoring Plan for Diverse Faculty and students in Women’s Health”

Once we complete the information-gathering process described earlier in the report, additional work will occur in this area of focus. Pieces of the mentoring plan are already in place, as the Virtual Leadership committee is currently meeting to plan this on-line opportunity, and the Skills Bank program is being expanded to include more opportunities and match more mentor-mentee pairs.

h. Technology in delivery of leadership activities

The Teaching Scholars Program, of which 54% of the faculties served are women, is offered on-line. Although the scholars meet, most of the information, background reading, exercises and group discussion for this program now takes place

on-line. In 2006, this program will be further developed into a Virtual Leadership Institute.

i. Institutional commitment

The Vice President for Health Sciences and all the Deans have demonstrated significant support and enthusiasm for the COEWH. Leaders from across the Health Sciences, from WVU Hospitals, and from across the WVU campus attended our recent site visit and continue to be responsive and available to us as we make requests for information or assistance. The Institution is proud of the COEWH designation and has offered considerable in-kind support for many of our efforts.

j. Integration

The Leadership committee will continue to work with Outreach as programs are developed in response to community leadership needs. In addition, the Leadership programs that are geared to promising students will build connections with the Research group to provide opportunities for students to participate in and learn from research projects. Leadership offerings, such as the Faculty Development Leadership series and the Teaching Scholars Leadership module, offered for one month each year, reach across all disciplines.

k. Evaluation

The evaluation material developed in 2005 is continuously monitored and used as guidance. See attached matrix.

CoEWH Leadership Committee members are as follows:

- Ann Chester, PhD, Assistant HSC VP for Social Justice
- Anne Cronin, OT, PhD, Associate Professor
- Linda Vona-Davis, PhD, WISH Committee Chairman
- Barbara Ducatman, MD, Chair Department of Pathology
- Teresa Dunsworth, PharmD, Associate Professor of Pharmacy
- Hilda Heady, Associate HSC VP for Rural Health
- Rashida Khakoo, MD, Assistant HSC VP for Faculty Development
- Maria Kolar, MD, Associate Dean for VA Affairs
- Susan McCrone, RN, PhD, School of Nursing
- Shelia Price, DDS, Associate Dean School of Dentistry
- Aina Puce, PhD, Professor of Radiology
- Judith Sedgeman, Director Center on Innate Health

Future Goals and Priorities

Clinical Services Priorities

The clinical priorities for the West Virginia University Robert C. Byrd Health Sciences National Center of Excellence in Women's health for the year are to:

- Promote the highest quality comprehensive multidisciplinary health care to women, especially women whom historically have been underserved
- Become a national leader in promoting the academic advancement of women and their representation in leadership positions.
- Promote and advance research in women's health.
- Integrate women's health care issues in the WVU, HCS curriculum, post-graduate training, and continuing education of physicians and other providers.
- Collaborate with partners in the community and other health care institutions across the state to establish preventative programs in heart disease, diabetes/obesity, cancer, and HIV/AIDS.
- Engage women from rural communities in Center of Excellence activities to facilitate women's knowledge about their health and give them the power to improve their health and the health of their families.
- Improve the health and well-being of all West Virginians by leading women to healthy living
- We will continue to be involved in developing innovative processes in meeting Customer Satisfaction. We are committed to improving our patient satisfaction.
- We will develop a relationship with The Women Veterans Health Clinic in Clarksburg, WV
- Continue to convene and improve upon interactive provider sessions that focus on dilemmas in women's health
- Continue to review clinical service delivery to the all women including underserved, minority and other disadvantaged women and make recommendations about how these lessons can be translated into practice in women's health and other primary care practices across the system

Research Priorities

- Promote and advance research in women's health. The Research Committee will develop and deliver women's health research seminars and conferences to educate members of the WVU community regarding new advances in the field of women's health in multiple disciplines, as well as to promote networking between senior and young investigators. We will encourage new residents to consider women's health to be the topic of their research project. The Center of Excellence will develop a seminar on Women's Health Research Day conference to show case state-of-the-art advances in women's health and gender biology, as well as research-in-progress by WVU investigators.
- A priority of the Research Committee is securing robust and increased financial support for the to fund the Women's Health research program.
- The Research Committee will continue its efforts to expand participation in the Women's Health Research Community and to enhance the website to encourage repeat visits.

Professional Education Priorities

- Integrate women's health care issues in the WVU, HCS curriculum, post-graduate training, and continuing education of physicians and other providers.
- The Center of Excellence will continue its assessment of the Health Sciences curriculum and identify opportunities to integrate women's health into the curriculum.
- The Center of Excellence will continue to work on an inventory of women's health content in the health profession schools.
- Continue to develop diverse training/education programs
- Expand the numbers of women in residency, fellowship and terminal degree programs

Outreach Priorities

- Engage women from rural communities in Center of Excellence activities to facilitate women's knowledge about their health and give them the power to improve their health and the health of their families.
- Improve the health and well being of all West Virginians by leading women to healthy living
- The Center of Excellence will continue to develop outreach activities with a focus on women from rural areas, women of color, other minority women and other underserved women.
- Continue to identify opportunities to deliver women's health to rural areas in the state
- Build on the momentum the Women on the Water retreat created and its new one day format. Identify the resources to bring this program to rural areas across the state
- Work on the following sub-committees:
 - Inventory of Women's Resources
 - Obesity
 - Conferences and seminars
 - Promotions articles, newsletters, website
 - Screenings
 - Women's Health Week '06

Leadership Priorities

Women's leadership is viewed by our CoE as fundamental to any progress in women's health. Empowering women and in particular increasing the participation and advancement of women in academic health sciences is priority in all the CoE activities

- We will continue to develop strategies to recruit diverse students and faculty
- We will continue to develop work towards a method to measure current salary equity within the HSC using 05-06 data
- We will continue to seek leverage funds for leadership and mentoring activities

Other Priorities

- Improve visibility and communication through activities such as overhauling and maintaining the Center of Excellence website, improving organization of the database of Center of Excellence and other contacts/audiences, introducing more tailored electronic and other communication, and developing relationships with contacts at publications throughout the state of West Virginia
- Continue to identify and build relationships
- Continue to build the infrastructure (find the right women) of the Brain Trust Advisory group
- Continue to work with the legislature to acquire dedicated funding for women's health
- Continue to work on leveraging of monies to support women's health
- Continue to work on "Endowed Chair" benefactor

Conclusions

The Center of Excellence has had a successful second year as demonstrated by ongoing activities in clinical service delivery, education, research, the leadership and outreach components of the National center of excellence as well as with informational technology and evaluation committees. We have accomplished a tremendous amount in this second year.

The highlights are noted below:

- Patient visits to the clinic continue increase each month
- Our first sub-specialty clinic in women's stroke prevention continues to build a service base
- A graduate certificate program in women's health has been developed and approved by West Virginia University
- WMST 293N: Women's Health & Fitness Course
- CoEWH has developed a tracking system to document faculty by gender and minority status
- CoEWH collaborates with the Faculty Development Committee and the Teaching Scholars Program to provide mentorship and leadership training
- An online climate study has been prepared and is in the process of edit
- A University wide 23 member CoEWH research committee has been established
- A gender specific seminar series is planned for fall 2006
- The CoEWH held a retreat designed to give a broad range of women from across the state the necessary tools to create individualized wellness maintenance programs
- CoEWH has established an active state wide Community Partnership Board (CPB) to promote and identify women's health issues across the state
- Board linked across the state to 27 professional groups, 29 community civic organizations, 6 religious organizations, 5 university's, 8 media outlets and 21 local health providers
- Established 20 member Outreach committee
- CPB working groups have been established to

- Identify and disseminate materials to women across the state
- Identify and deliver priority screenings especially for minority and underserved women across the state
- Identify conferences, fairs, and festivals in which the CoEWH should participate
- Coordinate 2006 Women’s Health Week
- Expand Speaker’s Bureau
- CoEWH offered health prevention screening on at least five separate occasions across the State
- Participated in at least eleven conferences or other exhibit opportunities
- Directors of CoEWH delivered at least 26 lectures at various locations across the state
- COEWH Leadership played a major role in the planning of the “Changing Face of Medicine “ traveling exhibit coming to Morgantown, Oct. 18 – Dec. 8, 2006
- Produced a wellness maintenance journal
- Commenced plan to identify a benefactor for “endowed Chair in Women’s Health
- Awarded a senate resolution for Women’s Health
- Completed the first phase of a “Perinatal Wellness” Study

The West Virginia University Center of Excellence in Women’s Health will continue to strive to address women’s health in a comprehensive manner. We will continue to build bridges between institutions and collaborations among faculty across the colleges and the state to meet the challenge of this task.

XII. List of Attachments

Attachment 1	Senate Resolution
Attachment 2	Site visit CD
Attachment 3	Changing the Face of Medicine brochure
Attachment 4	Wmst 293N: Women’s Health & Fitness
Attachment 5	Women on the Water Retreat program summary, evaluation
Attachment 6	Dominion Post Article
Attachment 7	Editorial about CoEWH
Attachment 8	Dr. Vernon DVD
Attachment 9	Prenatal Wellness Study
Attachment 10	New Normal
Attachment 11	Strategic Plan slides
Attachment 12	Web site traffic reports
Attachment 13	Clinic Reference inventory
Attachment 14	Social and Cultural Barriers to Health among African American Women
Attachment 15	What You Should Know About Oral Birth Control” and one on coloscopies – for low-literacy patients.
Attachment 16	Women of Appalachia: Their Heritage and Accomplishments Conference October 28-29, 2005
Attachment 17	USA Today Article
Attachment 18	Evaluation Matrix

Enclosures:

Make "It Happens! Book and puzzle

Pedometer

WOW bag