

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

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

**Evaluation Report
August 30, 2005**

National Centers of Excellence in Women's Health
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Executive Summary

West Virginia University Robert C. Byrd Health Sciences National Center of Excellence in Women's Health began its evaluation efforts with the creation and later revision of the logic model (see attachment 1). Inputs or the resources available to the Center are shown in light blue. The green area displays key component activities. Outputs, or the direct results of the Center, are shown in lilac. Outcomes or the benefits of the center are shown in yellow.

Using the logic model as a guide, the evaluation group met with each component to develop an evaluation matrix that outlined aims, objectives, activities, standards, data needs, and status. Each component's evaluation matrix is provided below, beginning on page 4. Each component's matrix incorporates the performance requirements specified by the Office of Women's Health contract. The evaluation committees worked 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.

Highlights of the Center's accomplishments are listed below.

Highlights

Clinic

- 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 sub-specialty clinic – stroke prevention – in July
- 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

Education

- A graduate certificate program in women's health has been developed and approved by West Virginia University
- An inventory of women's health content in the health professions schools is underway

Leadership

- 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 planned and will be conducted in the fall 2005

Research

- A University wide 23 member CoEWH research committee has been established
- A gender specific seminar series is planned for fall 2005

Outreach

- The CoEWH held a 24 hour 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

General

- CoEWH offered health prevention screening on five separate occasions across the State
- Participated in eleven conferences or other exhibit opportunities
- Directors of CoEWH delivered at least 26 lectures at various locations across the state
- WV Governor Joe Manchin issued a proclamation for Women's Health Week
- The mayor of Morgantown issued a proclamation for Women's Health Week
- "Changing Face of Medicine " traveling exhibit coming to Morgantown, Oct. 18 – Dec. 8, 2006

Evaluation Matrices for CoEWH Components

WEST VIRGINIA CENTER OF EXCELLENCE IN WOMEN'S HEALTH: EVALUATION PLAN

Overarching Goal: Improve the Health Status of Rural Appalachian Women Across the Life Span

CLINICAL COMPONENT

Aim 1. Maintain and expand a preexisting comprehensive, integrated clinical care center (CCC) for women

Objectives	Activities	Standard/Acceptable Quality Level	Baseline Data Needed	Status
1. Provide dedicated space to the women's health care services which provide women's health care services 30 hours per week	<ul style="list-style-type: none"> • Acquire permanent CoE signage • Insure that space is at least 20% of exam rooms as CoE designated rooms and provides women's health care services 20 hours per week • CCC is physically identifiable, fully functioning core/main CoE center for women 	Women's health care services 20-30 hours per week	N/A	<p>Complete – clinic operates 20 hours per week</p> <p>The sign has been approved and installed</p>
2. Provide fully integrated, comprehensive, interdisciplinary women's health care services that are patient centered	<ul style="list-style-type: none"> • Offer IM, Ob-Gyn, FM and 2 additional sub-specialties • Information and decisions are shared with patients 	Women receive 3-4 clinical services on average	Number of new and return patient visits	<p>IM, Ob-Gyn, FM provide services in the CCC.</p> <p>Additionally, a sub-specialty stroke clinic was implemented July 1, 2005. A sub-specialty clinic in urology is planned</p>

<p>3. Provide high-quality, evidence based innovative care</p>	<ul style="list-style-type: none"> • Review and offer immunizations as per CDC guidelines • Adhere to ACS cancer prevention and screening guidelines • Implement and monitor adherence to the most recent AHA guidelines regarding hypertension management • Implement a forum to discuss and review evidence based medicine as applied to women's health care 	<p>Guidelines promulgated by the American College of Obstetricians and Gynecologists and those practice/clinical care guidelines relevant to women that are promoted by the American Academy of Family Physicians and the American College of Physicians-American Society of Internal Medicine are followed</p>	<p>Chart audits to evaluate current practice compliance</p> <p>Patient surveys to identify barriers to evidence based medicine interventions</p>	<p>Recent audits by JCAHO indicate compliance with immunization goals and patient safety guidelines</p>
<p>4. Provide effective information management</p>	<ul style="list-style-type: none"> • Develop a multi-disciplinary intake form • Centralized electronic patient records • Automated reminders • Provide care following latest standards, protocols, research findings 	<p>CoE patient records are easily identified</p> <p>Women-oriented clinical intake form has been developed</p> <p>CoE provides respectful patient communication</p> <p>Offer automated telephone appointment reminders</p> <p>All patients are assigned a medical record number that is used on all patient records</p>	<p>N/A</p>	<p>Intake form has been drafted and submitted for approval. Patient records are easily identified.</p>
<p>5. Access patient satisfaction with CCC services</p>	<ul style="list-style-type: none"> • Develop a patient survey • Implement the survey 		<p>N/A</p>	<p>Development stage</p>

<p>6. Provide one-stop clinical services for women with focus on preventive services</p>	<ul style="list-style-type: none"> • Plan for satellite clinics in Charleston and New Martinsburg divisions of HSC • Provide translations services as needed • Offer financial counseling • Offer social services • Offer community outreach workers • Provide mental health services – both counseling and appropriate referral for additional services • Offer counseling • Preferential referral and feedback system • Provide appointments at a time convenient to the patient • Mental health services 	<p>Provide at least 5 of the following: clinics, translation services, innovative payment schedules, social services, community outreach workers, and financial/insurance registration counseling offered</p> <p>Provide appointments at a time convenient to the patient 50% of the time</p> <p>Respond to mental health referrals within 72 hours for scheduling appointments and arrange for services for after-hour emergencies</p>		<p>Currently CCC provides translation services, financial counseling, social services, community outreach workers and convenient appointments</p> <p>Mental health referrals are responded to within 72 hours, and both counseling appointments and additional referrals are made as required</p> <p>After hour mental health emergencies are routed through local ERs/WVU Health line systems.</p> <p>Preferential referral system provides efficient and expeditious referral to the various sub specialists who practice at WVU. Specific sub specialist have been identified with whom the CoEWH staff have a working relationship, this greatly facilitates the referral process.</p>
<p>7. Provide a CCC staff reflective of the state's racial and ethnic diversity</p>	<ul style="list-style-type: none"> • The staff of the CCC are reflective of the diverse population served • Summarize CCC staff by race/ethnicity 	<ul style="list-style-type: none"> • The staff of the CCC are 40-50% reflective of the diverse population served in the CCC 	<p>Describe the gender and ethnicity of CCC staff</p>	<p>WV population is 95% white</p>

8. Monitor patient visits to the CCC to insure increases in the patient base	<ul style="list-style-type: none"> Review monthly clinic reports: total, new, and return patient visits Explore methods of tracking minority patient visits 	<ul style="list-style-type: none"> Increase new patients by 3-5% 	Document the number of clinic visits	
9. Participate actively in CoE Clinical Care Center Directors' working Group	<ul style="list-style-type: none"> Attend meetings when scheduled by National 	<ul style="list-style-type: none"> Participation in working groups 	N/A	To be determined by OWH
10. Policy implementation reflects institutional commitment	<ul style="list-style-type: none"> Dedicated space for CCC Faculty providers allow CCC to operate and provide high quality care All needed resources, equipment and supplies are available 	<ul style="list-style-type: none"> CoE clinic dedicated space, providers and equipment given support equivalent to other academic clinical departments 	N/A	The CCC is on equal footing with other clinical departments. The Health Sciences Center administration provided funding for a prominent billboard, brochure, and TV ads. CCC providers are routinely featured on the Doctors on Call (TV show), WAJR Health Sciences radio segments, and other media opportunities.
11. Integrate CCC activities with other CoE components	<ul style="list-style-type: none"> Maintain regular communication with Research Component, Community Outreach, Professional Education and Leadership components Look for opportunities to collaborate with other CoE components 	<ul style="list-style-type: none"> The CCC is integrated with 3-4 key components 	N/A	Several components of the CoE are well integrated. For example, the clinic director and research director meet regularly to look for opportunities to collaborate. Specific plans are underway to recruit women into research studies and clinical trials. Additionally, the outreach component has partnered with the Health Sciences Center, and the WV Walks Campaign to offer screenings.

12. Evaluate clinical component performance	<ul style="list-style-type: none"> • Update evaluation plan • Implement the evaluation plan • Update as needed 	<ul style="list-style-type: none"> • Develop evaluation plan • Examine 1 aspect of clinical care every year 		Evaluation matrix has been developed and implemented. It will be revised as needed.
13. Utilize CCC as a source of patients for gender specific research	<ul style="list-style-type: none"> • Collaborate with the research component to develop method to recruit women into research trials • Translate research into clinical arena • CCC staff educate and recruit women into research studies and clinical trials • Recruit under represented women patients for gender specific research • Encourage WVU researchers to use the CCC for female subjects • Submit 2 or more gender based research proposals per year 	<ul style="list-style-type: none"> • Improve dissemination of information, • Practice via trails and contributing 	Document specific research initiatives that recruit patients through the CCC	<p>Use of the CCC as a source of patients for gender specific research is in the development stages</p> <p>Residents will be encouraged to use the CCC as a part of their research service projects.</p>

WEST VIRGINIA CENTER OF EXCELLENCE IN WOMEN'S HEALTH: EVALUATION PLAN

Overarching Goal: Improve the Health Status of Rural Appalachian Women Across the Life Span

PROFESSIONAL EDUCATION COMPONENT

Aim 1. Provide women's health profession training programs in medicine, dentistry, nursing, pharmacy, and allied health

Objectives	Activities	Standard/Acceptable Quality Level	Baseline Data Needed	Status
<p>1. Develop and implement a culturally competent curriculum in women's health that provides diverse training/ education programs.</p>	<ul style="list-style-type: none"> • Deliver problem based case study programs given by multidisciplinary/multi-professional faculty. Address an array of topics by race/ethnicity and sex/gender • Identify IT resources to compose a module in women's health • Use websites, telemedicine, and distance learning in education and training programs • Offer CVD, diabetes, cancer, and HIV/AIDS training • Include women's health experts as members of curriculum committees 	<p>Problem-based case study programs given by multidisciplinary/multi-professional faculty include an array of topics, (including CVD, diabetes, cancer and HIV/AIDS) and disciplines</p> <p>Use of websites, telemedicine and distance learning in delivering 2 HCP education and training programs</p> <p>Include a women's health expert on one curriculum committee</p> <p>Address diverse audiences</p>	<p>Assessment of current offerings</p> <p>Utilization across health profession curricula</p> <p>Women's health offerings in each degree program</p> <p>Determine the number of women's health experts on curriculum committees</p>	<p>The assessment of current offerings is in process</p> <p>Women's Health Education certification has been developed and approved by university curriculum committee. This is a primarily an upper level undergraduate and graduate level certificate.</p> <p>Distance learning is regularly used for education in health profession schools</p> <p>Nan Leslie, School of Nursing, and Maureen Hashmi, School of Medicine, participate on curriculum committees as Women's Health Experts</p>

2. Develop, enhance or expand existing training/ education programs	<ul style="list-style-type: none"> • Offer new fellowship in women's health • New curricula offerings • Offer CVD, diabetes, cancer, and HIV/AIDS training 	Programs targeted to students in at least 3 education levels – undergraduate, graduate/health professional, post graduate (i.e., establish a residency or fellowship program in women's health, if none exists) and continuing education	Assess status across programs	<p>Certificate in Women's Health program initiated.</p> <p>Fellowship/residency in women's health in school of medicine is planned.</p>
3. Increase the number of individuals in residency and fellowship programs in women's health	<ul style="list-style-type: none"> • Develop a recruitment plan • Implement the recruitment plan 	Add 1-3 people in existing residency or fellowship programs in women's health	Current numbers enrolled in residency and fellowship programs	Clerkship under development
4. Develop or expand curriculum component in women's health module	<ul style="list-style-type: none"> • Add new women's health content to other health professional school curricula and meet AQL 	Add new women's health content to medical school curriculum		<p>Women's Health Education certification developed and approved by university curriculum committee. This is a primarily graduate level and upper level undergraduate level</p>
5. Use innovative information technologies to provide education and training for health care professionals (HCP)	<ul style="list-style-type: none"> • Deliver HCP education and training programs with the use of websites, telemedicine and distance learning 	Deliver 2 HCP educational and training programs with the use of websites, telemedicine and distance learning	Assess status across programs	Assessment of current offering in process
6. Collaborate on professional education/ training activities with other institutions and programs	<ul style="list-style-type: none"> • Participate in the CoE Professional Educators Working group • Collaborate with other CoE's, Academic Health Centers and or CCOE's 	Identify and collaborate with other CoE's, other Academic Health Centers and/or CCOE's	List centers with whom we can collaborate	Collaboration with other institutions and programs is contingent upon addition funding

<p>7. Collaborate with other entities at the local, state, and regional levels to foster teaching and learning in women's health</p>	<ul style="list-style-type: none"> • Work with Regional Women's Health Coordinators (RWHC), State Women's Health Coordinators (SWHC), and Minority Women's Health Panel of Experts (MWHPE) to foster teaching and learning women's health • Participate in the national movement to change university curricula • Include women's health experts as members of curriculum committees • Participate in the CoE Professional Educators Working Group 	<p>Maintain contact with or collaborate with RWHC, SWHC, and the MWHPE</p> <p>Identify local state and regional educational networking groups and opportunities</p> <p>Identify local state and regional educational networking groups and opportunities other Academic Health Centers</p>	<p>Identification and introduction to individuals in key positions</p>	<p>Established contact with Rosa Myers – RWHC; Pat Meadows – Office of Maternal Child and Family Health</p>
<p>8. Serve as a change agent within the university</p>	<ul style="list-style-type: none"> • Collaborate with other departments within the university to be more inclusive of women's health issues; • Participate in the movement to change university curricula • Work towards a critical mass of women's health experts as members of the curriculum committee • Participate in the CoE Professional Educators Working group 	<p>Encourage change of curricula of 2 departments within the university to be more inclusive of women's health issues</p> <p>Encourage the inclusion of women's health expert on one curriculum committee</p> <p>Participate in the movement to change university curricula</p> <p>Attend the CoE professional Educators working group meetings</p>	<p>Assess status across programs</p>	<p>Program assessment in process</p> <p>Women's health expert on curriculum committee</p> <p>No professional educators working group meetings have been call by OWH</p>
<p>9. Participate actively in CoE professional Working Group</p>	<ul style="list-style-type: none"> • Actively participate in projects of the CoE Professional Educators working Group • Collaborate with OWH partnerships, other CoE's, CCOE's, • Participate in the movement to change university curricula 	<p>Attendance and participation in the CoE Working Group</p>	<p>Meeting directed by OWH</p>	<p>No meetings yet</p>

10. Demonstrate institutional commitment consistent with policy and implementation in changing the curriculum	<ul style="list-style-type: none">• Women's Health experts appointed by the Dean comprise 1/3 of curriculum committee	Identify key decision makers and women's health experts within the institution	<ul style="list-style-type: none">• Identification of key individuals	In process
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WEST VIRGINIA CENTER OF EXCELLENCE IN WOMEN'S HEALTH: EVALUATION PLAN

Overarching Goal: Improve the Health Status of Rural Appalachian Women

LEADERSHIP COMPONENT

Aim 1. Enhance women's leadership in the Health Sciences Center

Objectives	Activities	Standard/Acceptable Quality Level	Baseline Data Needed	Status
1. Increase by up to 1-2% the number of diverse students, especially female, pursuing interests in women's health	Develop strategies to recruit diverse students	Progress in increasing diversity of students, especially female, pursuing interests in women's health	Data on diversity in current student populations in HSC is maintained.	Discussions with admissions people; strength and continued growth of HSTA program; philosophy of HSC leadership indicate strong commitment to diversity and attention is being paid to the issue.
2. Increase by up to 1-2% the number of diverse faculty, especially female, in upper level University positions	Develop strategies to recruit diverse faculty	Progress in increasing diversity of faculty, especially female, in upper level University positions	Data has been accumulated for the Schools of Medicine and Pharmacy and is being gathered for Nursing and Dentistry. The year 2005 is being taken as a baseline since that is the only year for which data can be obtained across all schools. At present, data is not maintained centrally at the Health Sciences Center, so the COEWH database will become a valuable institutional resource when it is complete. COEWH will track progress from 2005 forward now that a system has been created to do so. (see Appendix 2)	A member of the Dean's Office Staff is in charge of reviewing recruitment and search committees to assure compliance with Social Justice and commitment to diversity. Although efforts are made, WVU is not always competitive for highly talented diverse faculty because we pay at or below the 50 th percentile for many positions and because WV is not a particularly diverse state with family/cultural appeal. Searches can be, by school policy, stopped if the committee is not paying attention to

				<p>diversity. Leadership Director for COEWH is also Social Justice liaison member for Health Sciences Center. COEWH has opportunity for input on being sure that sensitivity to diversity is emphasized as search committees are formed and that outreach efforts to attract more diverse candidates are expanded.</p>
<p>3. Retain diverse faculty, especially female, by promoting support and enabling services</p>	<p>Identify appropriate support and enabling services, e.g., flex time/schedules</p>	<p>Implement at least one support and enabling service</p>	<p>A skills bank is being developed and expanded by the Faculty Development Program meant to identify mentors and mentees in various areas of expertise.</p>	<p>The skills bank is being reviewed and will be upgraded and expanded in the fall semester, with a strong outreach campaign to provide mentorship.</p>
<p>4. Promote diverse faculty, especially female, in women's health</p>	<p>Appoint (encourage the appointment of) women's health leaders on tenure, promotion, and curriculum committees.</p>	<p>Women's health leaders serving on tenure, promotion, and curriculum committees.</p>	<p>Women are well represented on committees, but not necessarily as well represented as committee chairs. This is being tracked in the developing COEWH database.</p>	<p>Data is being gathered to create a baseline set of information on committee membership across the health sciences; this information is not now centralized and committees change and come and go, so the process is a bit slow.</p>

<p>5. Achieve salary equity for diverse faculty in women's health</p>	<p>Develop a method to measure current salary inequities within HSC</p> <p>Create salary equity charts</p>	<p>Significant progress made toward goal of total salary equity for diverse faculty, especially female, in women's health</p>	<p>Baseline salary equity information for the Medical School is available to the Director of the COEWH through her leadership role as a Department Chair on the Finance Committee. This information is kept by the Deans of the other HSC schools. In addition, a Climate Survey will be completed during Fall 2005. This will supplement salary information when it is collected.</p>	<p>Negotiations are taking place to establish a means of evaluating the data across the Health Sciences without revealing personal information. The Deans of all four schools are involved and are supportive of finding a successful means of conducting a salary equity study in the coming year.</p>
<p>6. Use technology in the delivery of leadership activities</p>		<p>Work with 3-10 students from home or other universities.</p>	<p>The Teaching Scholars Program was put on-line in 2004; it contains a month-long leadership component. Currently, the TSP is studying the establishment of a Virtual Leadership Institute.</p>	<p>A committee has formed to create a pilot Virtual Leadership Institute to be offered to WVU and other schools by 2006-07.</p>
<p>7. Demonstrate Institutional commitment</p>	<p>Seek leverage funds for leadership activities</p> <p>Seek protected time for mentoring activities with credit given towards promotions</p> <p>Seek incentives for mentoring</p>	<p>Seek or successfully leverage funds for leadership activities</p> <p>Department(s) provide protected time for mentoring, incentives, and credit toward promotions</p>	<p>The Women in Science and Health Committee has established an annual award for outstanding achievements of women at WVU; this award will come with a \$2,000 gift supported by the Institution. WISH has also gained institutional support for women attending a number of leadership conferences.</p> <p>The leadership of the HSC recognizes lack of incentives for mentoring, as well as lack of protected time, as a problem.</p>	<p>WISH continues to develop leadership opportunities and seek institutional support for them.</p> <p>COEWH and WISH are not alone in raising the issue of incentives and protected time; it is a school-wide issue that we will continue to pursue.</p>

LEADERSHIP COMPONENT				
Aim 2. Develop and Implement a mentoring plan for faculty and students in Women's Health				
Objectives	Activities	Standard/Acceptable Quality Level	Baseline Data Needed	Status
1. Develop mentor-mentee pairs involving established investigators as mentors and targeting minority and female mentees		2 to 5 faculty mentor-mentee pairs	A skills bank data base is kept by the Faculty Development Office; there are at least six mentor-mentee pairs currently working.	Additional Faculty mentor-mentee pairs will be set up in the fall semester when the skills bank is updated and expanded.
2. Increase the percentage of new or returning faculty researchers	Establish a reentry program for returning faculty Recruit new faculty through advertisements and other strategies	2-5% increase in new/returning faculty researchers Reentry program established	WVU is in a major research recruiting process because of the expansion of the research enterprise and development of the Neurosciences Institute. This is a moving target; an aggressive research agenda is being put in place, including expansion of PhD student opportunities. Re-entry has not yet been addressed.	We will obtain research position information through the research VP's office and continue to track it. 2005-06 will be a year of significant recruitment and COEWH is actively working to have input into improving the process.
3. Provide negotiation skills training for HSC faculty		Implement at least one negotiation skills training	Negotiation and Conflict Resolution training are part of the Faculty Development Program Agenda.	A full leadership semester of noon-time Faculty Development programs was offered in the spring 2005 semester; a strong leadership component was included in the Summer Leadership Institute of which more than half the attendees were women; a Virtual Leadership Training Institute will include negotiation and conflict resolution skills training.

<p>4. Increase the number of students/graduates who practice in underserved communities</p>	<p>Offer internship opportunities in underserved communities</p>	<p>2-5% of students/ graduates practice in underserved communities</p>	<p>The Rural Health Education Partnerships reported a 17% increase in rural health rotations across the health sciences between 1999-2003, 2004 data is not yet available. We will use the RHEP published annual reviews as a consistent data tracking method for Rural Health success. The report tracks information in great details.</p>	<p>RHEP reports a current push to study the relationship between required rural rotations for health sciences students in all state schools and graduates locating to underserved communities. In 2003, RHEP reported a small increase, but planned to study this further to enhance the impact of programs to continually develop interest in rural practice. WVU is currently achieving the desired level of graduates going to underserved areas, but wants to do better.</p>
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WEST VIRGINIA CENTER OF EXCELLENCE IN WOMEN'S HEALTH: EVALUATION PLAN

Overarching Goal: Improve the Health Status of Rural Appalachian Women Across the Life Span

RESEARCH COMPONENT

Aim 1. Develop a comprehensive gender-based research plan

Objectives	Activities	Standard/Acceptable Quality Level	Baseline Data Needed	Status
1. Develop a comprehensive women's health research agenda	<ul style="list-style-type: none"> • Establish an interdepartmental/university wide research committee 	Have a committee Membership/leadership greater than 6 individuals and meet on a monthly basis. The membership includes interdepartmental/ university wide representation.	N/A	A 23 member COEWH research committee has been established The research committee will meet on a monthly basis with first meeting on 8/31/05
2. Conduct high quality sex/gender-based research targeting especially CVD, diabetes, cancer and HIV/AIDS: <ul style="list-style-type: none"> • Basic • Population based • Clinical • Multidisciplinary 	<ul style="list-style-type: none"> • CCC staff educate and recruit women into research studies and clinical trials • Recruit under represented women patients for gender specific research • To reach out to WVU researchers to take advantage of the CCC for female subjects • Submit 2 or more gender based research proposals per year • Encourage resident research projects to utilize the CCC as a apart of service 	Submit 2-5 sex/gender based research proposals per year Recruit patients for one or more research project s during the first 6 months of year two Meet NIH recruitment standards for women in clinical trials	An inventory of current gender specific research	The research committee is currently tabulating the gender-specific research at WVU. All WVU sponsored research conforms to the NIH recruitment standards for women in clinical trials. The CCC director and the research director are organizing the CCC for the recruitment of patients for gender-specific research trials.

3. Facilitate underrepresented individuals, to serve as PI in research studies and clinical trials	<ul style="list-style-type: none"> Develop strategies to recruit diverse faculty from across the university campus to serve as PI's and or assistants to PIs 	Progress in increasing diversity of faculty who submit research proposals	Identify underrepresented potential PI's from the University system	Although there are few minority groups in WV, studies are being conducted on social programs for aged native American women.
4. Encourage University research departments to collaborate with the CoEWH	<ul style="list-style-type: none"> Identify faculty engaged in gender based research Hold regular meetings with women's health researches and CoEWH research director 	Interdisciplinary researches meet 2 or more time per year. Clinical Care Center is convenient to University's Research Center	N/a	The new COEWH research committee has a membership that represents several WVU colleges including: Medicine, Agriculture, Arts & Sciences, Nursing, Dentistry.
5. Participate in collaborative projects as funding permits	Identify opportunities to collaborate with OWH partnerships, other CoE's, CCOE's, CoE Research working group, COE/CCOE Research Coordinating centers, the Regional Women's Health Coordinators, State Women's Health Coordinators and the Minority Women's Health Panel of Experts	Participate in 2-5 collaborative projects	N/a	Three collaborative projects from are currently under study.
6. Disseminate research findings to scientific and lay audiences	<ul style="list-style-type: none"> Publish papers/abstracts on gender related research Present on gender related research to professional and lay audiences 	2-5 papers/abstracts each year 2-5 presentations each year	N/a	The research committee is currently organizing a gender-specific seminar series that will be open to all segments of the WVU community and to surrounding colleges.
7. Demonstrate institutional commitment to the COEWH for stimulating gender-specific research.	<ul style="list-style-type: none"> Offer meeting space for an interdepartmental seminar series and for the research committee to meet Give minimal financial support of the research committee activities 	Offer the use of a room for the seminars and committee meetings without charge. Pay for an outside gender-specific researcher to lecture to the WVU research community.	An inventory of current gender specific research	\$1,500 has been obtained from the WVU Medical School and \$1,000 from the Women's Studies program to fund the COEWH gender-specific seminar series. The College of Medicine has given classroom space for seminars and committee meetings

<p>8. Demonstrate institutional commitment to non discriminatory practices</p>	<ul style="list-style-type: none"> • Policy statement prohibiting discrimination is displayed in all institutional publications and restated constantly at university programs. 	<p>Non-discriminatory policy statement included in all University publications and advertisements</p>		<p>West Virginia University is an equal employment opportunity/affirmative action institution. The University does not discriminate on the basis of age, color, disability, national origin, race, religion, sex, sexual orientation, or veteran status. Minorities, persons with disabilities, females, and other protected class members are encouraged to apply.</p>
<p>9. Integrate with other CoE components</p>	<ul style="list-style-type: none"> • Promote the availability of clinical trials to the community 	<p>Integrate with 3-4 other CoE key components</p>		<p>The CCC director and the research director are organizing the CCC for the recruitment of patient's for gender-specific research trials.</p> <p>The seminar series will be marketed outside of WVU by the COEWH outreach</p>
<p>10. Evaluate performance of the research component</p>	<ul style="list-style-type: none"> • Update evaluation plan • Implement the evaluation plan • Update as needed 	<p>Develop evaluation plan</p> <p>Examine 1 aspect of the research plan every year</p>	<p>N/a</p>	<p>The new research committee has been reviewed by the COEWH executive director and the COEWH evaluation director</p>

WEST VIRGINIA CENTER OF EXCELLENCE IN WOMEN'S HEALTH

Overarching Goal: Improve the Health Status of Rural Appalachian Women Across the Life Span

COMMUNITY OUTREACH COMPONENT

Aim 1. Develop and implement a comprehensive plan for community outreach in women's health

Objectives	Activities	Standard/Acceptable Quality Level	Baseline Data	Status
<p>1. Develop culturally and linguistically appropriate women's health education materials/activities</p>	<p>Develop health education materials on prevention and treatment.</p> <ul style="list-style-type: none"> • Use internal resources (Cancer Center) to evaluate and adapt materials to meet literacy levels. • Use existing translation services <p>Develop a comprehensive inventory of women's health resources</p> <p>Develop a women's health resource center</p> <p>Develop health education activities on prevention and treatment of CVD, diabetes, cancer, and HIV/AIDS</p> <ul style="list-style-type: none"> • Partner with other organizations such as the Wellness Council to hold multiple preventative health screenings • Deliver an annual seminar or conference 	<p>Materials address a priority women's health issue and are focus group tested with target audience</p> <p>Comprehensive, up to date inventory</p> <p>Accessible center with quality resources</p> <p>Annual or semi-annual health fairs/screenings target underserved populations and serve as a recruitment opportunity</p> <p>Women's issues are included in established seminars and conferences</p>	<ul style="list-style-type: none"> • New materials created • Number of materials distributed • Number and types of partner organizations involved with health education materials <ul style="list-style-type: none"> • Inventory developed and available • Number of women utilizing Women's Health Resource Center • Number of screening events • Number of participants screened • Underserved populations reached • Quality of COEWH-sponsored seminar or conference • Number of conferences COEWH participates in • Number of conference participants 	<ul style="list-style-type: none"> • Established Health Resources Working Group to disseminate materials • Partnered with WVU Cancer Center to ensure materials meet cultural and literacy standards • Published articles in organizational newsletters • Resource guide by WV Women's Commission is on COEWH web • Planning additional resource centers • Established Screening Working Group to identify priority screenings for underserved communities • Established Conferences Working Group • Provide leadership on state-level conferences; • Established Women's Health Month Working Group • Partnered with WVU Hospital and WV Walks Campaign for screenings • Established Fairs & Festivals Working Group

	<ul style="list-style-type: none"> • Display CoEWH materials at conferences and other appropriate events • Develop a speakers bureau • Use distance learning and teleconferencing to reach rural areas <p>Develop a working group to study the new WV state legislation "Healthy Lifestyle"</p> <p>Develop a working group to identify how best the CoEWH can support the legislation with preventative activities</p>		<ul style="list-style-type: none"> • Number of speakers available on women's health • Number of community presentations on women's health • Number of Women's Health Month activities • Number of distance learning events held • COEWH involvement in WV Office of Healthy Lifestyle activities 	<p>to plan COEWH involvement in community fairs</p> <ul style="list-style-type: none"> • Expanded WVU Health Sciences Speakers Bureau to include 13 additional women's health presenters • Pilot tested teleconference system with 7/05 CAB meeting • Established Healthy Lifestyles Working Group •
2. Develop a web site for the CoEWH	<p>Collaborate with the IT working group to include heart disease, diabetes, cancer, HIV/AIDS activities, information, resources, etc.</p> <p>Publicize Outreach activities on the web site</p> <p>Update Web site regularly</p>	<p>Establish a home page featuring CVD, diabetes, cancer, HIV/AIDS</p> <p>Announce CoEWH outreach activities</p>	<ul style="list-style-type: none"> • Quality and scope of COEWH web site outreach information • Number of community outreach activities posted on COEWH web calendar • Number of community outreach partners • Number of web site hits 	<ul style="list-style-type: none"> • COEWH web links to partnering organizations • COEWH web site links to WVU Health Sciences speakers bureau list • National Health Observance Calendar posted on web site
3. Develop professional and lay outreach worker program	<p>Identify potential partner organizations</p> <p>Develop partnerships with identified organizations</p> <ul style="list-style-type: none"> • HAPI • CIS 	<p>Partner with existing WV lay outreach worker programs</p> <p>Enhance partnerships</p>	<ul style="list-style-type: none"> • Number of partners • COEWH support efforts for lay outreach worker programs 	<ul style="list-style-type: none"> • Assisted in recruitment with WVU Cancer Center outreach project • Initiated discussion with Breast & Cervical Cancer Screening Program • Developing partnership & joint efforts with regional Cancer Information Specialists • Conducted Divas Out Walking with a COEWH outreach worker

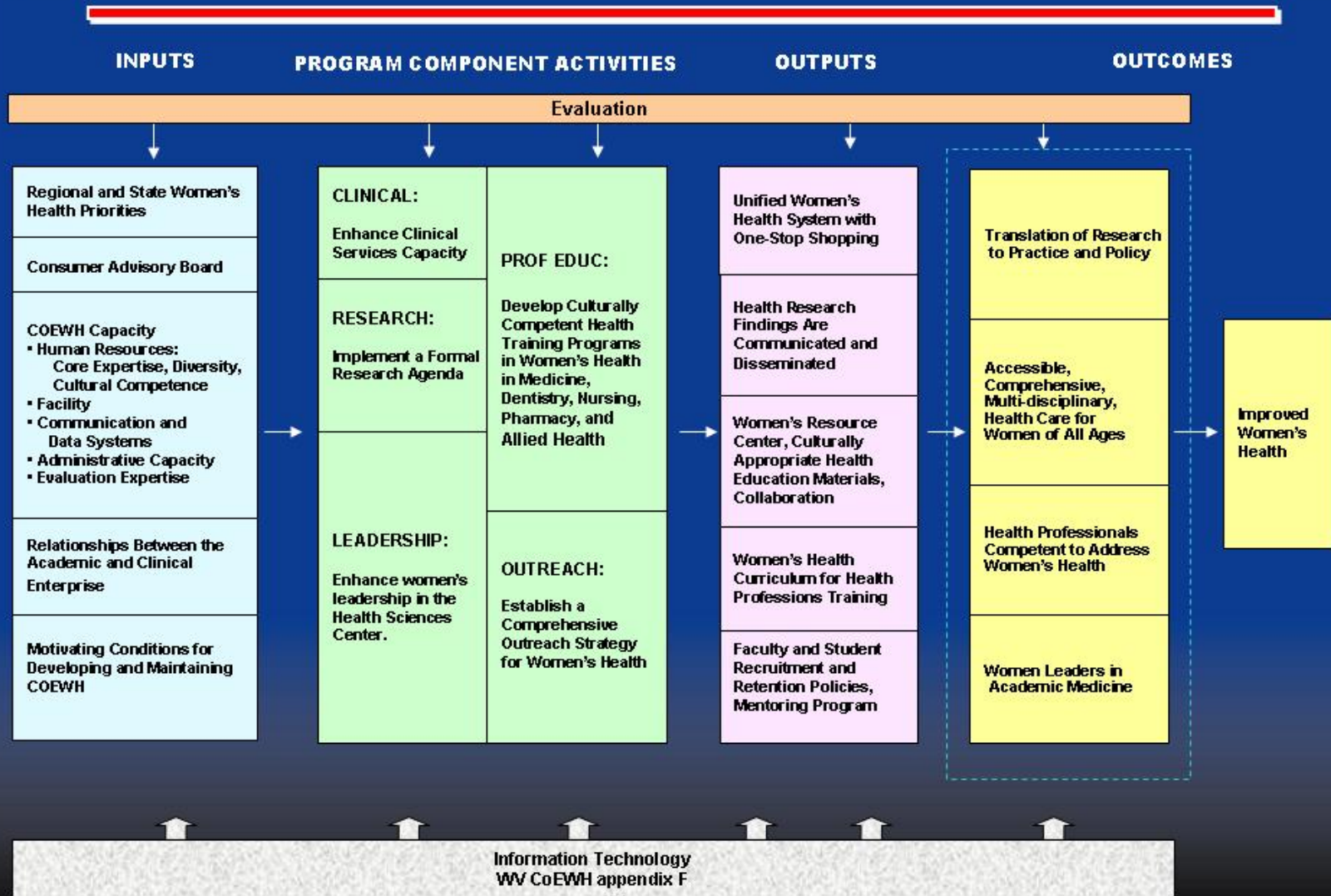
<p>4. Develop Consumer Advisory Board community alliances, especially serving under served populations</p>	<p>Recruit members from across the state (catchments area is the Sate) to form consumer board</p> <p>Define roles and responsibilities of the CAB</p> <p>Develop alliances, partnerships, networks and collaborative projects</p> <p>Schedule and promote meetings semi annually</p> <p>Hold meeting in various parts of the state as well as use teleconference resources</p> <p>Develop CAB</p>	<p>Participate in underserved/rural organizations outreach efforts</p> <p>Partner with up to five CAB organizations.</p>	<ul style="list-style-type: none"> • Number of CAB members • Groups and populations represented by CAB members • CAB participation • Number of alliances through CAB members • Number of CAB meetings • Progress of CAB in accomplishing goals 	<ul style="list-style-type: none"> • CAB formed with 30 members from 14 dispersed counties • CAB linked to 27 professional groups, 29 community civic organizations, 6 religious organizations, 5 universities, 8 media outlets, and 21 local health providers • Conducted quarterly CAB meetings, one via teleconference • Press releases on CAB appointments sent to county/regional news outlets • Developing alliances with minority health groups (e.g. WV Minority Health Coalition, Women of Color Empowerment Network)
<p>5. Provide outreach to students, in high and middle schools across the state.</p>	<p>Develop a partnership with HSTA (Health Sciences Technology Academy) to increase interest in medical and health careers.</p>	<p>Provide programs to high and middle school aged students across the rural state of WV to increase interest in medical and health careers.</p>	<ul style="list-style-type: none"> • Number of youth reached • Number of COEWH activities involving student outreach • Number of partnering organizations 	<ul style="list-style-type: none"> • Selected CAB members are affiliated with HSTA and other youth organizations • Developing alliances with organizations supporting girls and science (e.g. AAUW)
<p>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 under served women in WV.</p>	<p>Develop a relationship with Pat Meadows, WV State Women's Health Coordinator and Rosa Meyers, Regional Women's Health Coordinator</p>	<p>Participate in programs sponsored by RWHC, SWHC, MWHPE</p>	<ul style="list-style-type: none"> • Number of joint partnership efforts of COEWH, RWH and SWHC 	<ul style="list-style-type: none"> • Monthly outreach meetings with SWHC Pat Meadows • SWHC co-chairs CAB • SWHC attends COEWH Directors' Meetings • Conducted Divas Out Walking with initiative of Regional WHC

7. Collaborate with other CCOEs through joint CoEW/CCOE joint project's	Identify a joint project, pursue funding etc.	Develop and implement a joint project.	<ul style="list-style-type: none"> • Partnerships developed through joint project • Internal/external funding for project 	<ul style="list-style-type: none"> • Initiated contacts with COEWHs and Women's Studies Programs
8. Participate actively in CoE Outreach and Minority Working Groups	Collaborate with other Components as needed	Participation in at least two working groups/activities	<ul style="list-style-type: none"> • Number of meetings attended 	<ul style="list-style-type: none"> • Attended 6/2/05 meeting • Participate in conference calls
9. Demonstrate institutional commitment and policy support in the development of appropriate outreach strategies and materials, especially preventive services.	<p>Recognize programs/strategies that target community.</p> <p>Develop materials that target/brand identity of the CoEWH and its components.</p> <p>WVU Outreach Committee will mobilize institutional human resources</p>	WVU gives awards for preventive outreach activities.	<ul style="list-style-type: none"> • Number of WVU activities that promote women's health • Number in audiences reached through WVU integrated efforts • Time and dollar support 	<ul style="list-style-type: none"> • Held a highly successful retreat/focus group for women • Developed marketing materials - billboard, brochure, TV ad, newspaper ad • COEWH exhibits at WVU events including WV State Fair • Extension & College of Arts & Sciences faculty, staff & student time donated beyond contract commitments • Established 20-member WVU Outreach Committee
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<p>10. Integrate with other CoEW key components, i.e. Recruitment for clinical trials in the community</p>	<p>Promote the availability of clinical trials to the community.</p>	<p>Integrate with 3-4 other components</p>	<ul style="list-style-type: none"> • Number and types of integrated projects • Number in audiences reached through integrated projects 	<ul style="list-style-type: none"> • Developing partnership with Cancer Center including clinical trial promotion • Sponsoring joint projects (e.g. speakers, exhibits)
<p>11. Evaluate community outreach performance</p>	<p>Review of Web page</p> <p>Monitor hits to the web page</p> <p>Monitor community participation in preventive health activities</p>	<p>Document outreach in annual reports</p>	<ul style="list-style-type: none"> • Inventory of outreach activities • Number of audiences and participants 	<ul style="list-style-type: none"> • Ongoing monitoring • Quarterly reports • COEWH web counter set up to monitor hits

Appendix 1 – Logic Model

Logic Model for the WVU Center of Excellence in Women's Health



Appendix 2 – Faculty and Student Diversity