

West Virginia University
Robert C. Byrd Health Sciences Center

National Center of Excellence
In Women's Health

Technical Report
August 31, 2005

National Centers of Excellence in Women's Health
U.S. Department of Health and Human Services Contract
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Submitted by

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I. Executive Summary

West Virginia University Robert C. Byrd Health Sciences Center was awarded the national designation of a National Center of Excellence in Women's Health in October of 2004 and announced this designation to the State of West Virginia December 7 as part of the 5th Annual Women's Health Policy Conference held in Morgantown, West Virginia. Institutional commitment to the 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. This support was demonstrated as we marked the end of our second quarter with a site visit from DHHS representatives. Representatives from Colleges across West Virginia University joined the Health Sciences Center to celebrate and support our National Center of Excellence in Women's Health (see attachment 1).

Institutional and state support has been further demonstrated as we build a board of influential women from the across the state to function as executive brain trust for the center. We are seeking influential women with a passion for women's health issues to make up this committee. West Virginia University First Lady Susan Hardesty is the honorary chair of this committee and Elaine D'Alessandri, Health Sciences Center's Vice President's wife has agreed to work with us as well. The women will reside across the state and have a broad spectrum of expertise. We are still in the infancy of building this committee (see list of names attached). The first initiative of this group was the recently delivered innovative 24-hour retreat. The retreat was attending by 60 women from the ages of 16-73. The retreat was held in Fairmont, West Virginia, women traveled from communities across the state such as Charleston, Elkins, Morgantown, Clarksburg, Bridgeport, Salem, and Fairmont.

The goal of the event was to bring women together to explore the statement *that if the women of West Virginia control their own wellness maintenance program on an individual basis we will change the State of West Virginia*. We supported this concept by giving the participants an opportunity to explore nutrition, physical activities, and the importance of a positive state of mind. Participants were given the opportunity to participate in informational sessions, personal health screenings, and introduction to various physical activities. The outcome was that each woman could develop a pathway to wellness that works for her (see attachment 2).

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 since July 26. We have had the opportunity to discuss the retreat, and women's health prevention topics.

The accomplishments of the Center of Excellence in roughly 9 months have been significant. Our clinic 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 patients are provided with a comfortable friendly environment, state of the art equipment, conveniently located subspecialty clinics and a well 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. The center opened its first subspecialty clinic CoEWH Stroke Prevention clinic in July. We expect our second subspecialty clinic to open within the next 3-

4 months. 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 plan to complete a strategic plan for satellite clinics in the Robert C. Byrd Health Sciences Charleston and Eastern Divisions within the next year.

A graduate certificate program in Women's Health has been developed and implemented by the University Curriculum Committee. This is a primarily an upper-level undergraduate and graduate level certificate.

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.

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.

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

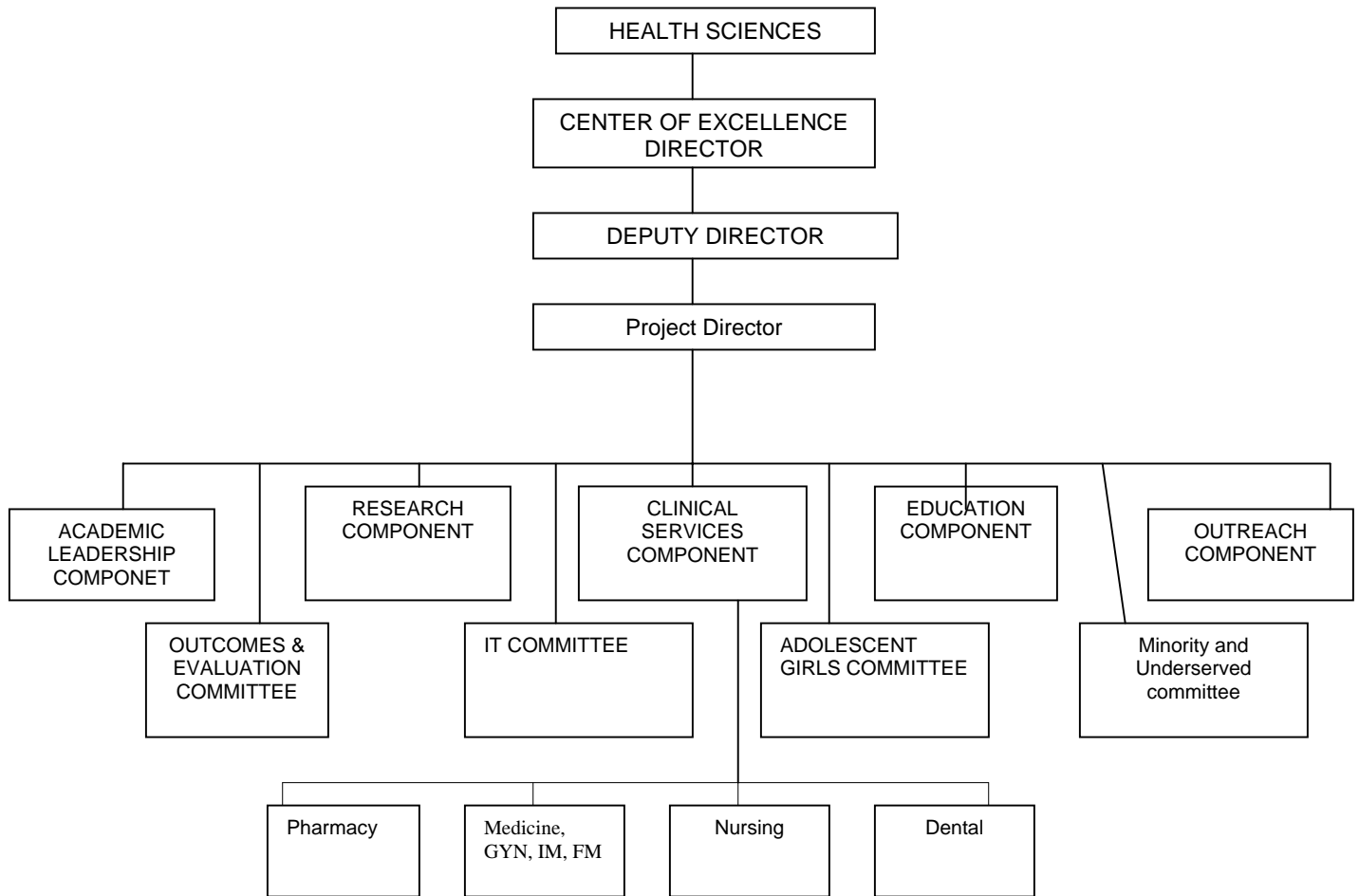
1. Promote the highest quality comprehensive multidisciplinary health care to women, especially women whom historically have been underserved.
2. Become a national leader in promoting the academic advancement of women and their representation in leadership positions.
3. Promote and advance research in 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 2004 through August 2005.

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

- Judith A. Sedgeman, MA, Director, Leadership Component, National Center of Excellence in Women's Health, Education Director, West Virginia Initiative for Innate Health, Adjunct Professor School of Medicine
- 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
- James M. Shumway, Jr., PhD, Co-Director, Education Component National Center of Excellence in Women's Health, Associate Dean for Medical Education and Faculty, School of Medicine
- Mahreen Hashmi, MD, Co-Director, Education Component, National Center of Excellence in Women's Health, Obstetrics & Gynecology, Resident and Student Director, Associate Professor, School of Medicine
- 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
- 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
- Robert Howell, DDS, MSD, Co-Director, Web Page Working Group, National Center of Excellence in Women's Health, Professor Diagnostic Sciences, School of Dentistry
- Syamala Jagannathan, MS, MPH, Co-Director, Web Page Working Group, 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

III. Information Technology – Web committee

The Information Technology Group of the COE of West Virginia University will assist the Clinical Component to use information management effectively to support clinic functions. The IT Group will help Professional Education utilize new information technologies and work with Outreach to create innovative strategies to provide public education. The Group will support Leadership in utilizing information technology for Student/Resident mentoring activities and provide solutions to support the Research Infrastructure and Data Collection of the Evaluation Group.

Short Term Goals:

We have had a Web Presence for the last 10 month. Our web page is process of continuous updates.

www.wvhealthywomen.org

Intermediate Term Goals:

The IT group will utilize the following learning tools to support web access

<http://www.elearn.wvu.edu>

<http://sole.hsc.wvu.edu>

<http://webct.hsc.wvu.edu>

Long Term Goals:

The IT group plans to develop a Research Database.

Currently, the site has all the following information:

The overall mission of the Center of Excellence in Women’s Health, as well as the specific goals for each of the five components, have been outlined on our web page.

One-Stop Service (Clinical Component) has information for patient contact, location, and multidisciplinary services. The IT group is planning to provide patients with information on physicians who are part of this service. A detailed map and directions for the patients will be included in the near future. The IT group’s plans for the future will include patient information management and utilization.

The IT group will enhance Professional Education by using the Distant Education Technology, SOLE (Secure Online Learning Environment), available to all WVU students, faculty and staff. The SOLE Technology is currently also available for WVU’s Collaborative Medical School Teaching Program in the country of OMAN. The program functions as a platform for posting classroom material, Chat, Forum etc. We propose to use WebCT as another tool for on-line presentation. Professional Seminars/Conferences are also posted on the web on a regular basis.

The IT group has plans to use the above learning tools for Leadership Mentoring Activities.

Outreach has a great presence on our Web, especially with health-related information. A series of links take viewers to national information sites in regard to My-Pyramid, 5-A-Day Program and other useful links. An EVENT calendar has been set up to include the relevant Health Sciences Center events in general and COE specific events. A 'NEWS' module has been set up to attract attention to a particular event happening in the near future. A Web-Counter has been set up a month ago to log web traffic and acquire statistical data (total hits for the last 30 days is 3457).

The IT group will provide solutions to Research Infrastructure in terms of identification, organization and funding. A Database is to be created for Grants Availability from Federal, State and Local funding agencies

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

Thus, the Information Technology group acts in a supportive role to all the other components of the COE in Women's Health. We are cross-linked with other units involved in the delivery of healthcare. It is planned to link the WVCOE web site with the National COE list. Our Web Site is a continually evolving dynamic platform with information updates and reflecting current and future changes occurring in the five components. A Web Counter has been set-up for web traffic and stats. We have plans in the near future for design changes keeping in mind the target audiences that we serve. The site is going to be user-friendly, accessible to all populations by being ADA compliant 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 began its evaluation efforts with the creation and later revision of the logic model (see attachment 3). 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. (see attachment 3) 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 subspecialty 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 11 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, October 18 – December 8, 2006

V. Clinical Services

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 issue 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 will work 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” include 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 base year, the Health Sciences Center institutional commitment has provided public relations and marketing support. This group has provided press and media coverage of the contract award as an introduction to CoEWH concept. There has been media coverage of the heart initiative (“red dress”) day, Diva’s Out Walking program, 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 a 24-hour 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 2004-05 the CoEWH had approximately 8,900 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, has designed and continues to exhibit a billboard that advertises the existence of a "Center of Excellence in Women's Health," as well as airing a TV advertisement.

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, opened July 1, 2005.

The Clinic Component Working Team has changed its meeting time to the third Thursday of the month. The team has continued to include the manager of the Physician Office Center Phone Center as well as to include additional 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.

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 a seamless relationship

The clinical care-working group is in the process of identifying a referral network/system/policy.

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 is in its draft form has been submitted. Next steps require direction for ROS billing compatibility and to established placement location in each chart.

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 (see attachment 5).

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, patience 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

Dr. Baker is working 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.

Dr. Baker, Director CoEWH Clinic delivered a Teaching conference and Grand Rounds June 16, 2005, M&M Review.

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 subspecialty clinic is 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 serviced 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^o and 2^o prevention strategies. Looking at healthcare allocation \$0.95/\$1.00 are 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/subspecialist. 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 followup 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 in clinical trials – coordinate follow-up
- Assists with patient education

VI. Research

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 Goal

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
- Initiate a Women's Health seminar series
- Stimulate new gender WV specific research
- 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 committee is composed of 23 cross-campus members that meet monthly.

Document all current campus-wide gender-specific research

The 23 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).

Develop a WVU database of women's health researchers

A database of WVU researchers that are engaged in gender specific research is being 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 WVU gender-specific researchers that agree to participate in the CoEWH will be asked to fill-out a short questionnaire that will be entered into a database. 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.

Initiate a Women's Health seminar series

As a platform to physically bringing together WV CoEWH researchers, a seminar series on gender specific research has been established at WVU. This seminar series will start in the fall of 2005 and includes both intramural and extramural speakers that covers topics associated with the major health issues of WV women. These seminars will not only have a research venue but some of the lectures are on topics suitable for a lay audience.

The seminar series has received monetary support from the WVU administration. The School of Medicine Office of Research and Graduate Education has promised \$1,000 - \$2,000/year and the WVU Women's Studies Program has promised \$1,000 to support a CoEWH seminar series. These monies are evidence of the strong commitment that WVU has to the CoEWH. The seminar series will be held at one of the auditoriums or classrooms of the School of Medicine, dependant upon the anticipated attendance.

Stimulate new gender WV specific research 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. Although this is one of the major overall goals of the WV CoEWH, this is a goal that will require time to develop. As a new program, the WVU CoEWH is seeking a goal of being the source of at least three new gender-specific projects/year.

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. 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

VII. Education

The Educational Working Group met on a regular basis throughout the year 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.

Curriculum

Undergraduate

Health professions schools (Medicine, Pharmacy, Dentistry, Nursing, Allied Sciences, 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).

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.

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 year a Graduate Certificate Program in Women's Health has been developed and approved by West Virginia University (see attachment 4). 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 admit its first class in Fall 2005.

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

Multimedia Education

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 Report 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 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, Educational Director, 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.

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 an 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 is working with the CoEWH project director to develop an internal communications model for the CoEWH.

An MBA intern is working with the CoEWH project director to gain experience in program development and administration.

A graduate student in the Executive MBA program is working with the director of the Research component to identify research focusing on women's health across the health professions. Work with students and faculty in the WVU Women's Study program

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.

Work with Regional Women's Health Coordinators (RWHC), State Women's Health Coordinators (SWHC), and Minority Women's Health Panel of Experts (MWHPE)

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

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 department, 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.

Integrate with other key components

Representatives of all departments, schools and colleges in the Health Sciences and from several department, etc. within the University participate actively in the CoEWH

Evaluation

(See attachment 4)

VIII. Community Outreach

Education is a main component of our preventive services. Our goal is to reach women across the State of West Virginia. Our growing website will provide links to important literature in

prevention. 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 has convened a committee to develop ongoing processes to stock the CCC with current state of the art materials for our clients. West Virginia University Health Sciences Center is currently constructing a library and educational center and will provide space for a resource center. 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 are working with student associations, such as the American Women's Medical Association and the School of Nursing to provide more screening and resource materials during community health fairs.

Our outreach co-coordinators are linked to all 55 counties in WV through the Extension Program. They provide a multidisciplinary link to the Eberly College of Arts and Sciences and the Extension School. Through the extension program and our community advisory board, we are sending resource materials to libraries, senior centers, and community centers throughout West Virginia. CAS and extension program supply time for our coordinators as well as staff support to carry out these missions.

Accomplishments for October 1, 2004 - August 30, 2005 are cited under each objective.

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

A. Women's health education materials

- We partner with WVU's Mary Babb Randolph Cancer Center in evaluating and disseminating low literacy materials. Current collaborative activities include 1) cancer education publications produced and distributed through the WVU Extension Service website are currently being updated; 2) additional materials have been identified for joint distribution (e.g., "West Virginia Cancer Resources A Patient's Guide"); 3) a Wyoming publication that addresses breast care in women with developmental disabilities is being reviewed for possible adaptation for West Virginia women.
- State Women's Health Coordinator Pat Meadows identified ways to distribute OWH Spanish-language materials (e.g., screening tests card for women) through Ellen Kirby, the Regional Care Coordinator for the Right from the Start program at DHHR. Ms. Kirby serves the eastern panhandle of West Virginia, which has the largest Hispanic population in the state.
- We distributed OWH materials to many communities across the state via CAB members such as regional Cancer Information Specialists with the state's Breast and Cervical Cancer Screening Program.
- State Women's Health Coordinator Pat Meadows supplied 2005-Day Books to the COEWH and CAB members.

- 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 quality health information via the internet. Partners are WVU Extension Service, WVU School of Pharmacy, WVU Health Sciences Library, Community Educational Outreach Service (CEOS) clubs, local libraries, and senior centers. This grant ends June 30, 2006.
- We are identifying people with expertise in health literacy. For example:
 - Dr. Ruth Kershner, an associate professor of Community Medicine and member of the WVU outreach subcommittee, is an expert in developing materials related to sexual assault, domestic violence, and reproductive issues. Dr. Kershner is the 2005 AAHE award recipient.
 - Dr. Howe has identified a potential collaborator who is a faculty member at Ohio University's Appalachian Rural Health Initiative with expertise in health literacy.
 - 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. We invited her to join the Consumer Advisory Board (CAB), discussed below under item 4.
- WVU faculty incorporates women's health outreach activities in their classes. In many cases, students are developing materials useful to the COEWH. For example,
 - Dr. Kershner's WMST 170: Introduction to Women's Studies students developed a manual on women's health as an assignment in the fall 2004 semester.
 - Jennifer Sexton, a nursing major and women's studies/disabilities studies minor worked with Dr. Mary Ellen Zeppuhar, WVU outreach committee member, in the summer of 2005 to develop materials for nurses to use with mothers of newborn babies with disabilities. Jennifer will conduct a seminar for nurses who may assist mothers-to-be who have disabilities.
 - 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.) At the request of the women, information was provided to them on domestic violence and resources available to victims of domestic violence. A women's studies student and four Pi Beta Phi sorority sisters compiled this material into a notebook and gave copies to Muslim community representatives and the WVU Office of International Students and Scholars.
 - A female student in WMST 494/794 class with an extensive background in patient education and certifications (e.g., CPR, first aid) will develop a parenting manual on women's health for this target audience as a fall 2005 independent study assignment. She is also interested in holding a class on CPR for the Muslim

women to address issues of performing CPR through a veil and other culturally appropriate issues. She is working with some of the leaders of the Muslim women's community to arrange this.

- 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 will use it as she develops a University-wide wellness program for pregnant employees.
- Barb Howe's fall 2005 students in the honors section of WMST 170: Introduction to Women's Studies will design a class project focused on some aspect of women's health that the students decide is important. Student majors include nursing, exercise physiology, pre-pharmacy and others. Since the semester is just starting as this report is being prepared, the first quarterly report of the next fiscal year will include details.
- Barb 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. Through Ms. Rezek, a new WVUIT faculty member has been identified. Her research and teaching areas relate to women's health and she may become involved in the COEWH.
- We continue to identify materials available through the WV Department of Health and Human Resources and CAB members, such as a directory of sign language interpreters and the Wyoming publication on breast care for people with disabilities.
- Tracy Novak, CAB member and lymphedema network founder, provided information on lymphedema for COEWH exhibits and CCC clinic.
- We continue to identify and distribute Spanish language resource materials for the small but growing West Virginia Hispanic population.
- Women's Health Coordinator Pat Meadows, co-chair of the CAB, is identifying materials that the WV DHHR has for women with low literacy levels.
- Dr. Elaine Bowen, outreach co-chair, wrote two new WVU Extension Service publications on heart disease and obesity for West Virginia women. A statewide training will be held in October to equip Community Educational Outreach Service leaders to present these programs in their communities in 2006.
- Mindi Spencer, a WVU doctoral candidate in psychology and women's studies/gerontology graduate certificate student, is working with Sue Julian, West Virginia Coalition Against Domestic Violence, and CAB member to develop programs on bullying and violence related to the GLBTQ community.

- Sharon Brinkman-Windle, a WVU outreach committee member and president of the local League of Women Voters, contacted the West Virginia Secretary of State's office and the National League of Women Voters. She requested low literacy materials on why women should vote and how voting may impact health care. This idea came from a presentation Barb Howe gave to WIC coordinators (see below.) Although WIC assists women in registering to vote, it is hard to convince them to vote to influence their future and possibly their health care. We learned that, perhaps because of Ms. Brinkman-Windle's request, the Secretary of State's office is now developing something on low-literacy voting.
- There is a strong feeling among the CAB and WVU outreach committee members that our primary focus should be on identifying and distributing existing materials before we begin developing new materials. A Working Group has been established to carry out this goal. See CAB item below.

B. Women's Health Resource Inventory

- CoEWH developed an extensive inventory of Women's Health Resources as request 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. This resource has been supplemented with many new pieces of literature. See attachment **xx**.
- An intern with the COEWH developed an inventory of these materials to be sure that we maintain adequate quantities in stock.

- We are currently identifying potential space for additional resource centers (e.g., new Health Sciences Center library addition under construction, space near the cancer center, and spaces outside Morgantown, such as Wheeling Hospital.)

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

Participation in conferences and seminars

- The 5th Annual Women’s Health Policy Conference was held on December 7-8, 2004. Barb Howe and Elaine Bowen were on the planning committee; Barbara Ducatman, CoEWH Director; Ruth Kershner, CoEWH Outreach and Education Component member; and Linda Cooper, Outreach Component member, were speakers. As a result of Dr. Ducatman’s presentation on HPV detection in pap smears, we learned that county health departments do not have access to the fluid necessary to detect HPV when testing. A state legislator attending the conference promised to try to put funding into the state budget to address this problem.
- February 2, 2004, Dr. Barbara Ducatman presented a lecture to the Morgantown newcomers group on the CoEWH and what it means to each of them and the state.
- The COEWH had a booth at Women’s Day at the Legislature on March 3, 2005 in Charleston. About 200 women attended the event from across the state. This was an opportunity to meet people from other organizations with interests in women’s health. Dr. Howe spoke about the COEWH at Women’s Day at the Legislature. Pat Meadows, WHC, provided all attendees with a 2005-Day Book.
- Elaine Bowen presented COEWH information and discussed partnerships on April 8-9, 2005, with approximately 40 members of the West Virginia Association of Family & Consumer Sciences, West Virginia Association of Extension Family & Consumer Sciences, and West Virginia Association of Extension 4-H Agents.
- WVU outreach committee members Leesa Prendergast and Ruth Kershner and CAB member Julie Lejeune represented the COEWH at the State Health Education Conference in April 2005 at Pipestem State Park.
- On April 28, 2005, Barb Howe and Elaine Bowen met with eight Cancer Information Specialists at their regular meeting in Flatwoods, WV and talked about the COEWH. All were very eager to participate and took OWH information to distribute to the hundreds of volunteers and groups they work with throughout the state. Their efforts promoted National Women’s Health Month in many rural communities.
- May 2, 2005 CoEWH organized a lecture “Walk the Talk” on proper foot care. We also provided a bone density screening.

- June 3, 2005 Judith Sedgeman, CoEWH Leadership Director delivered lecture “Women and Stress”
- Barb Howe talked about the COEWH on June 9, 2005 with about 35 persons as part of a presentation on building alliances for women’s studies programs at the National Women’s Studies Association Program Administration and Development PreConference in Orlando, Florida.
- Elaine Bowen was on the planning committee for the June 10-12, 2005, WVU Wellness Conference in Morgantown. About 100 persons from across the state attended this first time conference. WVU President and Mrs. Hardesty who are advocates of health and nutrition education initiated the conference.
- Barb Howe spoke to Women Infants and Children (WIC) program coordinators from six counties at their regional meeting in Fairmont on July 15, 2005. Approximately 35 people attended. They suggested ways the COEWH can link more closely with the state WIC office and the West Virginia Women’s Health Coordinator, Pat Meadows.
- WVU Outreach Committee member Deborah Stiles volunteered to speak about the COEWH at the state Community Educational Outreach Service (CEOS) conference at Jackson’s Mill State Conference Center in October 2005. There will be several hundred women at this event.
- Elaine Bowen, COEWH Outreach Co-Chair, is on the planning committee for an October 26-28, 2005, West Virginia Rural Health Conference.
- Barb Howe and Elaine Bowen will present on the COEWH outreach effort at the Ohio University-Zanesville Women of Appalachia: Their Heritage and Accomplishments Conference October 28-29, 2005. Sessions will provide CEUS for nursing, social work, and counseling professionals.
- Barb Howe’s proposal has been accepted to present about the COEWH outreach work at the University of Havana’s Conference on Women in the 21st Century in Havana, Cuba, in November 2005.
- Barb Howe will submit a proposal to the 2006 Appalachian Studies Association conference to do a presentation on the COEWH.
- We are identifying other conferences where we can have a presence, with the help of CAB members. For example, WVU outreach committee member Sharon Brinkman-Windle is president-elect of the State Health Education Council, which sponsors an annual spring conference. She has suggested a women’s health track for the conference.
- We established a Working Group on Conferences and Seminars to identify priority events for COEWH involvement.

Exhibits

An exhibit and accompanying literature on the COEWH was created and used at the following events:

- 5th Annual Women's Health Policy Conference, Morgantown, December 7-8, 2004.
- Mom's Turn to Learn Day, Morgantown Mall. April 2, 2005. This event encourages women to continue their educations or to start college and is sponsored by WVU Council for Women's Concerns and WVU Center for Women's Studies.
- State Health Education Conference, April 2005.
- WVU Festival of Ideas program featuring Morgan Spurlock, producer of "Super Size Me," attracted over 1,000 attendees on April 18, 2005. We shared exhibit space in the student union with the West Virginia Walks exhibit.
- Participated in West Virginia Walks Saturday programs on April 16 and April 23, 2005.
- Memory Walk, Alzheimer's Association, Morgantown, April 30, 2005.
- Mental Health Walk, Morgantown May 7, 2005.
- Breast and Cervical Cancer Screening Program Providers Conference, Charleston, May 24, 2005.
- Provided information exhibits at Diva's Out Walking lectures on June 3 and June 28, 2005 as well as at Walking Women's Wednesday/Divas Out Walking Live Radio coverage on Wednesday evenings from 5:30-7:00 pm.
- Perinatal Conference, Charleston, September 28, 2005.
- 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 features a presentation by a CAB member about her experiences as a survivor of domestic violence.
- The State Fair of West Virginia featured an exhibit of the WVU Health Sciences Center with COEWH women's health education materials. The HSC produced the exhibit, and CAB member Wilma Rodes volunteered there 1 day. The fair reaches thousands of visitors, many of whom are from the southern part of the state.
- Ruth Kershner, WVU outreach committee member, will assist the COEWH to exhibit and have materials at the WVU HSC Health Fair at the Morgantown Mall in October 2005. This is a very popular community event.

- 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.
- We will submit 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. Several members of our WVU outreach committee have experience in this area and are providing us with names of resources for these exhibits. Because we are operating state-wide, it would be very useful if we had several traveling exhibits or posters available at any one time.
- Barb Howe is working with WVU librarian Carroll Wilkinson in coordinating the "Changing Face of Medicine" traveling exhibit coming to WVU October 18-December 8, 2006. Dr. Howe will give a public lecture on early women doctors in West Virginia when the exhibit is here. Additional speakers, community programs, and student involvement will be planned as part of the exhibit. The COEWH planning committee endorsed this exhibit when the application was submitted in August 2004, as did the WVU WISH Committee, which includes members of the COEWH leadership. We anticipate that one public program will feature some of the university's medical school faculty from the 1960s, when the 4-year medical school began, as well as students and graduates of the Health Sciences Technology Academy, and current women faculty. For more information on this exhibit, see the website www.nlm.gov. We expect to invite a distinguished speaker to open this exhibit.
- July 29, 2005. The executive committee of the CoEWH delivered 18 lectures at the Women on the Water Retreat. See attachment x for details. All lectures were at 45 – 60 minutes in length.

Newsletters/Newspaper Articles

- Articles about the COEWH were published in newsletters of the following organizations:
 - National Women's Studies Association's *NWSAction* (Spring 2005)
 - West Virginia Farm Bureau *Farm Bureau News* (Spring 2005) – 15,000 circulations
 - Community Educational Outreach Service *Open Line* (July 2005) – 6,000 circulations
- 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.

- CAB member Emily Hopta, who works in the Office of the Secretary of the WV DHHR and is on the WV Women's Commission, and CAB co-chair Pat Meadows wish to help disseminate women's health information through newsletters of PEIA (the state's insurance program for public employees) and managed care programs for public employees, like The Health Plan.
- 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. Jamie Shumway, Co-Chair of Professional Education, is on the Dominion Post (Morgantown's daily newspaper) Consumer Advisory Board. 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, such as the appointment of CAB members noted in 4, below.
- 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. Barb 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.
- The COEWH has been asked by Cancer Center partners to submit articles for a new CDC E-Journal coming in the summer of 2006. It will focus on Appalachia, evidence-based interventions, and other related health topics.

Television and radio coverage/billboard

- Press coverage from local TV, and Radio as well as local and state newspapers attended the announcement of the COEWH at the 5th Annual Women's Health Policy Conference December 7, 2004.
- Stacy Pachuta of the WVU HSC News and Information Services is our liaison to the media.
- The WVU HSC media department created a billboard in Morgantown to advertise the COEWH and a television commercial that aired on local broadcast and cable stations in March and April 2005.
- Michael Vernon, Research Director, appeared on local radio station WAJR to talk about the COEWH. This station reaches all of north-central West Virginia.

- Betty Parsons worked with WDTV-TV, which serves north central West Virginia, to provide women's health speakers for five Tuesdays in the summer of 2005 as part of the station's regular coverage of women's health issues on the noon news. This is expected to continue at least on a monthly basis. These brief presentations may be archived on the COEWH web site.
- As a part of the Diva's out walking program, the CoEWH was featured Wednesday on a local radio station as a part of the Walking Women's Wednesday/Diva's out walking. Broadcast live.
- 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. Dr. Ducatman, Dr. Vickie Baker, and Dr. Laura Davisson, Dr. Yuseff Dawood and Dr. Mike Vernon have appeared on this program since the COEWH started.
- The WVU Health Sciences Center marketing office developed a COEWH brochure, which is being disseminated to key partners. CAB members will be instrumental in further dissemination to colleagues and partners to inform them about the COEWH.
- Business cards with the COEWH phone number and web site are distributed at all events.

National Women's Health Month (NWH)

- Women's Health Week was launched at the same time as the culminating events of the popular West Virginia Walks campaign on May 7th. This included a "passing of the baton" from the chair of West Virginia Walks to Dr. Barbara Ducatman, director of the COEWH. The First Lady of West Virginia, Gayle Manchin, was to attend but had to cancel at the last minute. The chair of the West Virginia Senate Committee on Health, Roman Prezioso, was present at the event, as was Morgantown Mayor Ron Justice; Cindy Frich, West Virginia House of Delegates; Barbara Evans Fleischauer, chair of the West Virginia Women's Health Policy Conference.
- We distributed information about the OWH web site and materials to CAB members for use in their communities.
- The OWH web site was linked to www.wvhealthywomen.edu to make information and publications easily available via our site.
- Betty Parsons and Barb Howe participated in the national conference call on outreach for National Women's Health Month on April 12th.
- CAB members posted information on the OWH web site to publicize West Virginia activities. CAB member Julie Lejeune posted information on the Shop Talk Breast Cancer Awareness Project, "Shop Talk Mammograms Save Lives Campaign." She reported, "This was the second year for this breast cancer awareness program. We had

550 participating shops and covered all 55 counties (about a 10% increase from 500 shops in 50 counties the first year). I think it's important to mention that the Cancer Information Specialists with the West Virginia Breast & Cervical Cancer Screening Program play a huge role in making this program a success. They hand delivered kits (over 200) to shops in 16 counties, including eight counties that do not have local mammography facilities. Our goal with this project is to increase awareness of early detection and to connect (eligible) women who are insured or underinsured with services available through BCCSP.” CAB member Patsy Harman posted a Celebrate Women’s Health Week event sponsored by her employer, Partners in Women’s Health Care.

- Women’s Health Month involved CAB members. Several commented about events in their communities:
 - From Mary Glenn Rice in Huntington: “The West Virginia Division of the National Ovarian Cancer Coalition (that meets at Cabell Huntington Hospital in Huntington) had the following events/activities:
 - April 1st - 5th Annual Talk of the Town, luncheon and spring fashion show to raise awareness of ovarian cancer, held at Guyan Golf & Country Club in Huntington. The Honorable Irene M. Keeley, Chief U.S. District Judge and ovarian cancer survivor, guest speaker.
 - April 30th - Hosted a Spring Retreat for ovarian cancer survivors. Held at the Heritage Farm Museum and Village outside of Huntington.
 - May 20th - Participated in the American Cancer Society's Relay for Life at the Lefty Rollins field at Marshall University in Huntington.
 - June 6th - Monthly meeting with guest speaker Doug Lawson, COO of Cabell Huntington Hospital and the Edwards Comprehensive Cancer Center, soon to open in October 2005.”
 - West Virginia Lymphedema Network (WVLN) provided materials to the CoEWH
 - The WVLN advertised the COEWH at quarterly support group meeting on May 5, 2005. COEWH information was part of an email that went out to the group. (99% of the members and participants are women with post-cancer challenges.) Beth Weaver, a certified lymphedema therapist at HSC
- CAB member Emily Hopta worked with Governor Joe Manchin to issue a proclamation for the week of May 8. It is available on our web site. The City of Morgantown also issued a proclamation. We used the sample proclamation on the OWH web site as a model.
- We sponsored an osteoporosis screening on May 9, 2005 at the Monongalia County Health Department and secured a presenter on foot health. This was part of a series of lectures that West Virginia Walks Campaign sponsored and approximately 15 people attended.
- Barb Howe and Betty Parsons met with WVU Wellness Council staff on April 13, 2005, to collaborate around May events for Employee Health and Fitness Week (the week after National Women’s Health Week.) The Wellness Council planned exhibits and screenings at Ruby Memorial Hospital, the Health Sciences Center cafeteria, and University Health

Associates office building located away from the hospital and health sciences center. We participated in three of their events/screening.

- The West Virginia Library Commission and the West Virginia Wellness Council helped to distribute materials about National Women’s Health Week to libraries, employees, and the school system (students, employees). Susan Hayden, adult services library consultant for the West Virginia Library Commission, sent out the following notice to all the librarians: “National Women's Health Week is the week of May 8th. A wide variety of free publications about women's health are available from the Office on Women's Health web site: www.4woman.gov. A display of books and materials from your library collection would be an easy promotion for this important week. The book *What to Do When You're Having a Baby*, from the Institute for Healthcare Advancement's What to Do Health series is a great title to start your display with.” Ms. Hayden offered to help in our activities because she has a particular interest in the West Virginia Literacy Volunteers. We had hoped publications would be available through the OWH for libraries to order, but the OWH ran out before the libraries could order.
- We made preliminary contacts with representatives of the statewide environmental community about promoting National Women’s Health but did not have time to pursue those links. We expect to do that for 2006.
- We attempted to promote Women’s Health Month through contacts at the National Energy Technology Laboratory and National Institute of Occupational Safety and Health centers in Morgantown after learning on the outreach conference call that national agencies were encouraged to have activities. In spite of several leads, preliminary contacts were not successful this year. NIOSH was not able to identify anyone in that office in charge of these activities. Jennifer Tennant, a psychologist at the federal prison in Hazelton said, “I have not heard anything about this as of yet, but I will check with the other diversity management team members to see if they are familiar. The screening would probably be difficult as we do not have a physician on board yet, but it would be great if you had some literature for us to distribute. Also, if there are community activities for which you need volunteers, I would be happy to solicit our staff, who has been quite helpful with responding to community service requests so far.” Other major federal agencies in our state are the USDA agencies (e.g., Forest Service, Natural Resources Conservation Service, Farm Service Agency), US Army Corps of Engineers, and US Treasury. We did not have time to contact them this year. We suggest the OWH ask federal agencies to contact their regional offices, as none of the local/regional offices we contacted seemed to know about this event. It would also be helpful if the OWH gave us guidance on the office(s) responsible for health activities within each agency so we can effectively target our queries next year. Having more OWH materials would also be helpful.
- Dr. Maria Kolar contacted the Veterans Administration Hospital in Clarksburg. Karen Leon, the women veterans’ program manager, held a Women Veteran’s Health Fair on May 14, from 10:00 a.m. to 2:00 p.m. and advertised this as part of “Women’s Week.” This was outside the VA Center and included diabetes-blood sugar testing, blood pressure checking, and a cholesterol check, as well as various information booths,

entertaining, refreshments, and door prizes. While we did not have a direct role in this event this year, there is clearly an opportunity to publicize the COEWH at this event next year.

- Hilda Heady, WVU Vice President for Rural Health, contacted Rural Health Education Program (RHEP) offices and Appalachian Health Education Centers via e-mail to encourage RHEP students to do programs or screenings in the communities where they were working as part of their public service requirement. Kathryn Greenlief, WVRHEP site coordinator for the Mountain Health Consortium, reported that Julia Spelsburg from Stonewall Jackson Memorial Hospital in Lewis County had screenings May 6 and 13 and involved RHEP students in cholesterol and pap screenings.
- WVU Outreach Committee member Mary Ellen Zeppuhar shared information about Miss Wheelchair America's availability to visit West Virginia communities during the week of May 8. We also learned about this at the April 12 conference call but there was not enough time to plan such a visit.

Divas Out Walking

- The Divas out walking program ran from May 15 through June 26, in West Virginia.
- Participants represented 17 rural communities throughout the state, with the majority living or working in and around Morgantown West Virginia. Flyers were distributed electronically and handed out at area walking events with the first 100 registered receiving pedometers and logbooks.
- In addition to the group walks and radio advertisements, participants received two e-mails per week, one from the project coordinator, and one from the website "West Virginia on the Move." The website is very user friendly for participants and administrators. It provides health tips as well as maps to track participant's progress related to individual goals. The email from the project coordinator was a reminder of Walking Women's Wednesday and an encouragement for them to continue walking and logging their progress.
- Other motivational strategies included offering free seminars on issues related to women's health. Two seminars were offered, "Women and Stress" and "Yoga While You Work," with 18 and 21 participants respectively. Light lunch food was provided at each and free blood pressure and body fat screenings were provided at the first one. Feedback for both seminars was very positive.
- In summary, women were very excited about a program offered just for them. Just being part of a group (even if not walking *with* the group) seemed to be motivating for participants. Women liked having pedometers to help motivate them and liked tracking their progress on the website. Favorable comments were also about the names 'DIVAS OUT WALKING' and "Walking Women's Wednesdays." (See attachment 8) CAB

members publicized this event throughout the state. WVU offices publicized the program through Admissions and Records, Human Resources, and Extension Service.

- We contacted the director of the WVU Mountainlair (student union) to publicize a marked mile within the Mountainlair since many people walk there in bad weather. Many employee groups and individuals actively walk at this worksite.
- Ron Justice, Morgantown Mayor and advisor to the WVU sororities and fraternities. He suggested Greek organizations be contacted to help develop marked miles for walking at various points on campus and identify distances to popular student destinations (i.e., from a residence hall to the post office downtown.)

Women on the Water – July 29-30

The Women on the Water Retreat was a major outreach initiative designed to raise women's awareness of how to be their own best advocate for good health. The retreat was the first initiative of the Executive Brain Trust Group formed in the early spring of this year (see attached participant list). Julie Smith, Co-Founder and Senior Partner of CLG, Inc. (www.clg.com), adjunct professor West Virginia University College of Arts and Sciences, author of "It Happens" (copy included in package) made the event possible by hosting the event at her Fairmont, WV, farm located on the Tygart river. Dr. Smith provided each participant with a copy of "It Happens" book and a change puzzle and a Make it a Happen journal. Julie will also host conference calls designed to support the participants as they work on expected outcomes of the retreat and to provide support to each other as we work towards healthy lifestyle changes (see attachment 2). The West Virginia University Health Sciences Center funded the rest of the program. All component directors and many West Virginia University faculty, staff and students campus wide, volunteered their time to deliver this program.

Three hundred women from across the state were invited. The event hosted 60 women from across the state of WV as far away as Charleston and Elkins, Salem, Morgantown. The women's ages were from 16-73.

Highlights of the retreat offering are as follows (for complete details please see attachment 2):

- The power of positive thinking and the effects of negative thinking
- The change process was weaved though out the program ("It Happens")
- Nutrition was weaved thought out the program
- Sessions were designed to introduce women to the many types of exercise. The purpose of these sessions was to introduce women to types of exercise that they may not have experienced, thought they would not like, did not consider exercise etc. Each session was 25 minutes with the exception of the dance. Each participant was able to participate in at least three sessions. They were as follows:
 - Dance
 - Yoga for Beginners
 - Yoga during menopause
 - Pilates

- Aerobics
 - Walking Hiking
 - Strength Training
 - Stretching
- Informational sessions were designed to address issues that women have told us are important to them. These sessions were delivered in 25 minute sessions, each participant was able to participate in at least three of these sessions:
 - De-Stressing your life
 - Do not Pause at Menopause
 - Cooking Demonstration
 - Stroke Prevention
 - Addictions
 - Interpreting the results of your Health Screenings (participants were given the opportunity to participate in the screenings through out the program as well as during this session)
 - Participants will be provided with an opportunity to participant in support groups delivered via conference calls.

Student Events

- FEM (Female Equality Movement), a WVU student organization, regularly does public programming related to women’s health, including annual productions of “Vagina Monologues” (February 2005) and “Take Back the Night” marches and rallies (April 2005). In October 2005, FEM plans to sponsor “Love Your Body Day” to call attention to the problem of eating disorders among young women. FEM will also hold its own Women’s Health Week October 31-November 4, concluding with a production of “Unbecoming,” a play about women having unnecessary hysterectomies. Many women’s studies students are involved in FEM, and many of these students have studied under Ruth Kershner, WVU outreach committee member.

1. Other Innovative Outreach Strategies

- Elaine Bowen is collaborating 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 will focus on testing and disseminating national heart health campaign (e.g., Women Wear Red) with rural women. Funding will support 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.
- 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. We started this with the local Muslim community (see

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above) and with our link to the West Virginia Women of Color Empowerment Network (WOCEN). The purpose of WOCEN 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 and met next on July 7, 2005. Cathy Jasper, administrative associate for the WVU Center for Women’s Studies, attended both meetings and informed the group about the COEWH. Ms Jasper is one of the women in the photograph on the COEWH brochure cover.

2. Develop a website for the COEWH

- Improved the COEWH web site to include a new URL: www.wvhealthywomen.org. The site is being 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 are linking 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.

3. Develop professional and lay outreach worker program

- Barb Howe, Elaine Bowen, Pat Meadows, Christina Mullens (Breast and Cervical Cancer Screening Program at WV DHHR) had a conference call on using the volunteers from the BCCSP to assist our work, and there seem to be good possibilities there.
- Barb Howe and Elaine Bowen attended the April 28, 2005, meeting of the BCCSP Regional Cancer Information Specialists at Flatwoods to talk about the COEWH and lay outreach model. OWH literature was distributed for specialists to use during Women’s Health Month.

- 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.
- The Divas Out Walking initiative was coordinated by a COEWH-employed professional outreach employee.

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

- We recruited approximately 30 CAB members representing 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 is expanding to better represent underserved populations and all geographic areas, including faith communities, eastern panhandle of West Virginia, and minority health leaders. One invited new member, as of August 23, 2005, is Sr. Barb Kupchak, a member of the Sisters of St. Joseph, a religious order in West Virginia which provided the first nursing care in the state over 150 years ago at Wheeling Hospital and developed many of the state's hospitals. The Sisters of St. Joseph's Foundation supports health care initiatives.
- 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 gathered input from CAB members and others related to perceived barriers, benefits, and promotional opportunities of the COEWH. One obvious barrier is the distance to the clinical care center for most West Virginia residents, a barrier that makes outreach even more important so that all West Virginia women can benefit.
- We held three CAB meetings:
 - On December 6 to coincide with the 5th Women's Health Policy Conference in Morgantown. Twelve CAB members attended.
 - On March 4 in Charleston, the day after the West Virginia Women's Commission's Women's Day at the Legislature. A total of 11 members attended and the focus was to help us produce our strategic plan. Costs paid by the WVU Eberly College of Arts & Sciences.
 - On July 14, 2005, by videoconference with locations in Charleston, Beckley, Wheeling, and Morgantown to facilitate participation and minimize travel expenses. The WVU Extension Service covered the cost of the videoconference, which was arranged through WVU's Extended Learning Office
 - The next meeting is October 19, 2005, via videoconference.

- The CAB decided the most effective way to move our Plan of Action forward is to form 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 will include 4-6 persons from various groups (e.g., CAB, WVU Outreach Committee, and partners).

- CAB members reviewed the text of the COEWH brochure when it was being developed. They will disseminate the brochures within their communities and circles of influence.
- CAB members affiliations have led to important network opportunities. For example:
 - Sue Julian, the Director of the West Virginia Coalition Against Domestic Violence, is interested in potential collaborative efforts.
 - See items in 1, above, about lymphedema network and breastfeeding brochures.
 - A CAB member has shared information about a gender-based research project being conducted in her community.
- 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.
- The WVU Health Sciences Center News and Information Services office distributed press releases during Women’s Health Month to announce the appointments of members of the Consumer Advisory Board. These were individualized for each person’s appointment and targeted for distribution to the appropriate region of the state.
- A Benedum Foundation representative created a list of key individuals involved in health programs who may be potential CAB members. We are currently reviewing the list. Benedum funds health-related programs in West Virginia.
- 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,

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. We hope this will lead to more involvement with girls in National Women's Health Week in 2006.
- Barb Howe met with the local Morgantown senior Girl Scout troop on April 10, 2005, to talk about the COEWH and encourage girls to get involved in National Women's Health Week. We gave them copies of the 4girls date book. The troop's service project is to work with the local homeless shelter. One of the girls took domestic violence resource information and 2005 Date Books to the shelter. They also contacted two area high schools, but unfortunately there were not enough materials for them to distribute widely.

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 Pat Meadows is co-chair of the CAB with Dr. Bowen and Dr. Howe. Pat and her predecessor, Samantha Stamper, helped establish the CAB and solidify the WVU/DHHS working relationship with the COEWH.
- Pat Meadows' program unit is sponsoring a Perinatal Women's Health Conference on September 28, 2005, and the COEWH will exhibit. CAB members are promoting this conference.
- Pat Meadows would like to work towards an annual conference through WV DHHR that would be devoted to women's health across the life span.
- Pat Meadows and outreach co-chairs Elaine Bowen and Barb Howe, as well as WVU outreach committee members, are on the planning committee for the 6th Women's Health Policy Conference to be held in Charleston in early 2006.
- Barb Howe, Betty Parsons, and Ann Chester met with Pat Meadows when in Charleston for Women's Day at the Legislature. Pat has attended CAB meetings in Morgantown in December, in Charleston in March, and via videoconference in July.
- Betty Parsons worked with Rosa Myers to get a Divas Out Walking grant for WVU (see section on that above).

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

- Barb Howe contacted other COEWHs through their clinical care centers or women's studies programs to learn about collaborative efforts.

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

- Betty Parsons and Ann Chester attended the June 2 outreach meeting in Washington, D.C.
- Barb Howe and Betty Parsons participated in the OWH conference call in April on National Women's Health Month.

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

- The WVU Eberly College of Arts committed \$1,000 to COEWH community outreach.
- 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 WVU HSC News and Information Services arranged the press conference to announce the COEWH at the December 2004 Women's Health Policy Conference.
- 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 will be to work with Elaine Bowen on the COEWH outreach program.
- The Eberly College of Arts and Sciences pledged \$5,000 to support the 2005-2006 Women's studies resident, Dr. Debra Rolison. She will be 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 WVU outreach committee helped to shape outreach plans prior to the beginning of the COEWH. Subsequent meetings have been held (February, April, and August, 2005.) New members are constantly joining the committee. Members volunteered to help on our working groups, speakers' bureau, and have advised us in many other ways.

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. (on Women's Health Policy Conference planning committee)
Senior Program Coordinator, Department of Accounting and Financial Systems
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. Marjorie McDiarmid, J.D. (president of board of directors of Rape and Domestic Violence Information Center in Morgantown)
Professor of Law
15. Leesa G. Prendergast, MS, CHES
Assistant Director for Community Outreach
WVU Prevention Research Center (PRC)
16. Shelia Price, D.D.S.
Assistant Dean of Administration of Dentistry
17. Sally K. Richardson
Executive Director/Associate Vice President

WVU Institute for Health Policy Research, Charleston

18. Pat Smith

Cancer Information Specialist

19. Deborah Stiles, Ph.D.

Extension Specialist- Family Life

20. Deborah Strouse

Health Education Specialist

21. Catherine Yura, Ed. D.

Director, WVU Carruth Center for Counseling and Psychological Services

22. Mary Ellen Zeppuhar

Clinical Associate, WVU Center of Excellence in Disabilities

- 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. Elaine Bowen serves on this task force. They are currently formulating a strategic plan of action. COEWH efforts will be reflected in this plan.
- The June 10-12 WVU Conference on Nutrition & Wellness attracted 100 persons from across the state. It featured exhibits on WVU programs and units, including the COEWH.

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

- COEWH director Barbara Ducatman, COEWH Deputy Director Ann Chester, COEWH Coordinator, Betty Critch Parsons, COEWH Leadership Directors Jamie Shumway, (Professional Education), Mike Vernon (Research), Judith Sedgeman (Leadership), and Outreach Co-Chairs Barb Howe and Elaine Bowen met with the CAB members at the December 6, 2004, meeting to discuss each COEWH component and how they interrelate.
- Betty Parsons and Ann Chester attended CAB meetings in Morgantown in December and in Charleston in March. Betty Parsons participated in the videoconference CAB meeting in July.
- COEWH outreach co-directors attend monthly leadership meetings and monthly (bi-monthly after April 2005) COEWH meetings.
- COEWH outreach co-directors meet with IT co-directors Robert Howell and 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.
- At the March 31, 2005, OWH site visit, CAB members and WVU outreach committee members attended the event, as did Associate Dean Fred King of the Eberly College of

Arts and Sciences and Extension Program Director Larry LeFlore to support the COEWH.

- The COEWH leadership team and committee members helped with contacts for National Women's Health Week events.
- Barb 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 2005 semester. Dr. Rashida Khakoo, COEWH professional education committee member, co-facilitates the Teaching Scholars Program.
- Barb Howe and Liz Cohen, social worker in the WVU Department of Obstetrics and Gynecology, discussed services Liz provides to departmental and COEWH clinic patients. They discussed structural challenges to her work, i.e., the necessity for pre-authorization from Medicaid for counseling.
- Barb Howe worked with Dr. Mary Ann Long to identify services available to clients of the local Rape and Domestic Violence Information Center.
- WVU faculty and staff are arranging plans to bring the exhibit "Changing the Face of Medicine" to WVU Health Sciences Center in the fall of 2006. The national exhibit is available from the American Library Association. Dr. Howe will give a public lecture; other COEWH leaders will be involved in the public exhibit and programs.
- Through the National Women's Studies Association, the Center for Women's Studies plans to bring Judy Norsigian to campus in the spring 2006 semester. Dr. Norsigian is executive director of the Boston Women's Health Project (*Our Bodies, Our Selves*). The COEWH would co-sponsor her lecture.
- Through Dr. Ducatman, the WVU medical technology program had a booth at Mom's Turn to Learn Day to encourage interest in that program. Several women who came to the event were interested in health careers.

11. Evaluate community outreach performance.

See attachment 4

IX. Leadership

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

- Academic health centers

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- 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, Judith A. Sedgeman, is a Vice-Chair 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. WISH activities planned for the coming academic year include:

- COEWH Leadership support (continued): potential RFP for leadership
- Salary equity survey on-going
- 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

In addition, the Leadership Director serves on the Advisory Committee to the Faculty Development Committee and a mentor in the program, and is a Founding Board Member of the Teaching Scholars Program and provides the Leadership component for that program each year.

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. 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.

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 incentivized or covered by non-contract funding. We have met with the VP Finance twice to determine how we can obtain the needed data. There was a delay in the original plan engendered by a request from the legal office to suspend this activity pending resolution of a legal matter. That was resolved in June, 2005. Subsequently, the compensation survey subcommittee met to discuss next steps and another approach was made to the VP, Finance and Dean of the Medical School. 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 Medical School has expressed a commitment to providing 2005 salary data for analysis as soon as it is available.

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 is the Chair of WISH, has 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. The survey will be conducted on-line throughout the HSC in fall 2005. 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 those 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, offered a Summer Leadership Institute in summer, 2005. The Institute was attended by four female faculty (and three male faculty)

from WVU and one female faculty from Temple University. The Institute was extremely well-received and we expect it will attract many more participants next year. 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 faculty 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 in March. At this time, in all honesty, 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.

This is an area that demands more attention and it is very much on radar screen, but we have determined that we should not take it on full-bore until we have all our information together.

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 should be final by the end of September. It will serve as a baseline against which to measure progress.

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.

e. 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. A senior female researcher was sent to an AAMC Leadership workshop in Spring of 2005 and a junior female faculty member has been accepted into another AAMC Leadership workshop in Fall 2005. Working with CoEWH, WISH plans to make a concerted effort to see that promising diverse faculty are brought to the forefront of opportunities as they arise.

f. Salary equity for diverse faculty

A strategy for salary equity will emerge from the salary equity survey. At this juncture, we do not have sufficient understanding of the sources of inequity to propose solutions. Salary surveys conducted by the Institution's finance office have indicated no inequities in the past; on cursory examination, we feel that this is misleading since such surveys do not include incentives or bonuses. We will extend the definition of "salary" in our survey to capture such data.

g. Development and implementation of a "Mentoring Plan for Diverse Faculty and students in Women's Health"

This will be done during 2005, once we complete the information-gathering process described earlier in the report. 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 faculty 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 2005-6, 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 scheduled in Spring 2005 and the Teaching Scholars Leadership module, offered for one month each year, reach across all disciplines.

k. Evaluation

See attachment 4

IVV. 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
- 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
- Develop strategic plan for the inclusion of a Urology sub-specialty clinic
- Finalize intake form
- Begin planning process for satellite clinics in at least one of the following locations: New Martinsburg or Charleston division of the Health Sciences Center, Clarksburg or Cheat Lake location

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.

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.
 - Build on the momentum the Women on the Water retreat created. 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

XI. Conclusions

The Center of Excellence has had a successful 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 first year.

The highlights are noted below:

- Patient visits to the clinic continue increase each month
- Opened first sub-specialty clinic in women's stroke prevention
- A graduate certificate program in women's health has been developed and approved by West Virginia University
- 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
- A University wide 23 member CoEWH research committee has been established
- A gender specific seminar series is planned for fall 2005
- 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
- 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

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	Site Visit participants
Attachment 2	Women on the Water Process/program summary
Attachment 3	Logic Model and Evaluation Matrix
Attachment 4	Certificate in Women’s Health Program
Attachment 5	Clinic materials inventory
Attachment 6	Diva’s Out Walking Report

Enclosures:
 Brochure
 “It Happens!” Book and puzzle