I. Information and Contacts:

Center or Institute Name: Center for Women’s Health & Wellness  
Year Established: 9/1/2002  
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Primary Designation: Research and Education

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Highlights

• We held the first and very successful two-day Innovations in Domestic and Sexual Violence Research and Practice Conference. We partnered with the North Carolina Coalition Against Sexual Assault and the North Carolina Coalition Against Domestic Violence. The conference very successful, with a sold out crowd of approximately 125 registered participants; we received overall positive feedback on the conference evaluation forms.

• The Violence Against Women Responders Network for Guilford County remains active and well-attended. At our January 2013 meeting, we had our first-ever resource fair, with approximately 10 exhibitors representing a diverse group of community agencies.

• Held the 8th Annual Breastfeeding Feminism Symposium at the Sheraton Hotel in Chapel Hill, NC, March 21-22. Approximately 135 people attended, making this the most attended of the symposia series; participants came from 20 states plus Canada and the United Kingdom. A edited book based on the presentations is in process.

• Dr. Smith received a Kohler grant to attend the World Breastfeeding Conference to internationalize the curriculum. She was invited to participate in the World Alliance for Breastfeeding Action (WABA) Global Partners Meeting. Following this conference she initiated a study with the WABA to conceptualize the key determinants of a mother-baby-friendly breastfeeding community at a global level. As per this funding, she internationalized a new course, Breastfeeding Gender and Health. Students taking the first offering of the graduate level course Breastfeeding, Gender and Health, participated in this study and also wrote position papers for WABA.

• The Women in Sport and Physical Activity Journal was successfully transferred from AAPHED to UNCG. We are investigating options for publishing the journal.

• Implemented a successful initiative to bring a global perspectives on Girls and Women in Sport and Physical Activity. This included a half-day workshop at the national AAHPERD convention in Charlotte, NC; and a collaboration with the Center for Peace, Sport and Society at the U of Tennessee and the US State Department to host a summer “empowering women in sport program” with Pakistani women athletes ages 15-18.

1) The following are activities that helped to advance our mission and goals

   a) Goal 1: Develop an interdisciplinary program of research and community-engaged scholarship

   i) Christine Murray facilitates a UNCG Innovations in Interpersonal Violence Prevention Research Group that bring together faculty to identify collaborative opportunities

   ii) Christine Murray led a research group in the Department of Counseling and Educational development working on a study of safety planning among domestic violence service professionals. One manuscript was submitted this year, and another is nearing completion. The team is now beginning to work on a practitioner-oriented safety planning resource.
iiii) Christine Murray and LIS faculty member Anthony Chow received a Regular Faculty Grant to conduct a user analysis and preliminary usability testing of VAWnet.org.

iv) Christine Murray and Paige Hall Smith supervised PHE graduate student Brittany Brown on the development of a media toolkit, as well as a content analysis of media coverage of violence against women in the local media.

v) Donna Duffy finalized development of an on-line evidence based educational program to help coaches become more aware of, and prevent, their [and other’s] use of sexually violent language. This 2-year study, funded by Z. Smith Reynolds, developed in partnership with the North Carolina Coalition against Sexual Assault and the North Carolina High School Athletic Association.

vi) Donna Duffy partnered with UNCG athletics to collect pilot data to understand student-athletes decision-making and intent to act when witnessing sexually violent situations with male athletes.

vii) Donna Duffy developed a collaboration with Amy Clecker at Duke University to evaluate a bystander education program to eliminate sexual violence that is taught to all of the Duke University athletes.

viii) Paige Smith is partnering with faculty on campus and the Greensboro YWCA to develop a study that focus on improving our knowledge of, and responding to, the linkages between child and adolescent polyvictimization, adolescent pregnancy and early mothering.

ix) Paige Hall Smith developed a study with Quirina Vallejos, CWHW GA and PHE doctoral student, to identify the relationships, at the state level, between breastfeeding outcomes, the status of women and breastfeeding support

x) Paige Hall Smith developed a study with two students (Leigh Ann Royster and Meagan Matthews) and the World Alliance for Breastfeeding Action to identify the key elements of a breastfeeding friendly community. We are using Delphi methodology to survey a group of global breastfeeding experts

b) Goal 2: Connect research to practice through research dissemination, community education, action, and service.

i) The Program to Advance Community Responses to Violence Against Women held the first and very successful two-day Innovations in Domestic and Sexual Violence Research and Practice Conference. We partnered with the North Carolina Coalition Against Sexual Assault and the North Carolina Coalition Against Domestic Violence. The main focus connecting research to practice, and it did this by bringing together a diverse audience of researchers, practitioners, and government agency representatives. The conference very successful, with a sold out crowd of approximately 125 registered participants; we received overall positive feedback on the conference evaluation forms.

ii) The Program to Advance Breastfeeding and Reproductive Health held the 8th Annual Breastfeeding Feminism Symposium at the Sheraton Hotel in Chapel Hill, NC, March 21-22. We collaborate with the Carolina Global Breastfeeding Institute at UNC Chapel Hill to sponsor this conference. A divers group of 135 researchers, practitioners, activists and policy makers attended, making this the most
attended of the symposia series; participants came from 20 states plus Canada and the United Kingdom. A edited book based on the presentations is in process. iii) The VAWR Network in the Program to Advance Community Responses to Violence Against Women advanced this goal by connecting researchers to practitioners and providing a valuable community service by sustaining a network of professionals working to address violence against women and girls in our community.

iv) Christine Murray and Paige Smith are working with Family Service of the Piedmont personnel to plan a two-part evaluation of their Domestic violence Intervention Program for offenders.

v) Christine Murray worked with ECU colleague, Allison Crowe, on two studies with survivors of intimate partner violence to learn about how they experienced and overcame stigma related to their abuse. Based on these studies, one manuscript was submitted for publication thus far. In addition, the See The Triumph social media campaign was launched and has grown steadily since January 2013 (www.seethetriumph.org).

vi) The Center for Women’s Health and Wellness purchased the Women in Sport and Physical Activity Journal in February 2013. Donna Duffy in Managing Editor and Diane Gill is the Editor. We formed an editorial board and are now in the process of negotiating with a publishing house. We expect our first issue to be published during the 2013-2014 academic year.

vii) Paige Smith partnered with WABA to author two position statements: WABA Joins “One Billion Rising” Campaign to End Violence Against Women; and Gender Agenda: Gaining Momentum, WABA Statement on International Women’s Day

viii) Paige Smith and students in her Breastfeeding, Gender and Health class worked on position papers for WABA on the interconnections between breastfeeding, violence against women, and the status of women.

2) The following activities increased the visibility of the center and programs.

a) We hosted significant educational events including:

b) The Program to Advance Community Responses to Violence Against Women organized the Innovations in Domestic and Sexual Violence Research and Practice Conference. This provided great visibility for the Program and the CWHW and showcased our campus to professionals from around the state. We plan to extend this visibility by writing up a report of the results for publication in a national peer-reviewed journal.

c) The Program to Advance Breastfeeding and Reproductive Health organized the 8th Breastfeeding and Feminism Symposium was held again this year in partnership with the Carolina Global Breastfeeding Institute at UNC Chapel Hill. We had record attendance with participants representing over 20 states and three countries (US, UK, Canada).

d) The Program for the Advancement of Girls and Women in Sport and Physical Activity organized a ½ day workshop on “Fostering a Global Voice on Girls and Women in Sport and Physical Activity” at the national AAPHERD conference. This
workshop was organized in collaboration with the National Association for Girls and Women in Sport.

e) We advanced our visibility through media and social marketing.
   i) We have 3 Facebook sites: Center for Women’s Health and Wellness; Breastfeeding and Feminism Symposium; Program for the Advancement of Girls and Women in Sport and Physical Activity
   ii) We significantly updated our web page using word press.
   iii) Christine Murray wrote an op-ed article for the Greensboro News and Record related to the See the Triumph campaign, and this article appeared on the front page of the Ideas section on a Sunday. This helped raise visibility in the local community and on campus. Additional press for this campaign and the campaign itself increases visibility for the Program and the Center.
   iv) Paige Smith wrote two documents for the World Alliance for Breastfeeding Action that served to represent WABA’s position and engagement with two significant global events: 1 Billion Women Rising [a global event to end violence against women]; and International Women’s Day.

f) We engaged with a growing number of community partnerships through community-engaged research and education. This work continues to increase the visibility of the Program and the CWHW as a “go-to” resource for support in our local community and beyond. Partners on our scholarship, education and outreach include:
   i) Family Services of the Piedmont
   ii) Family Service of Davidson County
   iii) Greensboro YWCA
   iv) North Carolina Coalition Against Domestic Violence
   v) North Carolina Coalition Against Sexual Assault
   vi) North Carolina High School Athletics Association
   vii) YVEDDI
   viii) Girl Scouts
   ix) East Carolina University
   x) Center for Peace, Sport and Society at the University of Tennessee
   xi) USA Field Hockey
   xii) Duke University
   xiii) Carolina Global Breastfeeding Institute, UNC Chapel Hill School of Public Health
   xiv) World Alliance for Breastfeeding Action
   xv) Women’s Hospital

g) Center faculty served on global, national and state wide committees/task forces that helps to increase our visibility and our engagement locally, statewide and globally.
   i) Christine Murray serves on the Governor’s Crime Commission Task force on Domestic Violence and Mental Health. The main task this year was conducting a survey of mental health professionals to learn about their needs and experiences related to training and practice related to domestic violence.
ii) Paige Hall Smith serves on the NC Coalition Against Domestic Violence’ State Steering Committee for domestic violence prevention.

iii) Christine Murray serves on the Dissemination and Translation Action Team for the National Partnership to End Interpersonal Violence. The team’s focus is to develop a publication that will translate violence research to practitioners.

iv) Paige Hall Smith is co-coordinator of the Gender Working Group for the World Alliance for Breastfeeding Action.

v) Paige Hall Smith was invited to participate in the global partners meeting for the World Alliance for Breastfeeding Action to plan their agenda for the upcoming year.

h) **We made presentations to statewide, community and campus groups to increase awareness of our work**

   i) Christine Murray had six (including two on the UNCG campus) presentations or other appearances to community groups to increase awareness and knowledge related to domestic violence.

   ii) Donna Duffy presented the “Coaching Coaches” project to the NC Athletic Directors.

i) **We hosted events for the alumni and campus community and for other groups on UNCG’s campus**

   i) We hosted an informational booth where Woman’s College Alumni and disseminated development materials.

   ii) The Program for the Advancement of Girls and Women in Sport and Physical Activity organized and provided physical activity games and related arts and crafts for the children and their families who attended Fall Fest.

   iii) We hosted the meeting of the Campus Consortium of the North Carolina Coalition against Sexual Assault.


   v) The Program for the Advancement of Girls and Women in Sport and Physical Activity hosted three movie nights for students. Each night the film focused on a specific issue on girls and women in sport and physical activity. Faculty from campus helped to facilitate discussion.

   vi) The Program for the Advancement of Girls and Women in Sport and Physical Activity was invited to partner with the Center for Peace, Sport, and Society on their US State Department Funded “Empowering Women through Sport” program that will bring young Pakistani women, their coaches and interpreters to campus for training in field hockey and rugby.

j) **We helped improved the health, wellness and quality of life of UNCG faculty, staff, students and guests**

   i) Paige Smith co-chairs the UNCG Breastfeeding Committee that advanced our goal to make UNCG more breastfeeding friendly by: working with UNCG’s Human Resources on a breastfeeding policy (currently under review); upgrading our
campus maps to identify nursing mothers rooms; and working with the Internet Oversight Committee to enhance the web presence of the nursing mothers rooms.

ii) Paige Smith, Christine Murray and Donna Duffy were invited to serve on a UNCG committee to update our sexual misconduct policy.

k) We provided financial or other support to selected community events.
   i. We purchased a table for 10 at the 2013 Woman-To-Woman Foundation annual fundraising luncheon
   ii. We sponsored the Jonathan Flowers YWCA Charity Golf Tournament
   iii. We sponsored a heart walk team

3) The following activities enhanced our ability to garner resources going forward
   a) Program for the Advancement of Girls and Women in Sport and Physical Activity developed a partnership with the Center for Peace, Sport, and Society. We collaborated with them on their program Empowering Women Through Sport” by hosting on campus a contingent of Pakistani young women, and their coaches and interpreters, and providing the women with field hockey and rugby training.
   b) We held multiple meetings with UNCG Office of Advancement about our programs and need, developed a CWHW fact sheet for use by the Office of Advancement, and prepared several "project concept” templates for them on on specific projects
   c) We facilitated multiple interdisciplinary research teams that focus on specific ideas that have the potential to lead to funding (these teams involve, in varying degrees, UNCG faculty, outside faculty, and community partners
      i. Usability testing for VAWnet (has internal funding)
      ii. Technology needs of a local Family Justice Center
      iii. Adolescent polyvictimization and it’s association with pregnancy and motherhood
      iv. Conceptualization of a breastfeeding friendly community
      v. Safety planning for domestic violence
      vi. Evaluation of batterer intervention program
      vii. Domestic violence training for mental health professionals
      viii. See the Triumph social media campaign to overcome stigma related to domestic violence
      ix. Empowering student athletics and coaches to respond and help prevent sexual violence

4) We strengthened our organizational structure.
   a) We finalized CWHW Governance Structure
   b) We changed the name of the Program for Breastfeeding, Gender and Health to the Program to Advance Breastfeeding and Reproductive Health