Form B
Review of Institutional Centers and Institutes

Submit three copies of all materials to the Vice Chancellor for Research and Economic Development, 1601 MHRA, Campus

Center/Institute Name: Center for Women’s Health and Wellness

Submitted by: Paige Hall Smith

Title: Director

Director’s Signature: ____________________________

Dean’s (and Department Chair / Head, if applicable) signature: ____________________________

________________________________
________________________________

Date: _______________________________________

Please attach responses to the following. Provide the information on one side of the paper, 1 inch left margin, Times Roman.

I. Information and Contacts:
   Center or Institute Name: Center for Women’s Health and Wellness
   Year Established: 9/1/2002
   Website Address (burl): http://www.uncg.edu/hhp/cwhw
   Primary Designation: Research
   Date Report Submitted:

   Director:
   Name and Title: Paige Hall Smith, Associate Professor, and Public Health Education
   Campus Address: 126 HHP Building
   Telephone: 336.334.4735    Fax: 336.334.3238
   E-mail address: phsmith@uncg.edu

   Individual with whom the center / institute has primary affiliation (Department Chair / Head, Dean, Associate Provost, Vice Chancellor, or Provost / Executive Vice Chancellor):

   Name and Title: Dr Celia Hooper, Dean School of Health and Human Sciences
   Campus Address: 401 HHP Building
   Telephone: 336.334.5744    Fax: 336.334.3238
E-mail address: chooper@uncg.edu

Status
A. Institutional
B. Inter-Institutional. (involves other NON-UNC institutions, agencies, or organizations, such as other non-UNC colleges and universities, schools, hospitals, industry, foundations, or governmental bodies)
C. University System Multi-Campus Centers and Institute (involves more than one campus in the UNC system)

Primary Mission of Center / Institute (Select one with the understanding that the center or institute may also conduct complementary activities outside of its primary designated mission.)
A. Research
B. Public Service
C. Instructional

We have completed two other multi-year reviews: (1) 2002-2006; and (2) 2007-2012. This review covers three academic years 2013-14; 2014-15; and 2015-16.

II. Provide the Vision Statement for the Center / Institute as given in the original Establishment Document. Describe how this vision remains appropriate to the activities of the Center / Institute. If the Vision Statement is no longer appropriate for the activities of the Center / Institute, what actions will be taken?
A. There was no vision statement in the establishment document.
B. We later added a vision statement: We envision a world where all women and girls are able to live safe, healthy, productive and meaningful lives at home, at work and in the community.

III. Provide the Mission Statement of the center/institute as given in the original Establishment Document. Describe how this mission remains appropriate to the activities of the Center / Institute. If the Mission Statement has changed, include the original and current mission statement and the rationale for the change.

A. Original Mission Statement: The mission of the Center for Women's Health and Wellness (CWHW) is to advance the health and wellness of all women through collaborative research and educational programs. The Center places emphasis on the promotion of positive health, quality of life and sense of well being for girls and women of all ages, from all backgrounds and communities.

B. Revised Mission Statement. The statement has been revised twice:

a. First Revision: The mission of the Center for Women's Health and Wellness (CWHW) is to advance the health and wellness of all women and girls through collaborative research, educational programs and community engagement. The
places emphasis on the promotion of positive health, quality of life and sense of well being for girls and women of all ages, from all backgrounds and communities. **Second Revision:** Our mission is to help bring about a world where adults and children of all gender identifies and expressions are able to live safe, healthy, productive and meaningful lives at home, school, work and in their communities. We are particularly interested in advancing the health, wellness and quality of life of girls, women and LGBTQI populations.

**Rational for changes.**

1. **Revision 1:**
   a. Incorporate a focus on girls as well as women. This change emphasizes the importance of working with girls as well as adult women and adds a component to our mission that is unique among women’s health research centers;
   b. Emphasize a focus on community-engaged scholarship. This is consistent with our work as well as the new focus of UNCG on community engaged scholarship.

2. **Revision 2:**
   a. We wanted to expand our focus to include LGBTQI populations
   b. Integrated our vision into our mission statement

C. **The organizational structure** of the CWHW has changed and today we seek to achieve our mission by establishing and coordinating initiatives relevant to our mission and goals. We currently house four initiatives and each one has its own mission statement.

1. **Program to Advance Breastfeeding and Reproductive Health.** To advance the quality of life and empowerment of breastfeeding mothers and women’s reproductive health thorough research, research dissemination and education.

2. **Program to End Gender-Based Violence:** Advance the campus and community’s capacity to prevent and respond to gender-based violence through research, education, and community-engagement.

3. **Program for the Advancement of Women and Girls in Sport and Physical Activity:** To promote gender equity, ethical practices and safety through sport and physical activity through scholarship, community engagement and service to

4. **LGBTQIA Education and Research Network (LEARN):** To advance the health, wellness and quality of life of the LGBTQI population through research, education and community engagement. LEARN is building strong and productive interdisciplinary networks of faculty, staff and students, from across the university, and community agencies to promote scholarship, education, practice and policy in support.
IV. Explain how the work of the center/institute remains relevant to the mission and strategic plan of UNCG, including any impact upon existing academic departments, centers and institutes.

A. With its focus on research, research dissemination, and community-engaged scholarship, CWHW’s mission facilitates UNCG’s mission to be a “research university where collaborative scholarship and creative activity enhance quality of life across the life span.”

B. CWHW is housed in the School of Health and Human and our mission is consistent with HHS’s mission: The School of HHS, through teaching, scholarship, community engagement and service, prepares new generations of professionals, leaders, scholars, and entrepreneurs to enhance the quality of life of individuals, families, and communities.

C. Table 1 below identifies summarize how the activities of the Center as they relate to enhancing UNCG’s HHS’s mission in the areas of collaborative, engaged scholarship and education. More specific details about CWHW activities can be found in Table 2 associated with Question VI.

<table>
<thead>
<tr>
<th>UNCG Strategic Area</th>
<th>Center Activity</th>
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</thead>
<tbody>
<tr>
<td>Collaborative, engaged scholarship</td>
<td>We conduct research and link research-to-practice to improve the health, wellness and quality of life of women, girls and LGBTQI populations. Our research frequently involves community partners (from inside and outside the university), students, and</td>
</tr>
<tr>
<td>Community/Professional Education</td>
<td>We engage in community and professional education via conferences, symposia, journals, and participation in community activities and actions.</td>
</tr>
<tr>
<td>Student Education</td>
<td>We provide a variety of both paid and unpaid opportunities for graduate students to participate in center research and educational activities. We engage students through assistantships, internships, independent studies, and as participants in our community/professional educational activities.</td>
</tr>
</tbody>
</table>

V. Explain how the Center/Institute makes a unique contribution and does not duplicate other institutional, UNC, or state entities.

A. There are two other women’s health research centers in the UNC System. Both are affiliated with medical centers and their work is clinically oriented. These centers emphasize medical sciences, patient care and health service provision.

B. Our center draws upon UNCG’s strengths in education and social-behavioral sciences, as well as our strong tradition of fostering women's education and development. Our center is unique in that it focuses on positive health, quality of life and multidimensional wellness; it is also unique in the focal areas that we house (breastfeeding, gender-based, and sport/physical activity; LGBTQI populations).

VI. Provide the five-year list of the specific goals and objectives of the proposed center/institute that was given in the Plan to Establish. Describe how each goal or objective has been met or an explanation about how they were modified and the new goals or
objectives met. Utilize the measures of productivity given in the Establishment Document where appropriate.

A. The 5-year goals in the statement of establishment were as follows:
   1. To promote and enhance ongoing research within the School of HHP related to women's health and wellness,
   2. To foster collaborative research on women's health and wellness within the School, within the University, with other institutions, and with community partners, and
   3. To disseminate research-based information on women's health and wellness to researchers/scholars, practicing professionals, and the general public.

B. Our goals today remain similar but were changed around 10 years ago to:
   1. Develop an interdisciplinary program of research and community-engaged scholarship
   2. Connect research to practice through research dissemination, community education, action, and service

C. Although the original statement of establishment had objectives it did not set forth specific productivity measures. Table 2 below identifies CWHW activities associated with each of our goals. We also identify measures of productivity as assessed by papers or other documents, presentations, media coverage, and student involvement.

VII. Describe any activities of advisory or policy boards, if applicable. (b) Describe how these activities have advanced the mission of the Center / Institute.

A. Over time the CWHW has experimented with a variety of advisory or policy boards. None of these proved very effective in moving forward the mission. Hence, we have now developed a new organizational structure, discussed previously under III. We seek to develop initiatives that are relevant to our mission. Currently we have four and each initiative has its own director. We have a leadership team that is comprised of the CWHW Director (P Smith) and the individual initiative directors. Each Program is free to establish it’s own advisory/policy board

B. Each program in turn is free to create its own advisory or policy boards or equivalent.

1. Program to End Gender-based Violence. This program has supported the Guilford County Violence Prevention Network. This network has an advisory team comprised of the individual listed below. This network seeks to bring together people from across Guilford County to help prevent violence, which support our mission to help people live safely at home and in the community.

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loreen Olson</td>
<td>CWHW Program to End Gender Based Violence/Communication Studies</td>
</tr>
<tr>
<td>Jeanne Irwin-</td>
<td>Director, UNCG Wellness Center</td>
</tr>
<tr>
<td>Name</td>
<td>Affiliation</td>
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<tr>
<td>Olson</td>
<td>Kenneth Shultz, Major, High Point Police Department</td>
</tr>
<tr>
<td>Lelia Moore</td>
<td>Cone Health Congregational Nurse Coordinator</td>
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<tr>
<td>Gail Foy</td>
<td>Chair, Greensboro Commission on the Status of Women</td>
</tr>
<tr>
<td>Christina Dobson</td>
<td>Teen Families Reading Together Coordinator, YWCA Greensboro</td>
</tr>
<tr>
<td>Mike Richey</td>
<td>Captain, Greensboro Police Department</td>
</tr>
<tr>
<td>Jill Gladieux</td>
<td>Lieutenant, Greensboro Police Department</td>
</tr>
<tr>
<td>Tom Campbell</td>
<td>President and CEO, Family Service of the Piedmont</td>
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<tr>
<td>Kelly Graves</td>
<td>Executive Director and Associate Professor, Center for Behavioral Health and Wellness at NC A &amp; T State University</td>
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<tr>
<td>Rachel Parker</td>
<td>AHT Specialist &amp; Client Advocate, World Relief High Point</td>
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<tr>
<td>Margaret Evans</td>
<td>Refugee Special Cases Coordinator, Church World Service</td>
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</tbody>
</table>

2. LGBTQIA Education and Research Network (LEARN), has a steering committee, comprised of the individuals listed below. As a network LEARN seeks to bring together people from across the university and community who share its mission. Having a steering commit helps with outreach and ensuring that the needs of different constituencies are being addressed and supported.

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Jim Carmichael</td>
<td>UNCG Library &amp; Information Studies</td>
</tr>
<tr>
<td>Porshé Chiles</td>
<td>UNCG Office of Intercultural Engagement</td>
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<tr>
<td>Jody Clayton,</td>
<td>Heritage Greens (alumnus &amp; community partner)</td>
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<tr>
<td>Jen Feather</td>
<td>UNCG English &amp; WGS</td>
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<tr>
<td>Codie Frank,</td>
<td>UNCG Graduate Student, Higher Education</td>
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<tr>
<td>Jeannie Irwin-Olson,</td>
<td>UNCG Office of Health Promotion</td>
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<tr>
<td>Stacey Krim,</td>
<td>University Libraries</td>
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<tr>
<td>Julia Mendez,</td>
<td>UNCG Psychology</td>
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<tr>
<td>Tifaney Millwood,</td>
<td>UNCG Graduate Student, Higher Education</td>
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<tr>
<td>Mark Rifkin,</td>
<td>UNCG English, WGS</td>
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<tr>
<td>Daniel Rhodes,</td>
<td>UNCG Social Work</td>
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<tr>
<td>Stacy Sechrist,</td>
<td>NC Network for Safe Communities</td>
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<tr>
<td>Jim Settle,</td>
<td>UNCG Student Affairs</td>
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<tr>
<td>Aubrey Turner,</td>
<td>UNCG Office of Sponsored Programs</td>
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<tr>
<td>Kathy Williams,</td>
<td>UNCG HHS/Kinesiology</td>
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<tr>
<td>LEARN</td>
<td>Leadership Team</td>
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</table>

3. Program to Advance Breastfeeding and Reproductive Health. This program does not have an advisory team.

4. Program for the Advancement of Girls and Women in Sport and Physical Activity. This program does not have an advisory team.
VIII. Using the benchmarks outlined in the establishment document, describe the productivity or impact of the Center/Institute since the last review including:

A. Performance against objectives and goals; quality and quantity of scholarly and/or instructional activity (as appropriate per mission) such as number of publications or exhibitions; number of students, number of on invention disclosures, patent applications, patents received, and licenses providing appropriate details;

<table>
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<tr>
<th>Performance Metric</th>
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<tr>
<td><strong>Goal 1: Develop an interdisciplinary program of research and community-engaged scholarship</strong></td>
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</table>
| 1. Facilitate interdisciplinary research | 2013: We finalized development of “Coaching Coaches: An educational program to eliminate sexually violent language in coaching”, an evidence based educational program developed with the North Carolina Coalition against Sexual Assault and the North Carolina High School Athletic Association. This year we provided this program to 150+ HS coaches and 150 Athletic Directors in NC (D Duffy, lead)  
2013: Facilitated a faculty-student research group in the Department of Counseling and Educational Development on a study of safety planning among domestic violence service professionals. (C Murray, PI)  
2013-4: 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 (P Smith, PI)  
2013-present: Developed a study, with students (Leigh Ann Royster and Meagan Matthews) and the World Alliance for Breastfeeding Action to conceptualize a breastfeeding friendly community with global relevance (P Smith, PI)  
2013: We engaged in conversations with the Independent Women’s Football League and the Women’s Football Foundation to become their “research arm” to develop and facilitate a research program on women’s football and players. WFF pledged $69,000 over 3 years to fund this partnership; ultimately the WFF found they did not have the financial resources to support this research. However UNCG and CWHW provided internal research support to help launch this collaboration with Kinesiology. We created an Affiliated Research Team of UNCG faculty to begin examining two areas of research: (1) the under examined epidemiology of concussions in female football players. This team includes of: Chris Rhea, Scott Ross, Aaron Terranova, Jennifer Etnier, Diane Gill and Kristine Lundgren. (D Duffy, lead).  
2013: We began pilot data on our study “Empowering college aged student athletes to be effective bystanders”; we collected data from 78 student-athletes regarding their decision-making and |

Table 4: Performance Against Objectives and Goals
<table>
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<td>intent to act when witnessing sexually violent situations with male athletes. (D Duffy, lead).</td>
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<tr>
<td>▪ 2013: We partnered with Duke University evaluate a bystander education program to eliminate sexual violence which was taught to all of the Duke University athletes (over 300 student-athletes) (D Duffy, lead).</td>
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<tr>
<td>▪ 2013-4. Collaborated with the NC Coalition. Against Sexual Assault and the State Sexual Violence Prevention Team on a statewide study to learn more about the how campuses are responding the needs of LGBTQI survivors of sexual violence and strategies for prevention. We finalized our statewide survey of LGBTQI college students and moved into data analysis. (P Smith, lead with Leigh Ann Royster, PHE Doctoral student).</td>
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<tr>
<td>▪ 2013-present: Began work with faculty students, and community partners, specifically the NC Coalition Against Domestic Violence on a study to learn more about how we can better prepare domestic violence programs across the state to meet the needs of LGBTQ individuals who experience partner violence. We finalized a set of 4 focus groups with programs around the state and a statewide survey. (P Smith, lead with Leigh Ann Royster, PHE Doctoral student).</td>
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<td>▪ 2013: Continued evaluation of “Choosing Feeding”, a breastfeeding educational program for adolescent mothers, in partnership with the Greensboro YWCA. (P Smith, lead).</td>
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<td>▪ 2013: Advanced our project, “See the Triumph”, a website and blog wherein survivors share their stories and provide uplifting messages that support those struggling to break free from abuse. (C Murray, lead).</td>
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<tr>
<td>▪ 2014: We established a new research network, LEARN [LGBTQIA Education and Research Network] to advance the health, wellness and quality of life of LGBTQI populations through research and teaching. We hosted a successful launch, established our leadership team and a university wide steering committee and developed a short-term strategic plan. The “launch was attended by around 50 faculty, staff, students and community members. We established a Leadership Team (Brad Johnson, Clinical Associate Professor, Dept. of Teacher Education and Higher Education, the LEARN Coordinator; Roger Mills-Koonce, Associate Professor, Dept. of Human Development and Family Studies in the LEARN Research Director; and Jay Poole, Associate Professor in Social Work is the Chair of the Pedagogy Committee; we also established a Steering Committee, which participated in a strategic planning meeting. (see Table 3).</td>
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<td>▪ 2014: Began a collaboration with Dr. Fiona Chambers from the University of Cork, Ireland on project entitled Girls Move to Learn, Love to Move, designed to develop and evaluate culturally responsible and responsive physical activity programming for girls</td>
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<tr>
<td>Performance Metric</td>
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<td>around the world. We will be collaborating on funding and community development initiatives with Cork as well as YWCAs around the globe. In response to a funding initiative by the European Union the team, led by F Chambers, submitted an initial grant; it was not funded but a revised grant was resubmitted. CWW Lead: D Duffy. Duffy will be working with this team during a research leave in the Fall 2017.</td>
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<td></td>
<td>2014-present. In collaboration with a UNCG team and other universities around the country we pilot tested a “campus climate” survey to guide development of campus sexual violence prevention and response activities. We continue to partner with UNCG staff/faculty on data analysis and interpretation and further planning. CWHW is likely to become the UNCG “hub” for the annual campus climate survey that federal policy new requires campuses to implement. (P Smith and L Olson, Lead). Partners at UNCG included the Dean of Students, Title IX Coordinator, Office of Heath Promotion (Student Wellness), and Georgia State University.</td>
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<td></td>
<td>2014: We initiated a collaborative community engaged research project with an interdisciplinary group of scholars and service professionals to help Congolese refugee women resettled in Greensboro heal from the trauma of violence. Lead: L Olson.)</td>
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<td></td>
<td>2014: PAGWSPA hosted Dr. Rita Liberti, Professor, Department of Kinesiology and Director of Center for Sport and Social Justice at California State East Bay. While on campus Dr. Liberti engaged in several activities: She worked with UNCG Archives in the Jackson Library to specifically study Mary Channing Coleman’s contribution to physical education; she gave a community talk: &quot;Seeking Larger Worlds to Conquer: Race, Resistance, and Women's Basketball at Black Colleges and Universities in the 1930s; and she was a guest speaker with KIN and PHE graduate students- “(Re)Presenting Wilma Rudolph: Sport History and the Politics of Memory.”</td>
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<td></td>
<td>2014: We furthered the development of a framework that can be use to evaluate projects funded nationwide by the Violence Against Women Act, by the US Office of Violence Against Women. The Office of Violence Against Women funds Dr. Jackie White, CWHW Senior Research Scientist. Post-Doc Researcher Holly Sienkiewicz supported this initiative. Lead: Jackie White.</td>
</tr>
<tr>
<td></td>
<td>2015: Brought two visiting scholars to campus: Fiona Chambers, Director of Sports Studies and Physical Education, University College of Cork, Ireland and Diedra Brennooon, Ulster University, Belfast. We are collaborating with these colleagues on a European-wide proposal to promote physical activity [D Duffy will be a visiting scholar at their University College Cork in the Fall 2016]</td>
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Table 4: Performance Against Objectives and Goals

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Details (Year refers to AY initiated; multiyear activities are only listed once)</th>
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<tbody>
<tr>
<td>• Rita Liberti, Professor, Department of Kinesiology and Director of Center for Sport and Social Justice at California State East Bay returned to UNCG conduct research on Mary Channing Coleman’s papers.</td>
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</tbody>
</table>
| 2. Secure funding for our scholarship and related activities | • 2013: Receive a gift from Ron Morrow (KIN alum) to support our work to advance the capacity of domestic violence providers to respond to LGBTQ individuals and communities.  
  • 2014: Received funding from the HHS Research Assistant Award: Assessing the overall health status of women’s tackle football players’ concussion effects on neurocognitive and neuromotor performance in female tackle football players. This was awarded to D Duffy and C Rhea. ($6000).  
  • 2014: Received funding from Office of Research and Economic Development-Regular Faculty Grant: Concussion effects on neurocognitive and neuromotor performance in female football players. Awarded to D Duffy and C Rhea. ($3000).  
  • 2014: Received funding from the HHS Office of Research: Assessing the overall health status of women’s tackle football players’ concussion effects on neurocognitive and neuromotor performance in female tackle football players. Awarded to D Duffy and C Rhea. ($10,000).  
  • 2014: Received funding from the Office of Undergraduate Student Research: PAGWSPA GA Kristen Schleich funded to assist with the concussion grant. ($3000).  
  • 2015: Received funding from the Griffin Award, Kinesiology, to bring to campus Fiona Chambers, Director of Sports Studies and Physical Education, University College of Cork, Ireland and Diedra Brennooon, Ulster University, Belfast  
  • 2015: The HHS Ethyl Martus Lawther Lecture Fund provided funding to support the inaugural LEARN Symposium.                                                                                                                                                                                                                     |
| 3. Produce scholarly products from research and other activities | • 2013: Prepared and presented a 31 page report, Usability analysis: Preliminary findings: Vawnet.org report on usability testing findings to the National Online Resource Center on Violence Against Women. (VAWnet.org)  
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</thead>
<tbody>
<tr>
<td>on presentations at the 9th Breastfeeding and Feminism Symposium held at the Sheraton Hotel, Chapel Hill, 2014.</td>
<td>2015 (Under review). Olson, L. N., Smith, P. H., Chappell, M., &amp; Carter, B. Campus sexual assault timely warnings notifications: One campus’s experiences understood through a feminist praxis lens. Manuscript submitted for publication.</td>
</tr>
<tr>
<td>4. Provide opportunities for students to further their education and professional development* [students are involved in other research; this section specifically focuses on student led, directed or funded work]</td>
<td>2013: Marli Bennett is a graduate assistant working toward an MS in Sports and Exercise Psychology. She is the Graduate Research Assistant with the Program for the Advancement of Girls and Women in Sport and Physical Activity. She helped plan the national conference and National Girls and Women in Sport Day (D Duffy supervisor)</td>
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<td></td>
<td>2013: Morgan Logan is a Loretta M. Williams Undergraduate Research Assistant. She is a post-baccalaureate pre-medical student and is helping with evaluation of reproductive live planning educational materials (P Smith supervisor)</td>
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<tr>
<td></td>
<td>2013: Janet Msinda was an MPH student in Public Health Education. For her MPH Internship she worked with CWHW and the Center for New North Carolinians on a pilot study to understand the infant feeding experiences and practices of Congolese refugees (P Smith supervisor).</td>
</tr>
<tr>
<td></td>
<td>2013-2016: Melanie Pringle is the CWHW Graduate Research Assistant. She is working toward a master degree in WGS. She provides research, event planning, and administrative support to all center faculty and for all our activities. (P Smith supervisor).</td>
</tr>
<tr>
<td></td>
<td>2013: Kiera Stewart was a Loretta M. Williams Undergraduate Research Assistant. She was a post-baccalaureate pre-medical student and analyzed data from the UNCG Breastfeeding Friendly Study (P Smith supervisor).</td>
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<tr>
<td></td>
<td>2014: Leah Washington Received funding from the Coleman Award for Graduate Travel to attend the 12th Annual Sports-Related Concussion and Spine Injury Conference in the summer of 2015. ($2000); also worked as a PAGWSPA Graduate Research Assistant and coordinated the Female Football Concussion research project. (D Duffy supervisor)</td>
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<td>2014: As part of the UNCG’s Middle College Pathways Program</td>
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<td></td>
<td>these students worked with us during the 2014-2015 academic year. Each student studied a specific area related to health and human sciences; two students did projects on violence against women and one student did a project on female athletes and the media. Students: Kelsey Drayton, Jasmine Drake and Kezia Ellis (D Duffy supervisor).</td>
</tr>
<tr>
<td></td>
<td>2014: These undergraduate students participated in a variety of activities to support the work of PAGWSPA including social media promotion, website updates, community programming and data collection. Students: Katelyn Todd, Amber McEchern, Hannah Reevis, Kristen Schleich, Tanner Hudson, Alan Brower, Lauren Hallman, Jade Roberson, Ashley Frye and Allen Black (D Duffy supervisor).</td>
</tr>
<tr>
<td></td>
<td>2014: Stephanie Barrett, Master’s student, Kinesiology and PAGWSPA graduate assistant, supervised the middle college students and is helping plan the 2015 Innovations Conference. (D Duffy and L Olson supervisors).</td>
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<td></td>
<td>2014: Nedra Cox, PHE Master’s Student, advanced our evaluation of a pre-natal breastfeeding education program for adolescent mothers for her MPH internship. (P Smith supervisor).</td>
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<td>2014: Dottie Daytor, undergraduate student in Psychology, developed a presentation with Jackie White for the Southeastern Psychological Association, Hilton Head, SC, March (J White supervisor).</td>
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<td>2014: Barbara Hormenoo Undergraduate student, Public Health Education, was the 2014-5 Loretta M. Williams Undergraduate Research Assistant, studied changes in public opinion about breastfeeding between 1999-2013. She presented her findings at the BFIC 2015 Conference. (P Smith supervisor).</td>
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<td></td>
<td>2014: Quint Kellam and Morgan Wynn, undergraduate students in Communication Studies, helped plan the 2015 Innovations Conference (L Olson supervisor).</td>
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<tr>
<td></td>
<td>2014: Hannah Revis Undergraduate student, Kinesiology, PAGWSPA graduate assistant (D Duffy supervisor).</td>
</tr>
<tr>
<td></td>
<td>2014: for her MPH Internship Eliana Ribarsch Master’s student in Public Health Education, worked with Paige Smith to investigate what PHE undergraduates know and believe about breastfeeding and about the role of public health educators in providing breastfeeding education and support. (P Smith supervisor).</td>
</tr>
<tr>
<td></td>
<td>2014: Leigh-Ann Royster, Doctoral student, Public Health Education received course credit for serving as team leader on our studies to advance community and campus responses to LGBTQI victims of intimate partner and sexual violence. (P Smith supervisor).</td>
</tr>
<tr>
<td></td>
<td>2014: Katelyn Todd, undergraduate student, Kinesiology, PAGWSAP research assistant. (D Duffy supervisor).</td>
</tr>
<tr>
<td></td>
<td>2015: Taylor Harris, undergraduate student in PHE, worked with</td>
</tr>
</tbody>
</table>
Table 4: Performance Against Objectives and Goals

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Details (Year refers to AY initiated; multiyear activities are only listed once)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>us for her senior internship; she revised Choosing Feeding a breastfeeding education program for teen mothers. (P Smith supervisor).</td>
</tr>
<tr>
<td></td>
<td>2015: Sydney Thames, an undergraduate in PHE, was the Loretta Williams Undergraduate Research Assistant for this year. She analyzed data from teen mothers to better understand their experiences with infant feeding including breastfeeding, pumping and using formula. (P Smith supervisor).</td>
</tr>
<tr>
<td></td>
<td>2015: Andrew Bradford, Senior, PHE, worked with us for his senior internship. He contributed to the concussion project through literature reviews, data collection and analysis. (D Duffy supervisor).</td>
</tr>
<tr>
<td></td>
<td>2015: Malachi Willis, Psychology Graduate Student, worked with Olson et al on the Puzzles conference presentations (both the one on the Timely Warning Notices and the ARC3). Malachi also was part of the conceptualization team for the Timely Warning research project begun this year</td>
</tr>
<tr>
<td></td>
<td>2015: Brian Ford, Communication Studies Graduate Student, helped write the Puzzles conference proposal and was part of the conceptualization team for the timely warnings project</td>
</tr>
<tr>
<td></td>
<td>2015: Annalisa Donahey, Graduate Student in Communication Studies, helped revise and prepare a manuscript with Olsen, Smith and others for submission to the National Communication Assn.</td>
</tr>
</tbody>
</table>

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

5. Engage with community partners in mutually beneficial research, practice and action

Table 7 provides some more details on some of our key partners. Over these three years we have partnered with many agencies including:

- Family Services of the Piedmont
- Family Service of Davidson County
- Greensboro YWCA
- North Carolina Coalition Against Domestic Violence
- North Carolina Coalition Against Sexual Assault
- North Carolina High School Athletics Association
- Girl Scouts
- East Carolina University
- Center for Peace, Sport and Society at the Univ. of Tennessee
- USA Field Hockey
- Duke University
- Carolina Global Breastfeeding Institute, UNC Chapel Hill School of Public Health
- World Alliance for Breastfeeding Action
- Women’s Hospital, Moses Cone
- Women’s Football Foundation
- World YWCA
Table 4: Performance Against Objectives and Goals

<table>
<thead>
<tr>
<th>Performance Metric</th>
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</tr>
</thead>
</table>
| 6. Sponsor conferences and other educational programs and outlets that bring together researchers and practitioners to help advance solutions to social problems | ▪ 2013-present. The *Women in Sport and Physical Activity Journal* was successfully transferred from AAPHEDE to UNCG. Human Kinetics now publishes this journal, the only one in the field that focuses on women in sports. Donna Duffy is the Managing Editor, and Diane Gill is the Editor. Three issues are published annually.  
▪ 2012, 2013, 2014: For three years we held the 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. We ultimately stopped this because it was very time intensive for the program director  
▪ 2004-2016: We have now sponsored 11 *Breastfeeding and Feminism International Conferences* (BFIC); we co-sponsor it with the Carolina Global Breastfeeding Institute in the School of Public Health, UNC Chapel Hill. This is a very successful conference that grows each year in terms of presenters, audience, and reputation. For the last two year the board of directors of the International Lactation Consultant Association scheduled it’s annual board meeting to coincide with BFIC.  
▪ 2013: Sponsored the 2nd *Girls and Women in Sport Conference: Female Athlete and Injury Conference: Prevention, Treatment and Recovery*. This two day conference at UNCG was attended by around 100, including students, scholars and community stakeholders Keynote speeches and other discussions centered on ACL injuries, concussions, nutrition, strengthen training to prevent injury and mental toughness  
▪ 2015: Held the inaugural *LEARN Teaching and Research Symposium*. This was attended by around 50 faculty, staff and students from across UNCG and attracted participants from area universities. The HHS Ethyl Martus Lawther Lecture Fund provided partial financial support. Speakers included faculty from UNCG (Roger Mills-Koonce, HDFS, Danielle Bouchard, WGS and Kathy Jamieson, KIN), and Duke University (Nicole Heibron). Jen Przewoznik, Director of Prevention & Evaluation, NC Coalition Against Sexual Assault, was scheduled to speak but was in a traffic accident and unable to come. |

▪ 2013: Duffy, D.M, Coaching Coaches: Sexual Violence |
<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Details (Year refers to AY initiated; multiyear activities are only listed once)</th>
</tr>
</thead>
</table>
  - 2013: Murray, C. E., Irwin-Olson, J., Carter, B., Lombardi, J., & Harger, S. (2013, October). What to do if you suspect a UNCG employee or student is experiencing intimate partner violence. Presentation delivered through the UNCG Faculty Teaching and Learning Center. October 9, 2013. Greensboro, NC.  
  - 2013: Murray, C.E. wrote two op-eds in the Greensboro News & Record on the topic of domestic violence (2/2/14 and 9/22/13)  
  - 2013: Smith, P.H. Conceptualizing a Breastfeeding Friendly Community. 9th Breastfeeding and Feminism International Conference, Chapel Hill, NC March 2014  
  - 2014: Guerrero, C., Dooley, R., Royster, L.A., & Smith, P.H. Building Capacity to Advance DVSP Response to LGBTQ Communities. Presentation at the Innovations in Domestic and |
<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Details (Year refers to AY initiated; multiyear activities are only listed once)</th>
</tr>
</thead>
</table>
### Table 4: Performance Against Objectives and Goals

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Details (Year refers to AY initiated; multiyear activities are only listed once)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Association for Applied Sport Psychology, Indianapolis, IN, October 2015.</td>
</tr>
<tr>
<td></td>
<td>- 2015: Olson, L. H., Carter, B., Chappell, M., Smith, P., Willis, M., &amp; Ford, B. Solving the puzzle of timely warnings: How one university is responding to the need for more trauma-informed and victim-centered timely notice practices. Interactive session presented at the Solving the Campus Sexual Assault and Dating Violence Puzzle: Comprehensive Prevention, Trauma-Informed Response, and Offender Accountability conference, Raleigh, NC.</td>
</tr>
</tbody>
</table>

7. Partner/ collaborate with global, national and statewide and/or local committees, task forces and agencies to help further mutually desirable outcome

- 2013-present: Continue to sponsor the Guilford County Violence Prevention Network, a network of professionals working to address violence in our community. In 2013 approximately 70 professionals working in violence prevention and response from Guilford County attended at reception in their honor for domestic violence awareness month. In 2013 the VPN collaborated with NC A & T Center for Behavioral Health and Wellness to showed the film “Telling Amy’s Story” at the Carousel Theatre (attended by 150 members of the community; in partnership with the Guilford Co. Police Dept. hosted a dating violence awareness event “No Hatin N Datin;” held a community resource fair at Glen Haven apartments focusing on resources for immigrants and refugees; in 2015 VPN sponsored a workshop entitled *Battering and Traumatic Brain Injury: Implications for Service Providers,*
<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Details (Year refers to AY initiated; multiyear activities are only listed once)</th>
</tr>
</thead>
<tbody>
<tr>
<td>attended by around 25 service providers. As well in 2015 we Coordinated and facilitated quarterly Advisory Council Meetings. The council spent the year discussing ideas for how the VPN can play a more active role in violence prevention in Guilford County. Plans are being finalized for bringing the larger network together to brainstorm ideas and create a clear plan for VPN going forward.</td>
<td></td>
</tr>
<tr>
<td>2013: We hosted National Girls and Women in Sport Day in February 2014. Over 150 girls aged 7-15 from the Piedmont Triad attended. We partnered with the Girls Scouts and UNCG Athletics</td>
<td></td>
</tr>
<tr>
<td>2013: We partnered with USA Field Hockey to host 45 girls and boys, aged 6-12, from the Triad area for a 2-hour field hockey clinic in November and in April.</td>
<td></td>
</tr>
<tr>
<td>2013: For the UNCG Children’s Festival and UNCG Fall Fest we provided physical activity games and related arts and crafts for the children and their families</td>
<td></td>
</tr>
<tr>
<td>2013: We hosted two movie nights this year. Each film focused on a specific issue on girls and women in sport and physical activity; approximately 50 students attended each of the two events.</td>
<td></td>
</tr>
<tr>
<td>2014: D Duffy is President of the Greensboro YWCA.</td>
<td></td>
</tr>
<tr>
<td>2014: P Smith was invited to be a member of Everywoman Southeast, a US southern regional coalition designed to empower women and improve their reproductive health, and she participated in their strategic planning workshop.</td>
<td></td>
</tr>
<tr>
<td>2015: P Smith was invited to join the “breastfeeding-friendly community100 day challenge”, part of a countywide effort to promote child health and educational readiness.</td>
<td></td>
</tr>
<tr>
<td>2015: D Duffy and P Smith attended the YWCA World Conference in Bangkok, Thailand; Duffy was the YWCA USA Scholarship Recipient and alternative delegate for the US. We built relationships with YWCA representatives from European countries as we may be able to partner with them in a future (possible) project with University Cork Ireland.</td>
<td></td>
</tr>
<tr>
<td>8. Host events and support activities for the alumni, campus community and other groups/individuals to enhance knowledge, health and quality of life</td>
<td></td>
</tr>
<tr>
<td>2013-present: Sponsored 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.</td>
<td></td>
</tr>
<tr>
<td>2014: LEARN hosted a “Celebration of Marriage for All” at the Faculty Center open to all.</td>
<td></td>
</tr>
<tr>
<td>2014: LEARN co-sponsored with UNCG’s Office of</td>
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</table>
### Table 4: Performance Against Objectives and Goals

<table>
<thead>
<tr>
<th>Performance Metric</th>
<th>Details (Year refers to AY initiated; multiyear activities are only listed once)</th>
</tr>
</thead>
</table>
| Multicultural Affairs “F to eMbody”, a celebration of trans* art identity and impact through spoken word. 31 people attended the performance; 18 attended the pre-performance dinner. | - 2014: PAGWSPA partnered with USA Field Hockey to host a 6 week field hockey clinic Saturdays from late January – mid March; approximately 80 students, aged 6-12, from the Triad, participated.  
- 2014: CWHW sponsored a table at the YWCA Annual Meeting to celebrate the opening of their new facility  
- 2014: CWHW sponsored a “Lunch and Learn” series hosted by the Greensboro YWCA.  
- 2014: CWHW hosted the NC Breastfeeding Coalition on campus, April 2015.  
- 2014: PAGWSPA hosted National Girls and Women in Sport Day in February 2014. Over 150 girls aged 7-15 from the Piedmont Triad attended. We partnered with the Girls Scouts and UNCG Athletics  
- 2014: For the UNCG Children’s Festival and UNCG Fall Fest PAGWSAP provided physical activity games and related arts and crafts for the children and their families  
- 2014: PAGWSPA hosted two movie nights this year. Each film focused on a specific issue on girls and women in sport and physical activity; approximately 50 students attended each of the two events.  
- 2014: Paige Smith and Loreen Olson are participating on various UNCG faculty-staff teams to further campus activities to prevent and respond to sexual violence.  
- 2015: LEARN hosted Office of Intercultural Engagement’s Lunch & Learn discussion on Safe & Supportive Community for LGBTQ+ Students, Faculty, & Staff at UNCG led by Brad Johnson  
- 2015 Brad Johnson served on committee to help develop and implement Trans Zone training for UNCG  
- 2015: L Olson served on UNCG’s Sexual Misconduct Prevention Programming Task Force, charged with organizing anti-violence programming on campus  
- 2015: L Olson served on Title IX Policy Team, Office of the Chancellor, charged with composing campus sexual misconduct policy  
- 2015: L Olson served on the College Effect Task Force, Office of Student Affairs, charged with gathering data to help understand how college attendance is associated with being a victim of, or
<table>
<thead>
<tr>
<th>Performance Metric</th>
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<tbody>
<tr>
<td></td>
<td>committing, harmful, destructive behavior.</td>
</tr>
<tr>
<td></td>
<td>• 2015: L Olson served on Guilford County’s Anti-Human Trafficking Triad Community Response Team. Team is charged with bringing various constituents together to create a more community centered response to human trafficking.</td>
</tr>
<tr>
<td></td>
<td>• 2015 P Smith and L Olson served on DELTA (Domestic Violence Prevention Enhancements and Leadership Through Alliances) FOCUS State Steering Committee, North Carolina Coalition Against Domestic Violence, Durham, NC (Olson stepped down July 2015)</td>
</tr>
<tr>
<td></td>
<td>• 2015: CWHW helped sponsor a viewing of the film, The Hunting Ground (x2) shown at Grogan Residence Hall (organized by RA Yvonne Bostwisk) and to the entire campus, organized by Office of Health Promotion (Student Wellness)</td>
</tr>
<tr>
<td></td>
<td>• 2015: CWHW helped sponsor a showing of the film The Invisible War for the entire campus, organized by Office of Health Promotion</td>
</tr>
<tr>
<td></td>
<td>• 2015: L Olson was instrument in organizing a team of university professionals together to plan a series of events for the week of April 4th, 2015 to honor Jeanne Cleary, the young woman who was killed in her dorm by her boyfriend, and for whom the Clery Act is named.</td>
</tr>
<tr>
<td>9. Support the professional development of CWHW faculty</td>
<td>• 2014: Brad Johnson: Supported his attendance at the bi-annual Queer Studies Conference in Asheville, April 2015. As part of his participation Dr. Johnson engaged with conference organizers to discuss possibilities for LEARN to sponsor a “off-year” symposium at UNCG.</td>
</tr>
<tr>
<td></td>
<td>• 2014: Paige Smith: Supported her participation at the American Public Health Association Annual Conference, New Orleans, LA, November, 2014. As part of her participation she presented on “Conceptualizing a Breastfeeding Friendly Community with Global Relevance”.</td>
</tr>
<tr>
<td></td>
<td>• 2014: Loreen Olson: Supported her participation in a special meeting of sexual assault researchers and university-based student affairs professional to discuss campus response to sexual assault prevention and response, entitled, “GSU College Sexual Assault Forum: From Campus Climate to a Coordinated Response”, October 2014.</td>
</tr>
</tbody>
</table>
|                    | • 2014: Donna Duffy: Supported her attendance at the End
Table 4: Performance Against Objectives and Goals

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• 2015: Paige Smith: Supported her attendance at the YWCA World Conference in Bangkok Thailand, October 2015.</td>
</tr>
<tr>
<td></td>
<td>• 2015: Supported attendance to the Solving the Campus Sexual Assault and Dating Violence Puzzle for: L Olson, J White, M Willis (student), B Ford (student), and Murphie Chappel</td>
</tr>
</tbody>
</table>

B. The departments and faculty at UNCG with which the center or institute interacts; provide information about the effectiveness of these interactions; Determine (or map) the ‘social network’ of your center within UNCG and the extent and ways in which the network is contributing to the mission and goals of your work.

Table 5 below indicates that our social network is concentrated in, but extents beyond the School of Health and Human Sciences. These partnerships are essential for advancing our mission and goals. The types of partnerships vary by initiative. For example,

- A large part of the work of the Program to End Gender-Based Violence is currently focused on the prevention and response of campus sexual assault. To that end, we are partnering with a variety of people across also doing this work (e.g., Health Promotion [formerly Student Wellness], Dean of Students Office, Title IX office); these partnerships are essential for this work.

- LEARN is a university wide network; to facilitate university-wide reach we have established a steering committee that consists of faculty/students across UNCG; the leadership team draws from 4 different departments (HDFS, TEHE, Social Work and PHE/CWHW).

- Currently the Dept. of Kinesiology is a key partner for the concussion work underway in the Program to Advance Girls and Women in Sport and Physical Activity. Kin Faculty Chris Reys is a leading researcher in this field and his collaboration is important advancing this line of research.

- Historically the Program to Advance Breastfeeding and Reproductive Health worked closely with the UNCG Breastfeeding Committee to facilitate activities related to advancing UNCG as a breastfeeding friendly workplace (e.g., developed 5 lactation rooms, develop policy); this committee was dormant in 2015 but we have plans for new activities for next year. It has been challenging to find faculty at UNCG who are interested in breastfeeding research.

This analysis suggests that we need to continue to reach out to faculty across UNCG.

Table 5: Social Map of the Center For Women’s Health and Wellness

<table>
<thead>
<tr>
<th>School of Health and Human Sciences</th>
<th>Center for Women’s Health and Wellness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program for the</td>
<td>Program to End</td>
</tr>
</tbody>
</table>

21
C. **Number, dollar amount, and source of sponsored research funding (as appropriate per mission).** Examine the pattern of funding that has sustained your center in light of historical trends and events that have enhanced or detracted from your Center’s viability.

1. Over the past few years we have not received external research funding. We have several grants outstanding and or planned.
   a. L Olson is a core faculty member in a grant entitled National Research Consortium on Violence Against Women Prevention, Practice, and Policy, submitted in response to an RFA by the National Institute of Justice. The lead is Georgia State University. Total: $5,000,000 (4-5 years).
   
   b. D Duffy and P Smith are part of an initiative spearheaded by the University College Cork, Ireland. A proposal entitled All Island, All Active to the European Union is currently under review. Total for UNCG: $150,000. Further proposal may arise during the fall semester when Duffy is at University College Cork on research leave from UNCG.
   
   c. We are in process of developing a proposal, entitled Reframing Female Physical Culture post Title IX, with partners, including the Geena Davis Institute. Funding is being sought from a variety of corporate sponsors by the team. Total for UNCG: $450,000.
d. D Duffy and Chris Reys (KIN) are planning on submitting several proposal to NIH to fund concussion research with female athletes.

e. L Olson and P Smith have discussed establishing an initiative whereby we would provide support to universities in establishing their campus climate survey. We may pursue this during our strategic planning pending the interests of the new director of the Program to End Gender-Based Violence.

2. We have received other types of funding to support our work—refer to Table 4 performance metric #2. Although we have received external research funding over the years to support specific research studies, the center has been sustained by funding from private gifts. See F below.

   **A. List the outside agencies or populations with which this center/institute interacts; provide information about the effectiveness of these interactions.** Determine (or map) the ‘social network’ of your center within the larger community and the extent and ways in which the network is contributing to the mission and goals of your work.

Over the years, CWHW has partnered with a number of outside agencies and populations. Table 7 below summarizes key relationships/partnerships for the AY 2012-3 through 2015-6

<table>
<thead>
<tr>
<th>Agency</th>
<th>Contributions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greensboro YWCA</td>
<td>Faculty across UNCG has a history of positive, collaborative working relationships with the staff of the Greensboro YWCA. We partnered with the YW on a CDC funded study to develop a breastfeeding education for adolescent mothers; this was extremely positive. The YW has continued to implement this curriculum and several students have worked with us to continue to evaluate and revise the curriculum.</td>
</tr>
<tr>
<td>North Carolina Coalition Against Domestic Violence</td>
<td>P Smith has a long (20 + year) history of working with NCCADV. She is on their State Steering Committee to develop and further their 10-year plan to prevent domestic violence. We collaborated with them (and NCCASA) in 2012, 2013, and 3014 on our Innovations in Sexual And Domestic Violence Research and Practice Conference and in 2012 on a conference Engaging Men in Domestic Violence. We are currently working with them on a study to advance domestic violence service providers’ response to LGBTQ populations and communities. This continues to be an effective partnership.</td>
</tr>
<tr>
<td>North Carolina Coalition Against Sexual Assault</td>
<td>We collaborated with them (and NCCADV) in 2012, 2013, and 3014 on our Innovation in Sexual And Domestic Violence Research and Practice Conference. We also worked with them to develop Coaching Coaches, a coaching education program to help coaches become more aware of, and prevent, their use of sexually violent language. We are currently partnering with them on a study to understand the experiences of LGBTQ college students who have experienced sexual violence.</td>
</tr>
</tbody>
</table>
This continues to be an effective partnership.

| North Carolina High School Athletic Association | We partnered with NCHSAA on to develop Coaching Coaches, a coaching education program to help coaches become more aware of, and prevent, their use of sexually violent language. This was a very effective collaboration. |
| Mother-Baby Foundation of High Point | P Smith collaborated with the MBF on a pilot study to understand how we improve community support for breastfeeding mothers. This foundation actually “expired” when the director moved to a different position in the community. |
| Caroling Global Breastfeeding Institute, UNC Gillings Global School of Public Health | We have partnered with CGBI on the annual Breastfeeding and Feminism International Conference since the 3rd. In 2016 we sponsored our 11th BFIC. This has been an extremely effective collaboration. |
| World Alliance for Breastfeeding Action | P Smith was invited to the 2010 WABA meeting in Malaysia to give two addresses. She is now the co-coordinator of WABA’s Gender Working Group. WABA has supported a study to help us conceptualize a breastfeeding friendly community with global relevance. |
| Violence Prevention Network | VPN was founded by and continues to be supported by the CWHW. We have restructured this network over the years and an advisory committee currently governs it. See Table 2. |

B. Client feedback (as appropriate per the mission)

Not applicable

C. Fiscal sustainability, including the current operating budget with sources of funding and the anticipated operating budget with sources of funding for the next three-year period. Based on historical, current, and projected future trends, create a sustainability plan for your Center for the next three years.

1. Historical and projected trends
   a. CWHW does not receive ongoing support from UNCG and we do not receive any graduate student lines (excluding students funded by internal research grants for specific research projects.)
   b. CWHW’s primary source of funding comes from private gifts. Most of these gifts were received as part of the last capital campaign. Over the years we have received a variety of small gifts to specific funds (e.g., Loretta Williams Fund, which supports an undergraduate research assistant; the Ron Morrow Fund which supports our project to improve how domestic violence programs respond to LGBTQ populations) and small gifts that are placed in the CWHW Development Fund. Five of our funds are endowed and each year we receive investment income from these funds (Ulrich, Tanger, Burns and Matney, Williams)—this totals around $25,000/annually. Prior to 2014 we did not receive annual investment income from the Burns and Ulrich funds. Our funds and balances for August 2014-16 are summarized in Table 8 below.
Table 8: Fund Balances (not including any new funds or grant support)

<table>
<thead>
<tr>
<th>CWHW Fund Name (annual income actual in 2015)</th>
<th>August 2014</th>
<th>August 2015</th>
<th>August 2016 Projected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women's Health Initiative</td>
<td>$974.42</td>
<td>$726.04</td>
<td>$508.04</td>
</tr>
<tr>
<td>WC Alumni</td>
<td>$54.11</td>
<td>$54.11</td>
<td>$54.11</td>
</tr>
<tr>
<td>Discretionary</td>
<td>$9,747.77</td>
<td>$7,695.29</td>
<td>$3,606.44</td>
</tr>
<tr>
<td>Williams CWHW Award (variable)</td>
<td>$4,719.09</td>
<td>$4,442.41</td>
<td>$1,412.41</td>
</tr>
<tr>
<td>Ulrich ($9,859.58)</td>
<td>$29,373.70</td>
<td>$38,727.15</td>
<td>$39,247.13</td>
</tr>
<tr>
<td>HHP Women's Center Fund</td>
<td>$17,182.23</td>
<td>$5,598.23</td>
<td>$5,591.34</td>
</tr>
<tr>
<td>Doris Tanger ($5,479.36)</td>
<td>$34,035.08</td>
<td>$32,792.89</td>
<td>$23,775.87</td>
</tr>
<tr>
<td>PAGWSPA</td>
<td>$1,773.38</td>
<td>$4.83</td>
<td>-$</td>
</tr>
<tr>
<td>Ron Morrow</td>
<td>$3,000.00</td>
<td>$3,543.62</td>
<td>$3,672.44</td>
</tr>
<tr>
<td>Marge Burns ($9,070.80)</td>
<td>$24,683.15</td>
<td>$31,902.93</td>
<td>$39,289.44</td>
</tr>
<tr>
<td>Matney ($799.53)</td>
<td>$1,551.19</td>
<td>$923.73</td>
<td>$1,517.85</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$127,094.12</strong></td>
<td><strong>$126,411.23</strong></td>
<td><strong>$116,675.07</strong></td>
</tr>
</tbody>
</table>

2. Sustainability plans

a. We seek to keep our annual expenses at or around $25-35,000 so that our total fund balance over time remains relatively stable; essentially we seek to keep our structural expenses close to our investment income (see Table 9). However, I am projecting that our fund balances will decrease by about $10,000 each year for the next three years.

Table 9: Structural Expenses

<table>
<thead>
<tr>
<th>Expenses</th>
<th>2016-17</th>
<th>2017-18</th>
<th>2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>CWHW Graduate Assistant</td>
<td>$16,000</td>
<td>$8,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>Director (1 course release/semester)</td>
<td>$8000</td>
<td>$8000</td>
<td>$8000</td>
</tr>
<tr>
<td>Professional Development / Travel</td>
<td>$5000</td>
<td>$5000</td>
<td>$5000</td>
</tr>
<tr>
<td>Project/Research Development and Support</td>
<td>$5000</td>
<td>$5000</td>
<td>$5000</td>
</tr>
<tr>
<td>Administrative support (such as copier/printer, phone, paper, office supplies)</td>
<td>$2000</td>
<td>$2000</td>
<td>$2000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$36,000</strong></td>
<td><strong>$28,000</strong></td>
<td><strong>$28,000</strong></td>
</tr>
</tbody>
</table>

b. A large portion of our annual budget goes to provide support for a CWHW graduate student. This student is an integral part of our center operations and provides essential research, event coordination and administrative support to CWHW faculty and initiatives. **As part of our sustainability efforts we request that the graduate school provide CWHW with a graduate student assistantship each year. If we**
had this assistantship we would have significantly more resources that we could devote to support center research initiatives.

c. We are continuing to work closely with UNCG/HHS Development to develop strategies and material that will generate some funding for CWHW from the new capital campaign

d. We will continue to write grants; however grant funding typically covers the expenses specific to the funded project; they are not a useful way to generate structural support.

e. We seek to have our conference expenses covered by receipts (generally registration fees). Fortunately the Breastfeeding and Feminism International Conference has been revenue neutral. We did lose money on the last Innovations in Domestic and Sexual Violence Research and Practice Conference. We did not charge admission to the inaugural LEARN symposium and we may need to consider our strategy going forward as a large portion of our audience was students.

f. We are planning to have a professionally facilitated strategic planning process in the Spring, 2017. At that session we will discuss additional strategies for financial sustainability.

IX. Provide any other considerations specified in the establishment document or that best illustrate the Center/Institute productivity.

This year the Office of Research and Economic Development requested that the Office of Institutional Research conduct an evaluation of both the CWHW as a unit and of the CWHW Director Paige Hall Smith. These two reports are attached. Results of the unit evaluation suggest that our strengths include our collaboration across campus and community, high quality of our programs and organization. The evaluation suggests that we need to increase our visibility across campus, and increase our collaboration across campus, particular our outreach to junior faculty. We are planning a strategic planning process for Spring 2017 and we will include these issues in our visioning (See X.1 below). The director’s evaluation is further discussed below (X.B.).

X. Provide evidence of the effectiveness of the director and other personnel, as appropriate (e.g., annual reviews, performance against individual objectives and goals, feedback on leadership and communication from center/institute staff, partners and/or clients and management of fiscal and human resources).

A. Attached are evaluations of Paige Hall Smith by Dean Celia Hooper for AY 2013/-4, and 2014-5. Dean Hooper’s evaluation for 2015-6 will be completed this summer as she was waiting for the results of the evaluations conducted by the Office of Institutional Research (see X.B and IX).

B. Attached is an evaluation of Paige Hall Smith conducted during the summer of 2016 by the Office of Institutional Research; this was completed by CWHW faculty affiliates (D. Duffy, L. Olson, B. Johnson, and R. Mills-Koonce). Overall the results of this evaluation are positive. However, it suggests that over the next year I need to more clearly articulate a vision for the future that establishes sound priorities for the coming years. We are planning a strategic planning meeting for the Spring 2017; this process that will provide an opportunity for me to engage strategically with
CWHW faculty and stakeholders to set forth such a vision and goals. An important part of our strategic vision

XI. Describe major changes anticipated during the next three years

- Suggest beginning with any revised mission as well as the proposed goals for the next three years. With those goals in mind, what staffing, budget, resources, administrative structure, etc. will you need to accomplish those goals?

- What metrics would be help you to assess the impact and progress of your Center and help to determine if you have accomplished those goals at the next review or need to revise those goals? That is, determine whether your current measures of productivity/benchmarks are quantifiable and provide the data you need to actively engage in the process of continual improvement.

- After analyzing your Center’s network, determine whether there are additional partners such as faculty, staff, or campus groups with whom you may want to collaborate.

1) We held a strategic planning meeting in 2012 that helped guide us for a few years; we are planning to have a center-wide professionally facilitated strategic planning session(s) in the Spring of 2017 where we outline a strategic plan for AY 2017 – 2019. There are several issues that will shape our strategies goals going forward:
   a) We will incorporate the results of the CWHW unit evaluation (discussed in IX): strategies for funding; and increasing visibility and collaborations across campus and in the community.
   b) Loreen Olson, for personal reasons, stepped down as the director of the Program to End Gender Based Violence at the end of AY 2015-6. We have identified a new person to fill this position and Paige Smith is currently engaging in discussions with this person to identify her role and scope of work. The vision, interests and skills of our new program director will help to shape our activities going forward.
   c) Donna Duffy, program director of the Program for the Advancement of Girls and Women in Sport and Physical Activity will be on research leave in the Fall of 2016. She will be at the University College of Cork, Ireland and working with colleagues on a European-wide initiative to increase physical activity for women and girls. The outcome of that semester will help to share our strategic plan.
   d) In the Fall of 2016, we will be holding a “mini-retreat” with the LEARN Steering Committee to identify short term goals and activities.
   e) The Breastfeeding and Feminism International Conference is changing! Miriam Labbok has retired as Director of the Carolina Global Breastfeeding Institute, and, while CGBI remains interested as co-sponsor, the level and type of their involvement is to be determined. Additionally, there is a growing interest among our participants to “grow the leadership” of BFIC; essentially there are many people who want to be part of the leadership of the conference and help with planning and implementation. This represents a significant achievement yet it does come with some challenges. There is also an interest in creating an organization that can house the conference going forward. Third, the conference has grown to the point that we need to hire professional conference support and we will be working with Wake AHEC for this purpose; currently, we do not make a profit so we will need to raise our registration fees to cover this necessary expense. All of these changes point to the fact that BFIC has grown in reputation and stature yet we can expect that there will be some growing pains as we make some necessary transitions.
f) As this report suggests, CWHW engages in many different activities—perhaps too many given our resources, and too many of our activities are not funded. It is likely that we will curtail some of the educational and outreach activities that require resources (especially faculty time) but do bring in resources.

g) Donna Duffy feels strongly that we need to drop some of the community-focused activities now sponsored by the Program for the Advancement of Girls and Women in Sport and Physical Activity. These activities are extremely time intensive, do not bring in resources, and without ongoing GA support it is not possible to sustain them.

h) Loreen Olson and I will meet over the summer with key members of the Guilford County Violence Prevention Network to identify the best role for UNCG to play going forward. We will continue meeting in the Fall, 2016.

2) At our strategic planning meeting we will discuss our goals and the staffing, budget, resources, administrative structures that we will need to accomplish those goals. At this time I can anticipate the following:

   a) We need to have graduate student support from the university. It would be beneficial if we could divert the resources we now spend on a GA to project and resource support.

   b) We need work with Development to identify new gifts for the center to support the core work.

   c) We need to secure additional grant funding to support the research initiatives.

   d) We will also revisit the administrative structure to determine if our current approach is working for us or if we need to reimagine it.

3) The metrics presented in this evaluation will continue to be used but some new ones might be developed pending the outcome of our strategic planning process. Current metrics are to:

   a) Facilitate interdisciplinary research

   b) Produce scholarly products from the research/activities

   c) Receive financial support for our activities – this could include financial support from a variety of sources including internal to UNCG, external grant funding, development, and resources generated from entrepreneurial activities.

   d) Provide opportunities for students to further their education and professional development

   e) Engage with community partners in mutually beneficial research, policy and actions

   f) Sponsor conferences and other educational programs and outlets that bring together researchers and practitioners to help advance solutions to social problems

   g) Present research at national, statewide, community and campus groups

   h) Partner/collaborate with global, national and statewide and/or local committees, task forces and agencies to help further mutually desirable outcome

   i) Host events and support activities for the alumni, campus community and other groups/individuals to enhance knowledge, health and quality of life

   j) Support the professional development/activity of CWHW faculty

4) I would like to identify additional campus partners for our work. These will vary by imitative, for example:

   a) **LEARN:** We have good campus-wide representation on our steering committee. At our strategic planning meeting in the fall we will identify our expectations for
steering committee members, and set up meetings and key activities for our three subcommittees. This work is likely to extent our campus outreach.

b) **Breastfeeding and Reproductive Health:** We are planning on extending our campus work to identify how UNCG can better support students who want to breastfeed or pump on campus. This may bring us into new partnerships. However I have found over the years that there are not many people on campus interested in this research area. I will continue to work with the Guildford County initiative(s) and that may lead to some new and interesting collaborations.

c) **Gender-based violence:** I am expecting that we will grow our collaborations around campus-based sexual assault prevention and response and as funding grows in this area there are likely to be people interested in this work. The shape that this takes will be influenced by the new program director TBD.

d) **Girls and women in sport and physical activity.** The concussion research is forging partnerships and may bring in more. As well, we may identify new partners related to the initiatives shaped by Donna Duffy’s research leave in Ireland.