



*It all begins with
a healthy woman.*



WINTER/SPRING
2011

WWHF Milestone... 10,000 women have participated in our First Breath smoking cessation program

Heidi Steller is a new mom to Jayden Grace. Her pregnancy went well; she had good prenatal care and Jayden was carried to full-term and born at a healthy weight. But it could have been a much different result. You see, Heidi smoked. But she quit early in her pregnancy thanks to our First Breath smoking cessation program for pregnant women.

Heidi is one of 10,000 women who have participated in First Breath since 2001 – a brave step for moms – a proud milestone for us.

Smoking during pregnancy is an important public health and economic issue. Not only does it affect the health of the mother, it also affects her baby; there's an increase in the risk of preterm membrane

rupture, placental abruption, placenta previa, stillbirth, low birth weight, sudden infant death syndrome (SIDS), cleft palates and lips, childhood cancers, respiratory and behavioral issues, and death. And it costs the state of Wisconsin tens of millions of dollars each year in expenses attributable to maternal smoking.

In Wisconsin, 15% of pregnant women admit to smoking during pregnancy, 2% more than the national average.

The success of the First Breath program means so much on so many different levels. We know that with our program's 35% quit rate and another 35% reduction rate, thousands of women have become healthier moms and given birth to healthier babies.



Sue Ann Thompson & WWHF staff celebrate First Breath.

WHY FIRST BREATH WORKS

Linda Doherty is a public health nurse for the Sauk County Health Department, one of the sites that offers the First Breath program.

"If a pregnant woman smokes, that is a risk to her baby," Doherty said. "The Wisconsin Women's Health Foundation supports us by giving us educational tools that we in turn give to our clients. WWHF

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WWHF Milestone...continued

educates us as far as the smoking habits and the effects it has on the human body. They're there for us if we ever have questions."



First Breath moms & providers blow bubbles representing 10,000 healthier moms & babies

We also supply sites with incentive gifts that they can give to pregnant moms during their quit smoking journey.

Heidi says the program worked because her nurse referred her to resources – other moms who had participated in

the program, a quit smoking hotline and reading materials on the dangers smoking poses to a baby aimed at both the mom and her family – that really encouraged her not to smoke.

The health care providers who relay the dangers of smoking to expectant mothers include staff at private clinics as well as at public health departments. There is no income limit for mothers to enroll in the First Breath program that is offered along with prenatal care at more than 100 sites in 70 counties in the state. And it's free.

"There are a lot of things that determine how effective they're going to be at quitting...But we don't pressure. We don't judge. We simply teach and see if we can encourage them to quit," Doherty said.*

What First Breath successes mean for Wisconsin

Wisconsin Medicaid is the prime payer for births in Wisconsin. In 2004, Wisconsin Medicaid paid for 35% (24,664) of the total 70,131 births in our state. And, pregnant Wisconsin Medicaid recipients smoke at a high rate (about 30%). As a result, our First Breath Program is helping reduce a powerful driver of Medicaid costs in Wisconsin.

- First Breath saves \$3.00 in healthcare costs for every \$1.00 it spends.
- Since 2001, First Breath has saved almost \$3 million in just neonatal health costs.
- If First Breath succeeds in preventing just two very low birth-weight premature babies each year, it would save Wisconsin Medicaid approximately \$400,000.*

Save the Date

for our 12th Annual Spring Gala!

Kick up your heels as we kick off spring at our 12th Annual Spring Gala. You can't beat the beautiful State Capitol Rotunda as the backdrop to a fun and energetic evening of dancing to Universal Sound, dinner hors d'oeuvres and our famous shrimp bar, desserts, wine, champagne, beer, and our signature mint juleps.

The Spring Gala is our largest fundraiser of the year. All proceeds stay right here in Wisconsin to support our health education programs in all 72 counties.

Saturday, May 7 – 7:30-Midnight

\$90 individual ticket • \$1,250 table for 8

\$5,000 Golden Circle VIP table for 8

Don't forget to tell your friends, family and colleagues about the best party in town!

To register and for more information, visit www.wwhf.org or call 1-800-448-5148



We can help women in southeastern Wisconsin get free breast health exams

It's so important to have regular breast health exams. This is especially true if you're over age 40, have a history of breast diseases in your family, or currently have breast health issues. After all, getting tested regularly is the best way for women to lower their risk of dying from breast cancer. But sometimes, life circumstances make that difficult to do. Poverty, poor insurance and other barriers prevent screening because some women simply can't afford it.

Now, the Wisconsin Women's Health Foundation may be able to help.

We have received a grant from the Southeast Wisconsin Affiliate of Susan G. Komen for the Cure® to administer the Kohl's Southeast Wisconsin Breast Health Assistance Fund. This fund provides financial assistance to those who:

- Are in need of breast health screenings and diagnostic testing.
- Have been diagnosed with breast cancer and need access to treatment services or financial assistance.

WHO IS ELIGIBLE?

- Residents of the southeast Wisconsin counties of Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha.
- Uninsured or underinsured individuals and those who do not qualify for any other assistance programs. (Underinsured can mean: high deductibles, high copays and age restrictions.)

- Those whose income is at or below 400% of the Federal Poverty Level (see chart).

Family Size	Annual Gross Household Income
1	\$43,560
2	\$58,840
3	\$74,120
4	\$89,400
5	\$104,680

WWHF has been administering the fund since April 1, 2010 and we have been able to help more than 200 applicants so far. Most, 64%, requested help to pay for preventive screenings; and if they needed additional diagnostic screenings due to abnormal preventive screenings, we paid for those, too. Another 36% already had breast cancer, and we were able to help them overcome barriers to care by paying for their insurance co-pays, medications, high risk insurance, and so on.

In general, approved applicants have access to care from participating groups like Columbia St. Mary's and Aurora Healthcare facilities. And we're always working to expand the provider network. We also may be able to connect individuals to other services like the Wisconsin Well Woman Program.

So if you live in southeast Wisconsin, don't hesitate to call us today to get the breast screenings that could save your life. Or, pass this information on to someone who could benefit from it.*

Upcoming Events

12th Annual Spring Gala

Saturday, May 7, 2011
State Capitol Rotunda, Madison
To register, visit wwhf.org or call 800.448.5148

Champions in Women's Health Reception

Saturday, May 7, 2011
Madison Club, Madison

Executive Women's Golf Association Charity Golf Outing Benefiting WWHF

August 10, 2011
The Oaks Golf Course, Cottage Grove
To register, call 608.663.1347

6th Annual Dialogue

September 20, 2011
The Sheraton Madison Hotel, Madison

The Gathering

September 28, 2011
St. Joseph's Hospital, Marshfield

Visit wwhf.org, Events tab, for the most current information on WWHF events.



For more information
and to determine if you're eligible,
call 1-877-910-PINK (7465)
or email wwhf@wwhf.org.



Sue Ann *says...*

To Help Prevent Osteoporosis, Do These 3 Things

We really enjoy educating women about osteoporosis by conducting Achilles tests at health events around the state. The test involves placing a bare foot in a small machine that safely passes ultrasound through the heel; the bone there is similar to spine and hip bones where osteoporotic fractures occur most. The end-result is a "relative fracture risk" number that will help your doctor determine if further testing is needed for diagnosis of osteoporosis.

The test takes only a few moments, and while individuals are waiting for their results, we talk about the disease and how to prevent it.

One woman, Helen, was just plain frustrated with all of the information out there about osteoporosis. In exasperation she blurted, "Just tell me the basics of what I need to know." Well, Helen, I think you'll be pleased with our summary.

The 3 Things You Need to Know about Preventing Osteoporosis

1 Do weight bearing exercises.

2 Do resistance and strengthening exercises.

3 Eat for your bones.

Seems simple enough, doesn't it? Before I provide a little more explanation, I'd be remiss if I didn't mention the need to understand your own risk factors like

genetics, age, whether you smoke or drink, and so on. But even if you have any of these risk factors, you still need to do these three things. Also, always talk with your health professional first before starting any exercise or diet program, including taking supplements.

1 Weight bearing exercises

I spoke with Jennifer Klestinski, MPT, OCS, WCS, CSCS, who specializes in treating women's health physical therapy conditions in Madison. She says, "Your body constantly builds up and breaks down bone tissue, a cycle designed to supply bones with strong, young cells. After you reach peak lifetime bone mass, around age 30, your body begins to break down bone cells faster than it can make new ones." This process quickens in your 40s, when supplies of the bone-building hormone estrogen start to dwindle, and after menopause.



Weight-bearing exercise, both high impact and low impact, means that muscles and bones work against gravity making them stronger and denser. "The

key is to make weight bearing exercise a part of your daily life...for the rest of your life," says Jennifer.

Jennifer suggests that women perform weight bearing exercise for a minimum of 30 minutes per day most days of the week.

High impact, weight bearing exercise includes:

- Dancing
- Hiking
- Jumping rope
- Tennis
- High impact aerobics
- Jogging or running
- Climbing stairs

Low impact, weight bearing exercise includes:

- Intense walking on a treadmill or outside (strolling does not improve bone mass)
- Low impact aerobics
- Elliptical machines

2 Resistance and strengthening exercise

Resistance and strengthening exercises build power and prevent falls by working the core muscles, which help you maintain balance. Weight lifting with free weights or machines, push-ups or pull-ups, and resistance bands all work.

Do resistance and strengthening exercises two or three days a week for at least 20 minutes.



Jennifer also suggested these additional exercises:

Toe raises/heel raises

Stand straight and hold onto the back of a chair, without bending at the waist or knees. Rise up on your toes and then back onto your heels. When you rise up onto your toes, imagine you are moving your head up to the ceiling. Repeat 10 times. Hold on to the chair as little as possible to challenge your balance.

Squats

Sits-to-stands: Using a sturdy chair, repeatedly rise and lower yourself to the seat without using your hands and with control – no plopping. Aim to improve the number you can do in one minute. (I tried these and I'll have to admit...I plopped.)

Wall slides: Stand with your back, against a wall, with your feet pointed straight ahead, 18 inches away. Pressing through your heels, slowly lower yourself until you feel like you're sitting in a chair, and then press yourself back up using your heels. Keep your butt against the wall. Do as many as you can in one minute.

Advanced: Stand with feet hip width apart. Hold a weight in each hand, and using good posture, do 2-3 sets of 15 squats. When squatting, your knees should never go over the tips of your toes



Push ups

Wall: Stand 18 inches from a wall with hands at shoulder height, shoulders down and relaxed. Bend your elbows and slowly lower yourself to the wall, and then

press back out. Do as many as you can in one minute.

Counter top: Use the same technique as with wall push-ups, but now you've increased the amount of body weight you're using.

Floor: Use the same technique as with wall push-ups, but start on your knees and progress to your toes.

Rowing

Shoulder blade squeezes: While sitting or standing, squeeze your shoulder blades, hold for a moment, and release. Do two sets of ten daily.

Use a seated rowing machine at home or gym.

"A physical therapist, personal trainer, or other exercise specialist can teach you balance, posture and functional exercises, using the proper technique," says Jennifer.

3 Eating for your bones

Calcium is the mineral that makes bones strong. Women under age 50 need 1,000 milligrams of calcium a day (about three 8-ounce glasses of skim milk, one cup of calcium-fortified cereal, or three 8-ounce servings of low-fat yogurt). To absorb and use that calcium, you also need 400 to 800 international units of vitamin D2 or D3 (fortified milk, egg yolks, and saltwater fish are excellent sources). After age 50 or after menopause, whichever comes first, increase your intake to 1,200mg of calcium and 800 to 1,000 international units of vitamin D.

Try to get as much calcium as possible from food. Dairy products are the best source; broccoli, kale, tofu, and canned salmon with bones are also good sources, as are fortified foods. If you can't, take

these supplements (but always check with your doctor first because they can interact with some medications):

Calcium: Calcium carbonate and calcium citrate; don't take it at the same time as iron supplements; it blocks the ability to absorb iron.



Vitamin D: Either D2 or D3: helps the body take in calcium and deposit it in your bones. It may also help muscles stay strong.

Vitamins B6 and B12: The ability to absorb these nutrients declines over time. From 50 on, make sure your multivitamin contains both of these B vitamins and ask your health professional if you need additional B6 and B12.

To Helen and all of you...it's never too late to start improving your bones. And if you have daughters, it's also important to get them involved in keeping their bones strong. The steps you take now can pay off for a lifetime.

Because it all begins with a healthy woman...

Sue Ann Thompson

To view the full library of **Sue Ann Says** monthly columns, visit www.wwhf.org, click WWHF Resources.✿



5th Annual Dialogue: Bending the Cost Curve, Wisconsin Style – How to Improve Wisconsin's Health Care Value

Here is a summary of our 5th Annual Dialogue held September 14. To view the resulting white paper, visit wwhf.org, Events tab.

In 2008, the Agency for Healthcare Research and Quality (AHRQ) ranked Wisconsin first in the nation for health care quality, although it slipped to second in 2009. Wisconsin also ranks third in its access to health insurance with the third lowest rate of uninsured residents.

However, that tremendous access and quality has come at a price. Wisconsin's health insurance premiums have risen far faster than the remainder of the United States. Premiums over the last decade have risen a staggering 179% in Wisconsin versus only 120% in the remainder of the U.S.

It was timely, then, that the Wisconsin Women's Health Foundation's 5th Annual Dialogue held September 14 brought together leaders in business, health care, and public policy to discuss this issue and ways to reverse this trend.



What some organizations are doing to improve the health care value in Wisconsin

- Agency for Healthcare Research and Quality (AHRQ),
Dr. Carolyn Clancy, Director

Dr. Clancy, announced that a national strategy for improving health care quality would be delivered to Congress in January 2011 by Secretary of the Department of Health and Human Services, Kathleen Sebelius. That quality effort will espouse a

broad framework to foster better healthcare, at an affordable cost, and account for regional differences.

[Note: As of March 7, this strategy has yet to be delivered. Look for it on U.S. Department Health and Human Services' Web Site, www.hhs.gov/news and WWHF's Web site, www.wwhf.org.]

- Wisconsin Academy of Family Physicians (WAFP),
Larry Pheifer, Executive Director

According to Larry Pheifer, members, payers and policy makers in the Wisconsin are increasingly recognizing that the Patient Centered Medical Home (PCMH) is our best opportunity to improve patient outcomes and lower health care costs. Here's why:

- The PCMH model is built on the premise that patients develop relationships with their family physician. In the U.S., studies show patients with a primary care physician had 33% lower costs of care and were 19% less likely to die than patients who worked solely with specialists. Primary care physicians coordinate with specialists to ensure good communication and continuity of care.
 - When enhancing primary care services, WAFP has demonstrated a 33% savings in cost and better outcomes when primary physicians are involved.
- Wisconsin Health Information Organization (WHIO),
Jo Musser, Vice President

WHIO holds has developed a database of more the 3.3 million lives and more than 11 million episodes of care. Their mission is to collect, aggregate and disseminate claims information to allow physicians to measure their performance and improve the cost-effectiveness through peer comparisons.



Dialogue continued...



- **Wisconsin Collaborative for Healthcare Quality (WCHQ),**
Chris Queram, President

WCHQ assesses clinic outcomes by comparing hospital readmissions against their peers. This gives hospitals the opportunity to assess their processes and learn why their readmissions are higher than average. They are able to eliminate other intervening variables as well, such as whether their patient populations has a lower overall quality of health versus peer hospitals, allowing an apples-to-apples comparison.

- **Marshfield Clinic, Dr. Douglas Reding, Clinic Vice President**

According to Dr. Reding, Electronic Medical Records (EMR) are an essential tool to be a better provider and manager of chronic care since EMR is a mechanism to ensure better preventive services. Marshfield clinic was involved with a quality demonstration project under the Centers for Medicare and Medicaid Services (CMS) which sought to improve efficiency of care while maintaining quality. The clinic had to demonstrate 2% savings while meeting quality metrics. In the projects two

years, Marshfield Clinic focused on diabetes management and cardiac care. They demonstrated a 98% improvement rate and saved CMS \$48 million.

- **The Alliance, Cheryl DeMars - President and CEO**

The Alliance works with its member employers on the efficient purchase of quality health care services. They work to achieve additional costs savings through wellness and other programs that directly benefit employees, but also benefit employers through reduced healthcare costs of healthier employees.

About the Dialogue

The Annual Dialogue, organized and hosted by the Wisconsin Women's Health Foundation, is a moderated panel of state and nationally known health care specialists, legislators, business owners and the public to discuss the economic impact of health issues. Mark your calendars for the 6th Annual Dialogue on September 20, 2011 at the Sheraton Madison Hotel. [Topic to be determined. Look for details at wwhf.org, Events tab.]

Parish Nurse Partners for Our GrapeVine Project Trained by Top Professionals

On January 13th, 19 of Wisconsin's faith community/parish nurses participated in a day of training for our GrapeVine Project, a program where we and these specially certified nurses work in partnership to bring important health information to women in their communities. Held at the Wisconsin Medical Society, the nurses were trained by top professionals in the fields of mental health and breast cancer.

In 2010, faith community/parish nurses held 50 GrapeVine Project educational sessions across the state, reaching over 400 Wisconsin women. In Dane County alone, where the project expanded just last year, 19 sessions were held covering topics such as Women and Heart Disease, Women and Cervical Cancer, and Women and Bone Health. Most women who participated in the sessions revealed that they learned something

new and were more motivated to take action to improve their health and the health of their families.



Since its inception, the GrapeVine Project has partnered with the Wisconsin Well Woman Program (WWWP). Pictured here is WWWP director, Gale Johnson, and speaker, Dr. Sherri Hansen.



New parish nurses partners: Karen Marshall, Peace Lutheran Church, Waunakee; Jane Jenson, LakeView Church, Stoughton; Claire Meier, First Lutheran of Ogema, First Lutheran of Prentice, Ogema Baptist and Spirit Baptist, Ogema



For more information on the GrapeVine Project, visit wwhf.org.

The Gathering: Journaling and Laughing for Our Health

Last September, more than 100 women from across the state attended The Gathering, a networking conference for those who have participated in our outreach programs.

Held in partnership with Ministry Saint Joseph's Hospital in Marshfield, it's the next step in communication and resource sharing for participants in programs such as *everywoman's journal* (proactive health journaling techniques); *GrapeVine Project* (Parish Nurses who provide health information and resources to women in their communities); and *Badger Heart* (heart healthy lifestyle changes).

This year, participants were instructed in Qigong movements to help them energize and focus, learned proactive health journaling techniques, and learned about stroke prevention, signs, symptoms and treatment options. The "Laugh Lady," Mary Pierce, author of *When Did I Stop Being Barbie & Become Mrs. Potato Head*, spoke about how our connections as women encourage us, energize us, and save our sanity.

How journaling can improve your health

The pages of a journal are a great way to get things off your chest, clear your head and record those joyous moments of your life. *But did you know it can also help you improve your health?*

Through our *everywoman's journal* program, trained volunteers throughout the state offer free how-to workshops, upon request, about proactive health journaling that can help women "stop" a moment and think about how they feel now so they can prevent disease later. By journaling a woman gains a better understanding of herself and helps her reconnect to her heart.

In today's hectic world, women often find themselves stretched too far – responsible for the smallest details of everyone's

daily life. Between the responsibilities of working outside or inside the home and caring for their families (and sometimes aging parents) – somewhere in that endless circle of giving – women can lose themselves.

When a woman's roles, responsibilities and

expectations overwhelm her, she may not notice her body's messages of distress. She might ignore her diet, go without sleep, put off going to the doctor and isolate herself from friends.

Research shows that proactive health journaling can help women take preventive action for better health. In fact, this tool for increased self-awareness is successfully used in recovery programs as a way to cope with devastating disease or traumatic conditions. It's especially useful for those who've faced emotional upheaval or major life trauma as a tool to begin healing.

At an "everywoman's journal" workshop, participants learn how their mental and physical health is affected by their bodies' responses to life experiences of all kinds. Women can let all that stress flow off the tip of their pens.

Proactive health journaling isn't about logging day-to-day happenings. Neither is it keeping track of ailments or, on the flipside, healthy behaviors, like how many minutes you exercised on a given day. It's exploring and writing about our feelings, emotions and thoughts, and then reflecting on what we wrote. It's about opening our own internal book to begin to reconnect and appreciate who we are, where we came from and what positives we bring to our world.

The free, two-hour everywoman's journal workshop focuses on five areas:

1. *Nourishing Awareness – Learning about yourself*
2. *Scattered Loss – Reflecting on your life*
3. *Relating to Life – Knowledge of yourself in relation to others*
4. *Respectful Caring – Using what you learn to care for us all*
5. *Pure Joy – Composing a life*

Since 2001, more than 350 workshops have been held, reaching 3,000 Wisconsin women.

How to host an everywoman's journal workshop

Anyone can host an *everywoman's journal* workshop at their church, for a group of friends, at the local library, you name it. It also makes a great workshop within a women's retreat weekend. We'll help you connect with a volunteer workshop facilitator in your area (there are over 40 in the state). Participants each receive a free journal and journaling guidebook.

Call WWHF at (800) 448-5148, ext. 103 or email Nora Miller at nmiller@whf.org.



Listen to Your Heart

Submitted by St. Mary's Hospital, www.stmarysmadison.com. St. Mary's helps fund the printing of this newsletter. We appreciate their generosity.



Think your life is busy? Are you constantly "on the go" with work, kids and other activities? When was the last time you checked in with your heart? After all, it's working 24 hours a day, seven days a week without any breaks – totaling about 38 million beats a year!

Symptoms of a heart problem can be a bit vague, especially for women. What would you do if you felt short of breath, weak, shoulder pain or a sudden extreme feeling of fatigue? Would you call 911 or instead lie down on the couch thinking you're under too much stress? In women, these are signs you could be having a heart attack.

Make sure you take cues from your body seriously. "Patients, especially women, need to realize something isn't right," says Dr. Vijay Kantamneni, a cardiothoracic surgeon at St. Mary's Hospital in Madison. "By telling your doctor, he or she can be more cautious and order tests if necessary. If a woman comes to the hospital with undiagnosed symptoms that could correlate to a heart attack, I go the extra step to make sure their heart is ok. That could mean an EKG, chest x-ray or even a stress test."

High blood pressure, smoking, obesity and diabetes increase a woman's risk of developing heart disease. Women who smoke, for instance, tend to have a heart attack 19 years earlier than non-smoking women. African American women also have a 72 percent higher risk for heart disease. These same women 55-64 years old have double the risk for a heart attack as their Caucasian counterparts.

But all hope is not lost. It's been proven, for example, that a woman's heart responds better than a man's to healthy lifestyle changes.

"Women have to be active and not just during the warm months," says Dr. Kantamneni, "In winter there is some evidence that heart attacks increase and the mortality rate for women who suffer heart attacks is higher. That's why it's so important that women exercise year-round."

In addition to exercise, be sure to eat properly. Also, don't smoke and keep control of high blood pressure and diabetes.

In the end it comes down to committing to a healthy attitude and lifestyle. Women tend to think it's the men in their lives they need to worry about most for heart issues. While keeping tabs on the guys is important, don't forget to take care of yourself, too! Listen carefully. Your heart might be trying to tell you something.*

Think your life is busy?

Are you constantly "on the go" with work, kids and other activities? When was the last time you checked in with your heart?



In the end it comes down to committing to a healthy attitude and lifestyle.

Our Heartfelt Thanks

CONTRIBUTORS TO THE WISCONSIN WOMEN'S HEALTH FOUNDATION JANUARY – DECEMBER 2010

The Wisconsin Women's Health Foundation is a statewide 501(c)(3) non-profit organization funded by gifts from individuals, corporations, foundations and other organizations who share our commitment of helping Wisconsin women and families reach their healthiest potential in all 72 counties.

Your contributions help ensure that we're able to provide programs that focus on education, prevention, and early detection of diseases that are the greatest threats to women's

health. 100% of every dollar you donate stays right here in Wisconsin and is tax deductible to the full extent of the law.

Gifts may be given in honor or in memory of a loved one or to celebrate a special occasion. You and anyone else you designate will receive an acknowledgement of your gift by mail and be recognized in our newsletter.

Thank you for supporting our mission with a gift!

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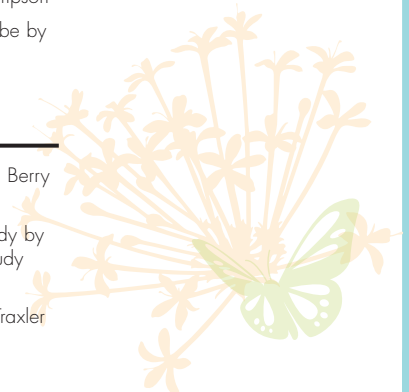
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Community Partners Help Us Continue Our Work

We're thankful for our community partners and their dedication to women's health. Since last August, the following groups were busy raising money for the Wisconsin Women's Health Foundation. Funds raised will help us reach more Wisconsin women with health information that focuses on education, prevention and early detection of diseases that affect them the most:



Executive Women's Golf Association (EWGA) – Last August, EWGA hosted a charity golf event at The Oaks Golf Course in Cottage Grove **raising nearly \$8,000**. On August 10, 2011 we'll once again be the beneficiary of their charity golf event. To register, call 608-663-1347.

Business Professionals Happy Hour – Hosted by rateOasis.com, business professionals gathered for a happy hour at the Madison Club, **raising \$1,400**.



Dance Wisconsin – Artistic Director, Jo Jean Retrum, **donated \$600** from her "Dance for Life" event, a benefit recital featuring local dancers.

Chippewa County Department of Public Health – Employees raised funds by donating to a kitty for the privilege of wearing jeans on Fridays.

Bratfest – As one of many Bratfest charities, WWHF staff and volunteers worked shifts at the event **raising \$618**.

The Golf Affect – Steve Stricker, along with the support of Dennis Tiziani and Cherokee Country Club, raised funds through charitable events for Dane County organizations doing work in this community. The Golf Affect events **raised \$1,000** for WWHF.

Sounds of Summer – While not a true fundraiser, this "friends raiser" allows us to partner with other organizations like JDRCF to thank our individual supporters while having the opportunity to educate other individuals about the work we're doing.



We appreciate the individuals and businesses who look at events as an opportunity to highlight the needs and work being done by community groups like the Wisconsin Women's Health Foundation.



Please Make a Donation

The generosity of our individual and corporate donors allows WWHF to offer educational and outreach programs to women all over the state. Donations also facilitate the growth of important women's health research initiatives. Call (800) 448-5148, visit wwhf.org for more information, or complete the form below. Thank you for your donation!

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Research Luncheon — WWHF Awards Two Women \$60,000 in Scholarships to Further Their Research

WWHF honored two remarkable woman researchers last October at the Women's Health Research Luncheon.



Na Jin Seo, PhD, Assistant Professor, University of Wisconsin-Milwaukee received the \$50,000 Dr. Judith Stitt Woman Faculty Scholar Grant. There is

a lack of knowledge about how women's motor recovery mechanism following stroke is different from men's, and this is a barrier to the development of rehabilitation therapies that are particularly effective for women who are more severely affected by stroke than men. Dr. Seo's research is focused on determining gender-specific effects of upper limb behavioral interventions that use interhemispheric interactions (occurring between hemispheres of the brain) in persons with stroke. Her long term goal is to help women with stroke increase their ability to perform daily living activities and function independently.



Wei Xu, PhD, Assistant Professor of Oncology, University of Wisconsin-Madison received the \$10,000 Markos Family Breast Cancer Research Grant.

Estrogen receptors (ER) come in two forms—alpha and beta. ER-alpha promotes tumor growth while ER-beta blocks it. Drugs

(such as tamoxifen and raloxifene) that are generally thought to target ER-alpha have been the standard treatment for breast cancer for years, but they don't work for all patients. Dr. Xu's research will involve finding out why the treatment fails and how estrogen receptors can be targeted differently to increase patient survival and reduce mortality. She has identified two naturally occurring compounds that selectively activate ER-beta, and she and her colleagues will evaluate the properties of these compounds to determine if they might prove effective in treating breast cancer. Dr. Xu's research will reveal novel insights into the mechanisms through which ER alpha and ER beta function and will lay the groundwork for improved clinical approaches to the treatment of breast cancer. [Note: Dr. Xu is also one of only three scientists in the country to have won the 2010 Era of Hope Scholar Award. The award, from the U.S. Department of Defense Breast Cancer Research Program, supports individuals who have high potential for innovation in breast cancer research early in their careers. She will use the \$3.6 million grant over five years to further her studies.]

With donations from foundation friends and sponsors, WWHF has awarded nearly \$400,000 in women's health research grants and scholarships, supporting the work of women scientists doing research in women's health in Wisconsin.



The following is an excerpt of the speech given at the Women's Health Research Luncheon by Molly Carnes, MD, director of the UW-Madison Center for Women's Health Research:



Why do we need more women researchers?

Women are more likely to investigate women's health issues. One modern example of this is the Women's Health Initiative (WHI). This large multicenter clinical trial that enrolled more than 160,000 women and studied, among other things, postmenopausal hormone therapy as a possible preventive agent for cardiovascular disease and Alzheimer's disease, was arguably the study that has had the biggest impact on women's health in history.



Women are more likely to investigate women's health issues.



Why do we need more women researchers? continued...

Contrary to prevailing assumptions based on less rigorous studies, WHI showed conclusively that postmenopausal hormone therapy actually increased the risk of heart attack, almost doubled the risk of dementia, and increased the risk of invasive breast cancer. This study was launched only because Bernadine Healy fought for it when she was the first (she's still the only) woman director of the National Institutes of Health (NIH).

Women researchers will more likely include women in clinical studies. Women were excluded from nearly all of the early cardiovascular prevention trials. Now that they've been included some very important differences have been found between men and women in cardiovascular disease. For example, low dose aspirin which helps prevent heart attacks in middle aged men, does not in women. Women are also more likely to get right-sided heart failure whereas men are more likely to get left-sided congestive heart failure.

Only by being accomplished researchers will women be invited by the NIH to make decisions on what research will be funded, and become leaders of schools of medicine, nursing, pharmacy, and public health. As leaders in these schools, they will serve as role models for students, establish the curricula for generations of health care providers, help set the nation's research agenda and advise public policymakers. We need more women in these roles!

Why are these scholarships so important?

They're important because women are more likely than men to leak out of research-based careers at each stage of the academic career pipeline. Although women have comprised around 50% of medical students for nearly a decade, only 18% are professors, only 12% are department chairs, and fewer than 10% of medical deans are women.

The deck is stacked against women researchers. Studies indicate that:

- Women faculty in academic medical centers are given fewer institutional resources for research than their male colleagues.
- Women who submit grants to the NIH are less likely to have their grants funded than are male applicants.
- In one study, women had to be 2.5 times more productive as men to receive comparable ratings when applying for postdoctoral research fellowships.

These scholarships awarded by WWHF support women faculty at early stages in their academic careers who are engaged in research to improve the health of women. The awards target women faculty at a particularly vulnerable time in building a research career. It helps support their research and helps keep them in the academic pipeline where they can successfully rise through the ranks toward leadership. As academic leaders these women will be positioned to have a broad, positive impact on the health of women worldwide.



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