4W: For Women, For Well-Being, In Wisconsin and the World

Forging new paradigms
Making life better for women; making the world better for all

4W, 4-H, One Health

4-H has been part of Mary Crave’s life since she was a 9-year-old Wisconsin farm girl. Now a program development and evaluation specialist with the University of Wisconsin-Extension and a director of UW-Madison’s 4W Initiative, she’s paying her 4-H experience forward to empower girls in Ghana.

Crave joins GHI Acting Director Christopher Olsen, 4W post-doctoral fellow Sophia Friedson-Ridenour, and Agri- Corps to develop curricula and train 4-H leaders to connect human and animal health, promote girls’ self-esteem and life skills, and prevent gender-based violence. The project received a 2015 Ira and Ineva Reilly Baldwin Wisconsin Idea Endowment Grant.

Convened by GHI, the School of Human Ecology, and the Department of Gender and Women’s Studies, the 4W Initiative (For Women. For Well-being, In Wisconsin and the World) has blossomed with projects that span campus and the world. GHI Associate Director Lori DiPrete Brown leads the initiative. Projects include:

- STREETS (Social Transformations to End Exploitation and Trafficking for Sex) with projects in Madison, Wisconsin, and Asia; a service learning program in Spain; and a global policy initiative. Leaders: Araceli Alonso and Jean Geran.
- Applying forgiveness therapy in a women-centered, culturally appropriate way to aid victims of sexual violence. Leaders: Jean Geran and Robert Enright.
- MORE (Money, Relationships, and Equality) teaches women to value themselves and their work and to strengthen the partnerships they form. Leader: Christine Whelan.

In April, 4W and Wisconsin Without Borders hosted Ines Bonilla, Monica Morales, and Flora Yepez, key participants in the UW/LaCalera, Ecuador, microenterprise project. The women connected with campus collaborators, shared experiences with the Bad River and Centro Hispano communities, and sold products on Library Mall. The jewelry-making project shows they can be successful small business owners, the women said. And that motivates other women. Janet Niewold leads the Microenterprise and Health field course.