4W Initiative

WOMEN, WELL-BEING
WISCONSIN & THE WORLD
UNIVERSITY OF WISCONSIN–MADISON

“To make life better for women and make the world better for all”

Core Principles
“...make life better for women and make the world better for all”

Design and Microenterprise
UW-STREETS
(Women and One Health)
(MORE)

(Underline)

Graduate Student Carolyn Jenkinson examining an Ecuadorian blouse from the Helen Louise Allen Textile Collection with visiting artisans Monica Morales, Flora Yepes and Ines Bonilla from La Calera, Ecuador

From left: Dorothy Taft, Executive Director, The Market Project; Jean Geran, Co-Director, STREETS; and Michele Clark, CEO, Artwords for Freedom (Photo by Alan Talaga, 2015.)

Team members (from left) Mary Crave, Lori DiPrete Brown, Christopher Olsen, and Sophia Friedson-Ridenour, visit with Irene Obeng at her home near Koforidua, Ghana.

MORE sponsor Lorna Jorgenson Wendt and MORE project leader Christine Whelan

Other 4W Projects:
Arts and Well-Being
Earth Science Women’s Network
The Environmental Commons: Eco-Justice Education
Health by Any Means
Leadership in Women’s Philanthropy
TDI: The Declaration Initiative
UNESCO Chair on Gender, Well-being, and a Culture of Peace

The 4W Initiative is a campus-wide effort convened by the School of Human Ecology, the Global Health Institute, and the Departments of Gender and Women’s Studies.

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Mission And Core Principles

“TO MAKE LIFE BETTER FOR WOMEN AND MAKE THE WORLD BETTER FOR ALL”

Core Principles

The 4W Initiative is grounded in human rights principles. This means working toward equal rights for women and girls as an end in itself, while also recognizing the important role that women play in sustaining families, communities, civil society, local and global economies and our earth. 4W values build on each other, beginning with basic needs and freedom from harm, and moving toward full agency and global leadership. 4W activities will incorporate the following core principles: 1) basic needs and human rights; 2) equality for women; 3) leadership; and 4) fully inclusive sustainable communities.

Expected Outcomes

Preparing students for leadership

Through courses, action research, internships and community engagement, UW-Madison graduates from a broad range of fields will be prepared to serve as leaders in education, research, and practice related to women and global well-being.

Making change with communities

Faculty-led action research at UW-Madison will result in measurable benefits in the communities where we serve as a partner for change. The Initiative is open to a broad range of topics where there is strong leadership, partnerships or activities underway, a feasible action plan, and a strong potential to make life better for women. Examples of projects to date include: 1) working to end human trafficking, 2) supporting well-being through microenterprise, 3) fostering equality in relationships and financial decision-making skills, 4) improving access to health care, and more.

Thought leadership at UW-Madison

The 4W Initiative will establish UW-Madison as a convener and academic leader in relation to women and well-being through an annual summit and related activities. Through a holistic approach, and a local to global perspective, we address urgent topics related to women and well-being. We host policy fora, as well as annual 4W Awards for global leadership related to women and well-being. We are also the home of a UNESCO Chair on Gender, Well-being, and a Culture of Peace. The 4W Initiative aims to provide leadership for institutions of higher education, and to have a global impact on research, education, policy, and practice.

Women and girls around the world continue to face disparities related to health and well-being.

More than

31 million

Girls do not have access to primary school.

1 in 3

Women will experience gender-based violence in her lifetime.

Approximately

222 million

Women do not have access to family planning.

Women are underrepresented in leadership; only

1 of every 5

Leaders are women, but are overrepresented among the poor, in rates of HIV/AIDS, and as victims of sex trafficking or harmful cultural practices.