

iGIANT Roundtable
March 15, 2017
New York, NY

AGENDA:

Moderator: Dr. Saralyn Mark

Introductions

Participant Presentations (overview of a gender/sex specific design element or interest in this area)

Discussion – Challenges and Solutions

Next Steps

ATTENDEES:

American Medical Women's Association (AMWA)

Eliza Lo Chin, MD, MPH - Executive Director

Roberta Gebhard, DO – Board Member

Zoanne Gebhard - Member

Founded in 1915, AMWA is an organization that works to advance women in medicine and improve women's health. AMWA's programs provide leadership, advocacy, education, mentoring and strategic alliances.

Federation of Medical Women of Canada (FMWC)

Anne Niec, MD - President

The Federation of Medical Women of Canada (FMWC) is committed to being The voice of women doctors in Canada, across all specialties and provinces. The FMWC provides women physicians the opportunity to take part in initiatives concerning women's health at local, national and international levels by developing leadership, education, networking, advocacy, mentoring and strategic alliances. The FMWC has 17 local branches and is a national member of the Medical Women's International Association (MWIA).

Haskins Laboratories and Yale University

Philip Rubin, PhD - Chief Executive Officer Emeritus, Haskins Laboratories, iGIANT Board Member and Treasurer

Haskins is a nonprofit research institute working in the areas of speech, reading, cognitive neuroscience, and physiology, affiliated with Yale and UCONN.

IDEAGEN

Leif Ackerman – CEO

Where the world's leading companies, NGO's and public sector organizations convene to innovate and collaborate to address the world's most vexing issues.

iGIANT

Saralyn Mark, MD – President

iGIANT (impact of Gender/Sex on Innovation and Novel Technologies) seeks to accelerate the translation of research into gender/sex-specific design elements such as products, programs, policies and protocols.

K.I.M. Media LLC, The Shark Group

Leslie Short - CEO, Owner & COO

Branding, Marketing Consumers and Corporations cross sectors partnerships.

Medical Women's International Association (MWIA)

Clarissa Fabre, MBBS (Hons) MRCP DCH - President-elect, MWIA Representative to the WHO

Gail Beck, O. Ont., MD,CM, FRCPC – Treasurer

Medical Women's International Association represents Women physicians from 40+ countries. MWIA is in official relations with the United Nations and the World Health Organization.

MWIA was founded in 1919 and is the largest and most influential organization representing women doctors from over 70 countries throughout the world.

Medisys Health Group

Vivien Brown, MDCM, CCFP, FCFP, NCMP - VP Medical Affairs, Corporate Health

National Company dedicated to preventative health and wellness. 30 years in Canada and largest health group in this field. Offices in all major cities, coast to coast.

Van Ness Communications

Heather Van Ness - Principal

Independent consultancy in Healthcare PR/Marketing communications.

SUMMARY:

On March 15, 2017, the New York iGIANT roundtable was convened in honor of the 61st Session of the United Nations Commission on the Status of Women. Several international participants, specifically, representatives from the Medical Women's National Association and the Federation of Medical Women of Canada attended the roundtable. Commitment was made by participants, who are now iGIANT ambassadors, to share the iGIANT mission/vision with colleagues in their sectors and home nations to foster the development of gender/sex-specific design elements across the globe.

Discussion points:

- Many examples were noted by the participants which showed the need for consideration of sex and gender issues and human systems integration (HSI) in design; for example, furniture such as shelves and desks which are not ergonomically designed for women can impair performance as well as be injurious.
- There is a need for more research and evidence-based studies, even observational trials, which can then be translated into gender/sex-specific design elements.
- Stereotypes can be harmful, thus, there needs to be gender/sex mainstreaming to improve diversity and neutralize labelling.
- Communication about the importance of gender/sex on design elements, especially an intergenerational approach, is essential.
- The toy industry has been evaluating the need for sex and gender design elements and is an example of industry translating research into gender/sex-specific products. It was mentioned that there will be an iGIANT retail roundtable hosted by UCLA with participation by Mattel toys on June 5 in LA.
- An iGIANT seal of approval and the iGIANT logo can help with educating and raising awareness of the importance of these issues. The logo/seal can be a catalyst to encourage participation by stakeholders in all sectors to develop design elements since it provides an identity as well as a reward for these efforts.

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