



iGIANT

Tool Kit

1. FACTSHEET



NAME: impact of Gender/Sex on Innovation and Novel Technologies (iGIANT®)

MISSION: To accelerate the translation of research into gender/sex-specific design elements such as products, programs, policies and protocols.

VISION: To improve the safety and quality of life, including work performance, for men and women.

BACKGROUND: While serving as a Senior Policy Advisor to the White House Office of Science and Technology Policy, Dr. Saralyn Mark designed the iGIANT® as a series of roundtables convening stakeholders in industry, academia, advocacy and government in the health, IT, retail and transportation sectors. The purpose of a roundtable is to foster a common dialog about best practices for gender/sex-specific design elements and to encourage participants to serve as ambassadors for innovation.

In July 2015, the iGIANT® program was launched at a roundtable hosted by U.S. Department of Health and Human Services. Within 18 months, 18 roundtables were hosted across the nation including in Detroit, San Francisco, Los Angeles, Palo Alto, New York City, Boston, Washington, DC, Kansas City, Ft. Lauderdale, Portland and Chicago. In August 2016, the iGIANT® evolved into a nonprofit organization. As a nonprofit, the iGIANT® will support the development of roundtables, summits, innovation prizes, scholarships, and a seal of approval for design elements.

ROUNDTABLE-AGENDA (3 hours):

- * Introductions
- * Participant 5 Minute Presentations (overview of a gender/sex-specific design element or interest in this area)
- * Discussion - Challenges and Solutions
- * Next Steps

SELECTED ROUNDTABLES DESIGN ELEMENTS OUTCOMES:

- * Program - 3 City Simulcast Forum on the Impact of Gender/Sex on Health Affiliated with the White House Summit on Women and Girls
- * Program - A Commercial Space iGIANT® Panel in the 20th Century Fox Studio's Zanuck Theater During the Raw Science Film Festival
- * Protocol - Plans for Emergency Room Data Mining to Assess Severity of Motor Vehicle Accidents by Gender/Sex to Impact New Vehicle Design
- * Product - Development of Engineering and Medical School Curricula to Incorporate Impact of Gender/Sex
- * Product - Social Media Platform for Clinicians to Discuss Impact of Gender/Sex on Health Care
- * Product - An iGIANT® Challenge Competition and Innovation Prize to Develop Concepts for Gender/Sex-Specific Design Elements
- * Policy - Implementation of R & D Inclusion Policy by a Medical Device Company to Ensure Analysis by Gender/Sex
- * Program - Plans for iGIANT® Roundtable Scholars (iRS) Program on University Campuses



OFFICERS:

- * Saralyn Mark, MD - President and Founder
- * Philip Rubin, PhD - Treasurer
- * Charlene Shaya, JD - Secretary

MINUTES:

<https://genderedinnovations.stanford.edu/igiant.html>

RADIO:

<https://www.podcastchart.com/podcasts/the-well-woman-show/episodes/007-navigating-unknownterritory-with-dr-saralyn-mark>

http://www.iheart.com/show/188-Going-Beyond-Medicine-on-E/?episode_id=27471976

BLOGS:

<https://onmogul.com/stories/the-impact-of-gender-sex-on-innovation-and-novel-technologies-igiant>

<https://onmogul.com/stories/it-s-only-half-the-toy-story>

<https://onmogul.com/stories/moguls-of-the-world-renowned-women-s-health-leader-saralyn-markmd-on-advancing-innovation-and-technology-through-brilliant-launch-of-igiant>

<http://www.womenshealth.gov/blog/time-for-the-igiant.html>

CONTACT:

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smark@igiant.org
www.igiant.org



*The National Academy of Medicine defines "gender" as a person's self representation as male or female based upon social interactions and "sex" is based upon one's genes. The environment can impact gene expression (epigenetics). Gender/sex impact every aspect of our lives.

iGIANT Roundtable Scholars Program (iRS)

This program is designed to be held at colleges or universities in collaboration with AMWA student branches.

Moderator: Dr. Saralyn Mark, former Senior Policy Advisor to the White House during the Obama Administration and former Senior Medical Advisor to the HHS Office on Women's Health and NASA. Dr. Mark holds 4 academic appointments including at Yale and Kings College London. She is currently president of SolaMed Solutions, a healthcare consultancy and the iGIANT (impact of Gender/Sex on Innovation and Novel Technologies), a nonprofit accelerating the translation of research into design elements.

Target attendees: Student (scholars) from a variety of disciplines including but not limited to life sciences, engineering, and design. All students are welcome to attend.

Agenda:

- 7:00-7:10 pm Welcome/Introduction
- 7:10-7:27 pm Overview of the iGIANT
- 7:27-7:30 pm Stanford Gendered Innovation video
- 7:30-8:30 pm Roundtable discussions led by a student moderator
- 7:30-8:00 pm Discuss challenges and issues
- 8:00-8:30 pm Discuss solutions and concept ideas for sex/gender design elements
(programs, policies, protocols and products)
- 8:30-9:00 pm Share concept ideas with all roundtable participants
- 9:00 pm Closing -- Announce the iGIANT Challenge Competition

Venue: Large student cafeteria or meeting rooms which can hold roundtables.

Resources:

www.igiant.org

www.amwa-doc.org/igiant

*This program will offer leadership opportunities for AMWA student leaders and participation in a growing national and international initiative. To get involved, please e-mail smark@igiant.org and/or associatedirector@amwa-doc.org.

2. INVITATION

You are cordially invited to participate in a high level roundtable that will explore the impact of gender/sex on innovation and novel technologies (iGIANT™) on Wednesday, March 15, 2017 from 9:30-11:30am, at 200 Park Avenue, Suite 1700, New York, NY 10166.

Gender and sex impact every aspect of our daily lives on Earth and in space. According to the National Academy of Medicine, "gender" refers to a person's self representation as male or female based upon social interactions and "sex" is based upon an individual's genes. Understanding and using these definitions correctly have become more complicated by the enhanced knowledge of the environment on gene expression (epigenetics).

Thus, sex and gender are sometimes used interchangeably. NASA as well as other agencies and organizations, including the National Institutes of Health (NIH), have policies on the inclusion of gender/sex in research studies and programs.

The iGIANT program, designed at the White House Office of Science and Technology Policy and now a non-profit organization, consists of a series of roundtables and eventually summits, innovation prizes, scholarships, and a seal of approval for design elements to accelerate the translation of research into gender/sex-specific design elements, such as programs, products, policies or protocols.

The purpose of a roundtable is to establish a common dialog about best design practices and to inspire participants to serve as ambassadors for innovation. These events have convened stakeholders from government, industry, academia and advocacy groups. There have been 19 roundtables since the July 2015 launch at the Department of Health and Human Services as well as a roundtable at NASA Headquarters in August 2016.

You are invited to give a 3-minute overview of your design element or your interest in this area. We understand that some information is proprietary and disclosure may be limited. You may provide hand-outs (18 copies), but not use powerpoint. Following these presentations, there will be a discussion on challenges and opportunities to further explore the iGIANT on design elements.

Ultimately, the iGIANT will improve the safety and quality of life, including work performance for men and women on Earth and in space. More information about the iGIANT is available here.

<https://www.amwa-doc.org/wp-content/uploads/2017/02/iGIANT-Fact-Sheet-2-2017-1.pdf>

Please RSVP here.

<https://form.jotform.com/iGIANT/nyc-igiant-15mar2017>

Please bring a photo ID for building security on the day of the roundtable.

Sincerely,

Eliza Lo Chin, MD, MPH
Executive Director, American Medical Women's Association

Leif Ackerman
CEO, Ideagen

Saralyn Mark, MD
President and Founder, iGIANT

This roundtable is supported by a grant from Boston Scientific.

3. HOW TO SET UP A JOTFORM ACCOUNT TO COLLECT RSVPS

1. Go to <https://www.jotform.com/>
2. Click 'Sign Up' (at center & top right corner of page)
3. Create your username/password and enter email to set up account
4. Once you're in, to create an event form:
 - a. Click 'Create Form' on top left corner
 - b. Enter in relevant information
 - c. You can edit the form, view responses, etc. using the menu that comes up on the right when you click on your form

Example:



The screenshot shows a JotForm interface for an RSVP form. At the top, there are four decorative images: a green abstract pattern, orange bokeh lights, a grid of icons, and colorful sneakers. Below the images is the event title: **RSVP for the San Francisco, CA iGIANT Roundtable**. The event details are: Friday, December 9, 2016 - 1-4 pm. Friday, December 9, 2016, 1-4pm, Reed Smith Building, 101 2nd Street, San Francisco (2nd & Mission, near the Montgomery Bart Station).

The form contains the following fields and options:

- Will you be attending? *** with radio buttons for Yes and No.
- Name of Attendee *** with two text boxes for First Name and Last Name.
- Relevant degrees to be listed after your name (i.e. MA, MD, PhD) *** with a text box.
- Title *** with a text box.
- Company *** with a text box.
- E-mail *** with a text box containing the example `ex: myname@example.com`.
- Phone Number *** with two text boxes for Area Code and Phone Number.
- BRIEF COMPANY DESCRIPTION (2-3 sentences) *** with a large text area.
- A **Submit** button at the bottom.

4. CONFIRMATION EMAIL MESSAGE:

Dear Roundtable Attendee,

We are looking forward to your participation in the iGIANT roundtable on Thursday, October 20, 2016, 2:30-5:30 pm at McDermott Will and Emery, 9th Floor The Senate, 500 North Capitol Street, NW, Washington, DC 20001, (202) 756 8000.

Upon arrival to the McDermott Building, proceed to the security desk with a picture ID. Once checked in, you will be directed to the elevators to the 9th floor and the reception desk.

Parking: The 500 NC Street parking garage is private and only available to building tenants. The Colonial Hall of The States parking garage is available and is located at 18 E Street, NW directly across the street from the Hotel George and a short walk to the McDermott Building. The hourly rate is \$12 and the daily rate is \$21. To find additional parking please visit

<http://washingtondc.bestparking.com/#1>

Attached, please find an iGIANT fact sheet as well as a transcript of a recent iGIANT roundtable held at NASA.

The roundtable will be moderated by Dr. Saralyn Mark, founder and president of iGIANT.

Agenda

- Introductions
- Participant 5 Minute Presentations (overview of a gender/sex-specific design element or interest in this area)
- Discussion - Challenges and Solutions
- Next Steps

Sincerely,

Chris Carberry
CEO, Explore Mars, Inc

Keri Kukral, BSE
CEO, Raw Science

Eliza Chin, MD, MPH
Executive Director, American Medical Women's Association

Saralyn Mark, MD
Founder and President, iGIANT

5. ATTENDEE LIST / AGENDA HANDOUT AT THE ROUNDTABLE

iGIANT Roundable

May 8, 2017

Washington, DC

AGENDA:

Moderator: Dr. Saralyn Mark

Introductions

Discussion – Challenges and Solutions

Next Steps

ATTENDEES:

Aerojet Rocketdyne

Kate Maliga, MA – Director

Aerojet Rocketdyne provides and propulsion for spacecraft, rocket motors and liquid rocket engines for launch vehicles. It also provides energetics and propulsion for missiles and armaments.

American Medical Women's Association (AMWA)

Eliza Lo Chin, MD, MPH - Executive Director

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.

Boston Scientific

Mariana Rodrigues, MBA - National Program Director Close the Gap

Boston Scientific transforms lives through innovative medical solutions that improve the health of patients around the world. As a global medical technology leader for more than 35 years, we advance science for life by providing a broad range of high performance solutions that address unmet patient needs and reduce the cost of healthcare.

Busek

Garry White, Rear Admiral (Ret), USN – Vice Chairman

Busek is an innovative aerospace corporation specializing in advanced space propulsion solutions and electronics for spaceflight and terrestrial applications. The firm is engaged in applied research, hardware development and specialty manufacturing. Busek is a leading source for electric propulsion thrusters for use on defense, civil, and commercial spacecraft.

Explore Mars

Chris Carberry – CEO

Artemis Westenberg, MA - President

Explore Mars, Inc. was created to promote science and technology innovation and education with a use for Mars exploration. Not for profit set to put humans on Mars by 2033.

First Star, Inc

Peter Samuelson – President, CEO

First Star partners with universities and child welfare agencies throughout the country to make a longterm investment in foster youth and change the course of their lives, from abuse and neglect to academic achievement and self-sufficiency.

HOSA – Future Health Professionals

Koeninger, PhD – Executive Director

An association serving students in middle/high schools, community colleges, and colleges/universities who are enrolled in health and biomedical science programs. HOSA serves 225,000 future health professionals in 4,500 chapters in the USA and internationally. The 40th Annual International Conference will be held in Orlando, FL, June 21-24 and attended by nearly 10,000 delegates.

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.

Janet's Planet Inc.

Janet Ivey, MS, Ed - President, CEO

Janet's Planet is dedicated to informal space and science education and outreach. Janet's Planet serves the elementary and middle school markets specifically but exists to create and be the launch pad for science literacy. Janet's Planet is a multi-media company producing both broadcast and web content for students.

Johns Hopkins Applied Physics Laboratory

Margaret Simon, MBA – Strategic Communications Manager

APL is the nation's largest University Affiliated Research Center and provides solutions to national security and scientific challenges. APL's Space Exploration Sector built and operates the New Horizons mission to Pluto.

Johns Hopkins University School of Medicine

Irina Burd, MD, PhD - Director, Integrated Research Center for Fetal Medicine

The goals of the Johns Hopkins Integrated Research Center for Fetal Medicine is to advance worldclass discovery in biomedical and health services through innovative translational research, to derive cures for prenatally-diagnosed diseases by cutting across multiple basic science and

clinical disciplines, and to recruit and train future prenatal leaders with expertise in fetal medicine to advance clinical care through research and discovery.

National Aeronautics and Space Administration (NASA)

John Allen, PhD - Program Executive for Crew Health and Safety

Kathleen Boggs, PhD - Systems and Technology Demonstration Manager

Lindsay Aitchison, MS - EVA System Maturation Team SE&I Lead

Jennifer Gustetic - SBIR/STTR Program Executive

NASA is a United States government agency that is responsible for science and technology related to air and space. The EVA System Maturation Team is focused on the development of space suit system technologies to enable human space exploration. NASA SBIR/ STTR funds ~\$190M annually in research and development at small businesses to address NASA interests.

NASA Headquarters Human

Exploration and Operations Mission Directorate is responsible for all aspects of human space exploration from spacecraft to astronauts. Crew Health and Safety has the responsibility for assuring that astronauts are healthy before, during, and after human space missions.

National Aeronautics and Space Administration (NASA) Astrobiology Institute

Penelope Boston, PhD – Director, NASA Astrobiology Institute

The NASA Astrobiology Institute is part of the NASA Astrobiology Program. It oversees approximately 12 multi-disciplinary and multi-institutional teams working on 5 year large grants tackling major questions in astrobiology.

National Aeronautics and Space Administration (NASA) Goddard Space Flight Center

Jacob Bleacher, PhD - Research Geologist

Leads field research campaigns of up to 30-40 people in volcanic terrains for comparison to data collected from other planets, field test technology elements within the developing human space exploration architecture and serve on the astronaut training team for earth and planetary geosciences.

National Science Foundation

Rebecca Keiser, PhD - Head, Office of International Science and Engineering

The National Science Foundation (NSF) is an independent federal agency created by Congress in 1950 "to promote the progress of science; to advance the national health, prosperity, and welfare; to secure the national defense..." NSF is vital because we support basic research and people to create knowledge that transforms the future.

NASAWatch/SpaceRef/Astrobiology.com

Keith Cowing, MA - Editor

Online space news services NASAWatch.com, SpaceRef.com, and Astrobiology.com

Partnerships for Change®

Jacqueline Miller, BS, MA

Accelerating social and economic transformation through impactful media and direct action.

Sponsored over twenty award winning and provocative documentaries and television series. Successfully completed schools, monasteries, health clinics, research projects and rescue missions in India, Nepal, Burma, Cambodia, Thailand, Malawi, South Africa, Benin, Liberia and Cape Verde.

Raw Science TV

Keri Kukral, BSE - CEO

Raw Science is an online network focused on science and technology that will change the world in the near future. With on-demand streaming media, original series, and editorially curated content offered by leading experts in all areas of science and technology, Raw Science offers stunning insights on how cutting-edge advances can furnish solutions for the greatest issues confronting our society.

Stem Magazines

Wayne Carling, MA – CEO / Publisher

STEM Magazine, STEM for Women and STEAM Magazines currently have over 400,000 readers monthly in 47 states and 65 countries. Our vital innovators and participants in our endeavors of the next 25 years are currently in middle school. STEM Magazines are designed to be their inspiration and platform for communications and awareness.

Other Attendees

Adrienne MacLean – Writer

SUMMARY:

On May 8, 2017, the Washington, DC iGIANT roundtable was convened as part of the 2017 Human to Mars Summit.

Discussion highlights:

1. In healthcare and medicine, there is growing data that highlight the importance of sex and gender from the standpoint of biology, research inclusion policies, treatment paradigms and precision health care. Sex/Gender differences are seen even at the level of the fetus. Understanding these differences will help us design more targeted interventions. As we consider new frontiers such as space, sex and gender based differences will play an important part in mission success.
2. Examples were discussed regarding equipment, particularly in the military, which have posed significant challenges for women. Policies and protocols may put women at a disadvantage, simply because of the way that they are worded. For example, it may be advantageous to pose the question, “Is society or the environment designed for me and my needs?”
3. Meaningful change requires men and women to feel incentivized--people need to see a win in it for them to change. Creating challenges may be one way to accelerate this, but it is

important to pay attention to how these are conducted to fully encourage participation by both men and women.

4. We can raise more awareness about the importance of the iGIANT missions through digital and print media. Tell the stories, especially the positive stories. Impacting change through education, particularly the young generation will be essential.
5. Though diversity and inclusion are not the central mission of iGIANT, they are relevant to increasing our awareness of sex and gender-based aspects in technology and innovation. In astrobiology, there has been a significant increase in the number of women. As a result, they have been driving the discussions about need for gender appropriate equipment. Gender equality is important due to the downstream effect such as improved technology. In addition, it is essential to create a safe place to talk about these issues and to encourage men to understand the value of this approach which will also benefit everyone as well.

Roundtable hosted by Explore Mars with support from AMWA, Raw Science, and iGIANT and a grant from Boston Scientific.

6. THANK YOU LETTER

Dear Colleagues,

Thank you for your participation in the iGIANT roundtable on May 8, 2017 in Washington, DC, in conjunction with the Human to Mars Summit. Advancing the iGIANT program will require a collaborative effort from all stakeholders serving as "ambassadors." As an iGIANT ambassador, please consider hosting or attending more roundtables, writing an article or blog about the impact of gender/sex on innovation and novel technologies and encouraging the development of iGIANT design elements such as programs, products, policies and protocols across the health, IT, transportation and retail sectors. Please find the synopsis for the roundtable attached, along with contact information for those in attendance.

Your leadership and vision have significantly contributed to the strong foundation for the iGIANT program. It's through your continued support that the iGIANT will transform the landscape to improve the lives of men and women around the globe and beyond.

Sincerely,

