



Jean  Hailes  
FOR WOMEN'S HEALTH

# Year in review 2022



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# Ending the stigma around women's health



When Dr Jean Hailes started providing information to women, as well as training and education to health professionals, it was on subject matters that were

rarely discussed privately and never discussed publicly. 'Women's health issues', such as endometriosis, heavy menstrual bleeding and pelvic pain, were shrouded in mystery and stigma for both women and health professionals. Even menopause, a natural life transition, was too often a taboo subject. That there were general health issues specific to women seemed beyond the understanding of health professionals and even women themselves.

Fast forward 30 years to 2022, and Jean Hailes data showed a thirst for evidence-based health information and a new level of engagement in discussing women's health issues. Last year, there were more than eight million page views of the Jean Hailes website, a reach of 21 million on social media, and more than 200,000 attendees at Women's Health Week events in September. Key co-design projects, such as the significant collaboration with Alukura Women's Health Service in Alice Springs, have seen culturally appropriate materials developed so that women from priority populations are empowered and equipped to take control of their health.

Looking back on 2022, I must acknowledge and thank the extraordinary Janet Hailes Michelmore AO, who stepped down as Interim CEO in November. For decades, Janet has been a driving force in ensuring accessible health information is available to enable and empower people to recognise when something is not right and to manage their own health. Like her mother, the late Dr Jean Hailes, Janet has worked tirelessly to upskill the health workforce and ensure no-one's pain is ignored, or symptoms or conditions are left unmanaged.

I am incredibly optimistic about the future of women's health in Australia. 'Women's health issues' are no longer, and will never again be, shrouded in mystery and stigma. I'm proud that Jean Hailes, in collaboration with many valued partners, has played such a significant role in eroding both mysteries and taboos. We're committed to empowering women, girls and gender-diverse people to take control of their health, and to helping health professionals provide the health care these populations need.

**Sarah L. White**  
BSc (Hons), PhD

Chief Executive Officer  
Jean Hailes for Women's Health



# Jean Hailes for Women's Health **in numbers**

Jean Hailes website

**8.1 million**  
**pageviews**

Feature articles

**399,963** total readership

Podcasts

**120,060** downloads

Women's Health Week

**200,932** attendees

National Women's Health Survey

**14,407** participants



Social media

**21 million**  
reach

**623,000**  
engagement

Jean Hailes clinics

**10,352**  
patients

Partners

**40+** partners  
across every  
state and  
territory

# Changing behaviour

As a result of Women's  
Health Week:



**56%**

of participants were prompted  
to get a health check



**44%**

of participants were more aware  
of their local health services



**53%**

of participants were more  
likely to eat better



**63%**

of participants were more  
likely to increase their  
physical activity

# New resources

Jean Hailes continues to release health resources for consumers and health professionals.



## Consumer resource catalogue

Our downloadable catalogue went live in July. It highlights the range of resources Jean Hailes offers on various health topics, and where to find them.

# Australian Women's Weekly Good Health Guide

In August, Australian Women's Weekly released 'The 2022 Good Health Guide', in partnership with Jean Hailes. Topics covered include mind health, movement, healthy ageing, health checks, sleep, hormones and diet.

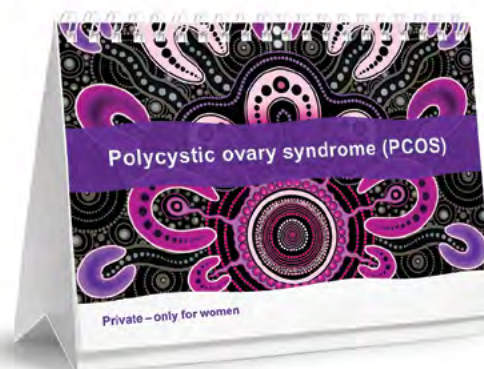
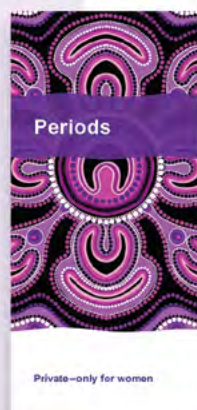


## Health checks chart

We released a new health checks chart for women during Women's Health Week. It was downloaded more than 25,000 times across the week.

## Culturally safe resources for First Nations women

In partnership with Alukura Women's Health Service, we launched a suite of resources on periods and polycystic ovary syndrome (PCOS), designed for First Nations women.



## Visual stories

We introduced visual storytelling to Jean Hailes articles, attracting over 150,000 readers.

## Fact sheets

We enhanced our suite of multilingual resources, releasing new and updated fact sheets on abortion, contraception, cervical screening, periods, vulval and vaginal health and menopause. Each is available in English and translated versions.



## New menopause content

We continued to broaden our library of menopause content with fact sheets on weight gain, mind health and menopausal hormone therapy (MHT), plus a long list of feature articles, Q&As and webinars.



## Podcasts

With more than 100,000 downloads within three months of its release, our 2022 podcast series – Denise Asks Awkward Questions – broke Jean Hailes records. It stars comedian Denise Scott and Jean Hailes experts.



# Highlights from Women's Health Week 2022

## Central Australian Aboriginal Congress clinics, Ntaria Health Service and Alukura Women's Health Service, NT

Ntaria Health Service, along with the Western Aranda Health Aboriginal Corporation, conducted health checks, encouraging women to prioritise their health. Meanwhile, Alukura Women's Health Service hosted a women's community barbecue and launched a suite of educational resources. Developed in partnership with Jean Hailes, the resources cover polycystic ovary syndrome (PCOS) and periods.



Tullawon Health Service

## Lismore Women's Health, NSW

Lismore Women's Health teamed up with Koori Kitchen Lismore to host a Women's Health Week morning, complete with food and social support. A women's health community nurse greeted attendees and shared Women's Health Week goodie bags and other educational resources.

## Centacare Far North Queensland (FNQ), Qld

Centacare FNQ's multicultural services team hosted a group breast screening session to raise awareness of women's health and wellbeing within the community. The event included morning tea, breast screening education and individual breast screening checks.

## Tullawon Health Service, SA

Tullawon Health Service, in collaboration with Yalata Anangu School, Yalata Lutheran Church and the Yalata community, hosted a week-long community event centred on community bonding, education, cooking and the sharing of local knowledge. The week included bush medicine tours, walking groups, mentoring tours, drive tours and school visits.





Ishar Multicultural Women's Health Services

## **Ishar Multicultural Women's Health Services, WA**

Ishar held three expos in Western Australia, engaging women from various cultural backgrounds. Stallholders included BreastScreen WA, the Women and Newborn Health Service and the Muslim Women's Support Centre of WA. Volunteer medical students conducted health checks. Attendees also received healthy snack packs and had the chance to participate in mindful craft.

## **Womens Health & Family Services (WHFS), WA**

WHFS marked Women's Health Week through a range of channels. There were health displays in schools and the Murray Street mall, women's health talks, dedicated cervical screening test clinics, student goodie bags, walking groups and more. Notable women's health advocates also attended a breakfast, with a keynote speech from the Minister for Health.

## **Gippsland Women's Health (GWH), Vic**

From 12 September to 21 October 2022, GWH embarked on a six-week roadshow throughout Gippsland to reconnect with local women and understand their health needs. A key partner of the roadshow, Jean Hailes, provided resources, as well as speakers on topics such as menopause, pelvic pain and contraception.

## **Aboriginal and Torres Strait Islander Community Health Service (ATSICHS), Qld**

The ATSICHS Bucasia clinic hosted a women's health day at the YuwiYumba Cultural Hub. The event was a crowd-pleaser and featured games, Q&A sessions, prizes, food, Women's Health Week goodie bags and three guest speakers – a female doctor, an Indigenous female police officer and an Integrated Team Care program project officer.

## **Strong Women, Strong Babies, Strong Culture Program, NT**

The Primary Care Outreach Program co-hosted a women's health day in the Wurrumiyanga community, with more than 150 female attendees. The event featured education sessions on mental health, sexual health and women's health checks; a popup clothing shop; and activities, including painting, perfume oil making, music, dancing and singing in Tiwi.



## Cultura, VIC

Cultura brought together women from migrant and refugee backgrounds for its Women's Health Week celebration. Activities included group dance, mental wellbeing training with bilingual trainers, henna painting, flower crown making, meditation and trauma education. Representatives from various organisations participated, including Geelong Head to Health, The Orange Door and Jean Hailes.





# National Women's Health Survey results

Conducted in March to May 2022, the Jean Hailes National Women's Health Survey recruited more than 14,000 respondents. With a focus on the pandemic, the Survey provided a snapshot of how women in Australia were faring in a COVID-19-affected environment.

Results showed an alarming drop in the number of women rating their health as 'very good' or 'excellent' compared to five years prior. Nearly half of all women said their mental and physical health had deteriorated since the pandemic began and 21% said their mental health had

stopped them from engaging in everyday activities. As many as 17% reported a pre-existing mental health condition had worsened.

Unsurprisingly, missed health appointments due to the pandemic were evident, with 32% of women missing a dental appointment, 18% missing a GP health check and 8% missing a mammogram.

The survey also highlighted equity problems and differing health outcomes for women with disabilities, women from non-English speaking backgrounds and those in LGBTIQ+ and Aboriginal and/or Torres Strait Islander communities. For example, only 50% of women from non-English speaking backgrounds said they knew how to access health services, compared to 72% of all women.

For the first time in its seven-year history, the survey was translated into Chinese (Simplified), Arabic and Vietnamese.



**4 in 10 women reported their health deteriorated during the pandemic**



# Overall results

14,407

respondents

11,006

sample size for analysis

40% 

live outside a major city

20% 

are born outside Australia

5%

speak a language other than English at home



5%

identify as being of Aboriginal and Torres Strait Islander descent



10% identified as having a disability

15% care for someone with a disability or additional needs

65% have children

## Decline in physical health



43%

of women said their physical health had declined since the pandemic began



59% of 18-25 year-olds

51% LGBTQ+ participants

## Decline in mental health



46%

of women said their mental health had declined since the pandemic began

59% of 18-25 year-olds

56% of women with a disability

55% of women from non-English speaking backgrounds



## Missed appointments due to the pandemic

32%

of women missed a dental appointment



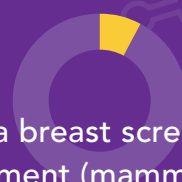
18%

missed a health check with a GP



8%

missed a breast screening appointment (mammogram)



## Withdrawal from everyday activities

21%

said their mental health stopped them from taking part in everyday activities



38% LGBTQ+ participants



34% women with a disability



31% of 18-25 year-olds

## Doctor Google or Doctor

79%

of women said they go to Google, and 78% said they see a doctor, if they have a question about their health



## Health equity

44%

could not afford to see a doctor or other health professional when they needed it



70% of women from non-English speaking backgrounds



62% of women with a disability



53% of Aboriginal and Torres Strait Islander women



57% LGBTQ+ participants

29%

could not access health information in their own language



55% of women from non-English speaking backgrounds



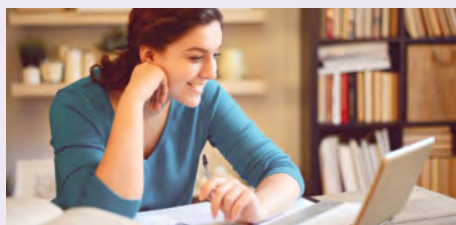
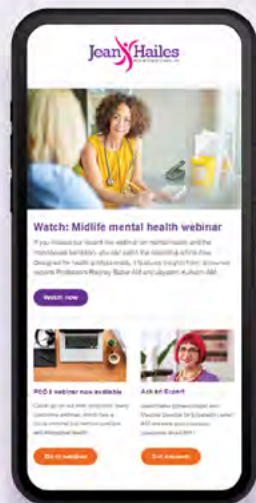
39% of Aboriginal and Torres Strait Islander women

# Health professionals



## eNews

Every month, we take a deep dive into a women's health topic, providing our health professional audience with practice points and expert advice. Topics included how to talk about alcohol consumption with patients and the recent changes in cervical screening policy.



## E-learning courses

We offered accredited e-learning courses on fertility, menopause and PCOS for 2022. One participant described the fertility course as "clear, thorough [and] relevant with up-to-date information to improve clinical practice and patient health".

## Tools and resources

Health professionals continued to download and use our trusted and evidence-based tools to support them in the diagnosis and management of endometriosis, heavy menstrual bleeding, menopause and polycystic ovary syndrome (PCOS).



## Webinars

As part of our commitment to providing continuing professional development opportunities to health professionals, we hosted six webinars throughout 2022. Featuring leading experts, the RACGP-accredited webinars covered menopause, obesity, vulvovaginal candidiasis and more.



## Ask an Expert: Q&A

Our popular Ask an Expert series, featuring Jean Hailes clinicians, answers clinical questions sent in by health professionals. Menopausal hormone therapy proved to be 2022's hottest topic for this monthly column.



# Clinical expertise

Clinical expertise is fundamental to the Jean Hailes model of integrating research, clinical care and lived experience to inform its public health, education and advocacy activities. Jean Hailes operates two medical clinics (in Victoria) that provide women's health checks and consultations on women's health issues such as menopause, polycystic ovary syndrome (PCOS), endometriosis, menstrual and hormonal problems, pelvic pain, incontinence (urinary and prolapse problems), depression, anxiety and sexual problems.

The multidisciplinary teams working in the Jean Hailes clinics include general practitioners (GPs), gynaecologists, urogynaecologists, endocrinologists (hormone specialists), vulval dermatologists, a sexual therapist, psychologists, naturopaths, physiotherapists, nurses and dietitians who are all specially trained in women's health. The organisation's work to improve women's health is informed by the extraordinary depth and breadth of expertise and experience of these dedicated professionals who, in 2022, provided care to more than 10,000 patients.

*"The Jean Hailes clinics provide multidisciplinary care that treats the whole patient, not just one part of her. This approach, founded on collaboration and shared expertise, enriches both the care we provide patients and, ultimately, the health professional education produced by Jean Hailes."*

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Jean Hailes for Women's Health gratefully acknowledges  
the support of the Australian Government.