



# WOMEN'S HEALTH WEEK

Promotional kit for communities

[womenshealthweek.com.au](http://womenshealthweek.com.au)

 Jean Hailes  
Women's Health Week®



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## Jean Hailes and Women's Health Week



Jean Hailes for Women's Health is working to create an Australia in which gender has no influence on health and wellbeing outcomes.

We want to empower all women to enjoy their best health and wellbeing at every life stage.

Each year we celebrate and support this mission by presenting Jean Hailes Women's Health Week to thousands of workplaces, health organisations, community groups and women across the country.

We work in collaboration to:

- provide health information that women need to make decisions about their health in a way that builds knowledge, skills and confidence
- advocate to change the social, cultural and structural barriers that women face when it comes to their health and wellbeing
- connect organisations and initiatives to facilitate and drive change for women's health.

For more information visit [jeanhailes.org.au](http://jeanhailes.org.au)



## Information for hosts



## Important dates

**6 May** – Event registrations open and bags available (until sold out)

**31 August** – Event registrations close

**2–6 September** – Women’s Health Week

## How to use this kit

All files can be downloaded from the Jean Hailes website: [jeanhailes.org.au](http://jeanhailes.org.au)

## How to get involved

Information on how to participate in Women’s Health Week can be found in the [‘How to get involved’](#) guide.

## Website

[jeanhailes.org.au](http://jeanhailes.org.au) or [womenshealthweek.com.au](http://womenshealthweek.com.au)

## As an event host you will receive:

- Evidence-based women’s health information
- Free event registration and promotion on the Jean Hailes website
- Exclusive access to order our 2024 Women’s Health Week bags for your event attendees – **only available to registered hosts**
- Priority access to Jean Hailes events and webinars
- Free promotional kits, including social media tiles, copy, poster templates, invitation templates and more



## Promotional kit for communities



This kit has been especially designed for community groups, helping you to host an event or share information. It includes practical templates such as posters, invitations and copy, which you can use in your own promotions.

### Free resources

We also have a wide variety of resources on women's health to help support your event and activities, including:

- Easy Read fact sheets
- First Nations resources
- fact sheets
- translated fact sheets
- educational presentations
- podcasts.

[Visit our resources page](#)



## Articles you might like to share



The full program of health information from Jean Hailes will be released on 2 September. In the lead-up to Women's Health Week you might be interested in linking to the following articles:

- **Starting over at 64:** [jeanhailes.org.au/news/starting-over-at-64-janice-standen](http://jeanhailes.org.au/news/starting-over-at-64-janice-standen)
- **Life interrupted: My journey with PMDD:** [stories.jeanhailes.org.au/my-journey-with-PMDD/index.html](http://stories.jeanhailes.org.au/my-journey-with-PMDD/index.html)
- **The power of intuition: One woman's heart health journey:** [jeanhailes.org.au/news/the-power-of-intuition-one-womans-heart-health-journey](http://jeanhailes.org.au/news/the-power-of-intuition-one-womans-heart-health-journey)
- **Against the tide:** [jeanhailes.org.au/news/against-the-tide-pauline-nguyen](http://jeanhailes.org.au/news/against-the-tide-pauline-nguyen)

- **Life as a young caregiver:** [jeanhailes.org.au/news/life-as-a-young-caregiver](http://jeanhailes.org.au/news/life-as-a-young-caregiver)
- **A journey to self-care:** [jeanhailes.org.au/news/my-body-was-falling-apart-a-journey-to-self-care](http://jeanhailes.org.au/news/my-body-was-falling-apart-a-journey-to-self-care)
- **The highs and lows of being a modern-day grandmother:** [stories.jeanhailes.org.au/the-highs-lows-of-being-modern-day-grandmother/index.html](http://stories.jeanhailes.org.au/the-highs-lows-of-being-modern-day-grandmother/index.html)

Please see Terms and conditions for publishing Jean Hailes content.



## Terms and conditions



We are happy for you to share Jean Hailes content with your friends, family or colleagues. However, please make sure you follow our terms and conditions.

### Linking to Jean Hailes content

Women's Health Week supporters and participants can link to information on the Jean Hailes website. Where possible, please credit Jean Hailes © 2024 Jean Hailes Foundation.

### Changing or publishing Jean Hailes content

Unless otherwise stated, all content that appears on Jean Hailes website may not be reproduced in whole or in part by any means without written permission of Jean Hailes for Women's Health. Contact: [licensing@jeanhailes.org.au](mailto:licensing@jeanhailes.org.au)

Organisations and workplaces that wish to 'cut and paste' Jean Hailes content onto their own channels must:

1. Seek permission via [licensing@jeanhailes.org.au](mailto:licensing@jeanhailes.org.au)
2. Credit Jean Hailes as the content creator using this wording:  
Reproduced with permission from © 2024 Jean Hailes Foundation
3. Link the credit to the Jean Hailes website: [jeanhailes.org.au](http://jeanhailes.org.au)

### Promotional kits

Jean Hailes Women's Health Week promotional kits can be freely used to promote your event and/or Women's Health Week in general. The kits cannot be used for any other purpose. Removing the Jean Hailes logo from any assets is strictly prohibited.

### Trademark

Jean Hailes Women's Health Week is a registered trademark: 2372518.



## 2024 Women's Health Week



### Theme

#### **Your voice. Your choice.**

This year's Women's Health Week (2–6 September) celebrates the power of women's choice and voice. It will lift the lid on shame and raise the voice of women who feel unheard. Women's Health Week arms women with the tips, tools and confidence to talk to their doctors, workplaces and families about their health concerns. Some health decisions can be hard, but Women's Health Week is a trusted guide, showing women their options so they can make the choice that's right for them.

### Key messages

- Know your options.
- Make the best decision for you.
- Speak up.
- Sex and gender should not impact your health.

### Daily topics

Monday: Know your body

Tuesday: Courageous conversations

Wednesday: Shame and stigma

Thursday: Point of difference

Friday: Trust your gut





## Copy for newsletters or websites



We're proud to join thousands of people across the country to support Jean Hailes Women's Health Week from 2 to 6 September 2024.

This year's theme celebrates the power of women's choice and voice. It will lift the lid on shame and raise the voice of women who feel unheard. By providing free, practical health information and advice, Jean Hailes arms women with the tips, tools and confidence to talk about their health concerns.

This year, new women's health resources will be released, including a nutrition guide, fact sheets, checklists and information on how to talk to your doctor.

Join us in September to share our stories and raise your voice for women's health. For more information visit [jeanhailes.org.au](http://jeanhailes.org.au) or [womenshealthweek.com.au](http://womenshealthweek.com.au)

### Women's Health Week 2024 program

#### Monday: Know your body

Get to know what's normal for you with info on health checks, bowel health, skin checks and breast and vulval self-checks.

#### Tuesday: Courageous conversations

Tips and tools to help you talk to your doctor about menopause, hormones, heavy periods, PCOS and more.

#### Wednesday: Shame and stigma

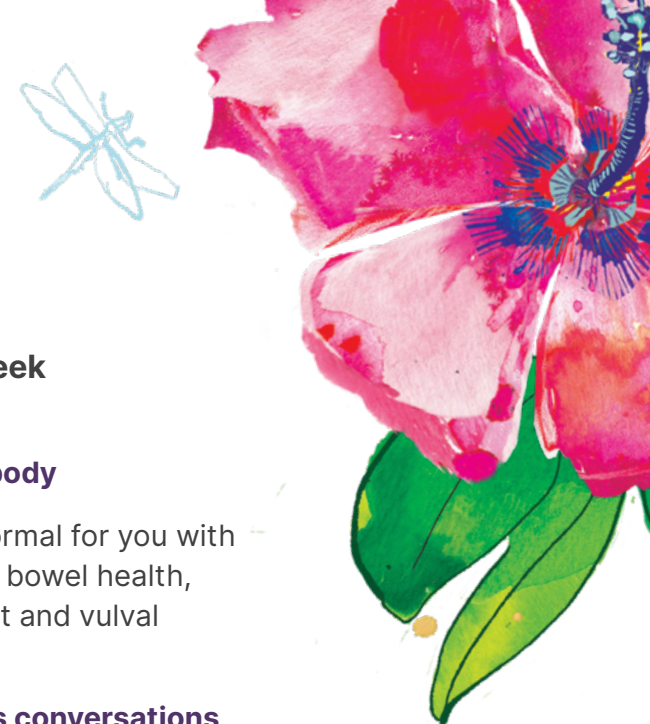
Tackling taboos and sharing women's stories about bladder leakage, painful sex, STIs and vulval irritation.

#### Thursday: Point of difference

Some health conditions affect women differently. Today we look at heart health, migraine and pelvic pain.

#### Friday: Trust your gut

Let's make healthy eating easier. Learn nutrition basics and how to have a healthier relationship with food.



## Social media



## Don't forget to tag us!

#WomensHealthWeek

### Facebook:

[Jean Hailes for Women's Health](#)

### Instagram:

[@jeanhailes](#)

### LinkedIn:

[Jean Hailes for Women's Health](#)

### YouTube:

[Jean Hailes](#)

## Copy

Celebrate the power of women's choice and voice in this year's Jean Hailes #WomensHealthWeek (2-6 Sept 2024). [jeanhailes.org.au](http://jeanhailes.org.au)

It's your choice and your voice in this year's #WomensHealthWeek (2-6 Sept 2024). [womenshealthweek.com.au](http://womenshealthweek.com.au)

Lift the stigma around women's health in this year's Jean Hailes #WomensHealthWeek (2-6 Sept 2024). [jeanhailes.org.au](http://jeanhailes.org.au)

Know your options and make the best decision for you in this year's #WomensHealthWeek (2-6 Sept 2024). [womenshealthweek.com.au](http://womenshealthweek.com.au)

Speak up in this year's #WomensHealthWeek (2-6 Sept 2024). [womenshealthweek.com.au](http://womenshealthweek.com.au)



## Media release copy



## Media release copy

Coming in July.

## Get in touch

We're here to help and we welcome your feedback. For more information or support, please contact the Women's Health Week team at [whw@jeanhailes.org.au](mailto:whw@jeanhailes.org.au) or **03 9453 8999**.





# Women's Health Week party pack

Gift bag

Bunting

Postcard

Invitation

Name tag

Place card

Pull-up banner





# For your community event



## Posters



A4 210mm x 297mm



A3 297mm x 420mm



A2 594mm x 841mm



## A4 editable posters



Version 1



Version 2



# Postcard



Front



Back






# Bunting





## Invitation



**You're invited to  
our Women's Health  
Week event.**

It's time to check in on your health  
and do something positive for your  
own health and wellbeing!

Host \_\_\_\_\_

Where \_\_\_\_\_  
\_\_\_\_\_

Date \_\_\_\_\_


Time \_\_\_\_\_

Details \_\_\_\_\_  
\_\_\_\_\_

RSVP by \_\_\_\_\_

Phone \_\_\_\_\_

**womenshealthweek.com.au**

 Jean Hailes  
Women's Health Week®



Place card





**Name tag**





## Social media tiles



Instagram



Story



Facebook and LinkedIn



## Daily topics social media tiles



Sizes available include Instagram, Story, Facebook and LinkedIn



## Daily topics poster and social media tile



A3 poster 297mm x 420mm



Social media story



## Digital advertisements



Google 1200 × 628px



Quora 600 × 335px



MREC 300 × 250px



Skyscraper 300 × 850px



Leaderboard 728 × 90px





Pull-up banner artwork



850mm x 2000mm