

Annual Report



July 2014—June 2015

Chairperson's Report

Kia ora tatou

We are very proud of the achievements outlined in this report and commend the committed and talented team and the inspired leadership of our director Julie Radford-Poupard. This year has been a special one as we have also looked back with great pride on Women's Health Action's legacy of improving the health and well-being of New Zealand women over thirty years.

The dedicated Women's Health Action Trust Board has continued to provide careful governance while guiding the future direction of the organization. We farewelled trustee and treasurer Gretchen Williamson who provided valuable financial training to the board during the year and offered her expertise and support on numerous occasions including the very successful Suffrage event.

We are very grateful to the agencies that fund WHA. We have been fortunate to receive continued funding from the Ministry of Health. We have also received support from the Lottery Grants Board, Foundation North, and Community Organization Grants Scheme (COGS), Rodney-North Shore, Auckland City, and Waitakere City.

My congratulations and many thanks to everyone – our director, staff, board and volunteers who have contributed to the many great achievements of Women's Health Action this year.



Gill Sanson
Chairperson

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Women's Health Action would like to gratefully acknowledge our student interns, volunteers and supporters. Without your help Women's Health Action would not be able to achieve all that we have over the past year.



Women's Health Action

Year In Review

WHA Turns 30!
July 2014-June 2015



July

100+ people join us at the Cartwright Seminar 'Older Women and Violence'

August

The Big Latch On had 1628 latches with 150 Brelfies.

New WHA website

September

WHA launches inaugural Women's Health Rights Award

October

50 youth Body Image Leaders trained



February

Launch 'Creating Strategies for Older Women' paper

Waitangi Day breastfeeding tent with Ngati Whatua o Orakei

January

Promoting Gender Equality Submission

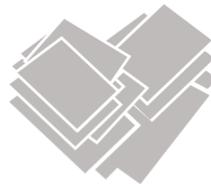
WHA goes online with Xero

December

87.5% of readers tell us the Women's Health Update is excellent/very good

November

Launched online resource purchasing



March

Joined NCW and others to mark International Women's Day

April

WHA chaired the Northern Breastfeeding Network

May

Over 20 submissions completed!

June

Youth 30 day Body Image Challenge completed

Director's Report

Kia ora tātou,

Women's Health Action enjoyed another busy and productive year with lots of significant highlights. We continued to look for ways to innovate and we were excited to launch the Big Latch On Brelfie (breastfeeding selfie) campaign this year to provide opportunities for women who are unable to make a venue to participate. Over 150 women posted on line and found the online community support really useful. We also launched our new website which was the culmination of a year's work with a new look and online resource purchasing. We achieved over 20 submissions, took up new advisory roles with the National Cervical Screening Unit and the National GRAVIDA Healthy Start Workforce Project and delivered our body image programme to 6,000 young people across Auckland. We had a focus on older women's health and facilitated the Cartwright Seminar around older women and violence and launched an issues paper.

I am really proud of our WHA team's achievements and this year we celebrated 30 years since our founding in 1984. We were really honoured to have our founders Phillida Bunkle and Sandra Coney at our Suffrage Celebrations where we could honour them both as originators and for their ongoing support, especially Sandra who is WHA's patron. In celebration of our 30 years we also inaugurated a Women's Health Rights Award with Helen Clark as our first recipient.

Women's Health Action was joined by our first twins Juniper and Frida, Rebecca Leys our Body Image Health Promoter's babies. Meg Rayner-Thomas has joined our team through to September 2016.

I'd also like to acknowledge the immense talents and hard work of the WHA team often in budget and time constrained environments and the support of the WHA board who continue to steward WHA forward strategically with passion and significant commitment.

Ngā mihi



Julie Radford-Poupard

Director

Board

Gill Sanson

Bonnie May Shantz

Sally Hughs

Diane Ryan

Hannah Reynolds

Jade Le Grice

Maggie O'Brien

Gretchen Williamson

Staff

Julie Radford-Poupard

Rebecca Leys

George Parker

Isis McKay

Sandy Hall

Maggie Behrend

Holly Coulter

Meg Rayner-Thomas

Lynne Jacobsen

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Body Image Leaders in Schools

This year, students involved in the Body Image Leaders in Schools (BILs) programme have achieved incredible success with raising their profiles in their schools and encouraging body acceptance and diversity. Each of the four schools involved in the BILs programme bring their own personality and style to their health promotion activities and consistently develop creative and exciting ways of engaging with their peers. Not only do students in the BILs programme help to create positive change in their school communities, they also find themselves discovering their own unique skills and viewpoints.

"With this programme I've become more open minded about what's going on in the world, in my society, and my community."

"The leadership the BILs do in our school is really important and it has sort of helped me to break out of my shell and so I feel confident in different leadership roles all around the school now."

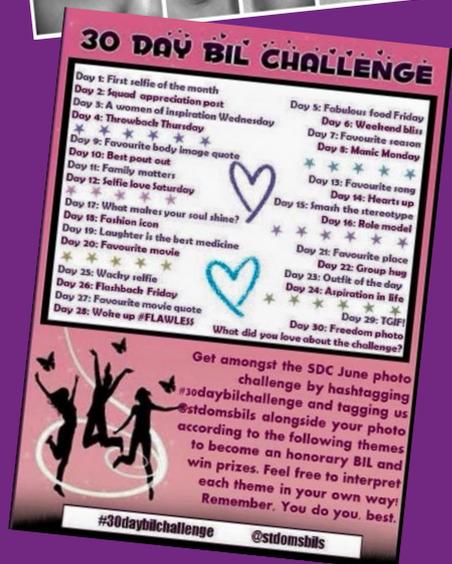
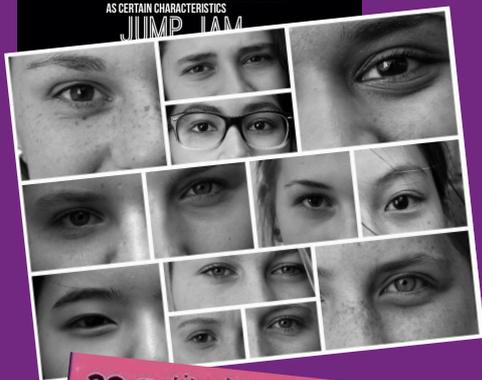
St. Dominic's College used the theme "freedom to be yourself" for the year, which underpinned all their events. As part of their theme they had the 30 day BILs Challenge which ran through June. The St. Dominic's BILs report that they would have had some level of contact with the entire student body, but say they had active engagement with well over 500 students.

The Epsom Girls' Grammar BILs tapped into their inner film directors and created several short films which they had shown in different classes and presentations. Their diversity video in particular had great reach and was the main event at one of the school's assemblies reaching the majority of the student population. The short video artfully told everyone that "there are 7 billion people in the world, 7 billion different pairs of eyes, 7 billion different faces, diversity....the difference between us makes us unique, it is time to embrace it!"

Mt. Roskill Grammar made use of social media and created a photo competition on Instagram using the hashtags #Rosbils2015 #positivebodyimage #positiveselfcomments. Students submitted photos of themselves holding signs saying things they liked about themselves, which then entered them into the draw to win a prize (a hamper with random fun things). The BILs report that they had over 200 photos posted to the BILs Instagram account.

The Carmel College BILs ran a "Body Image Week". Each day had a different theme and they ran events that promoted being happy with and accepting yourself, breaking down stereotypes, doing physical activity you enjoy, and being kind to and supportive of others. They held two of their events at the main entry gates into the school, so they say they must have interacted with 500-600 students for just those events.

The BILs definitely have the reach and energy to help create communities where having a positive body image and celebrating differences is the norm. The impact they have had in their respective schools has almost certainly been widely felt. One school reported that since the programme began they have seen a 95% reduction in body image related visits to the school counselors. The BILs look forward to another year of working as great leaders promoting body diversity.



#brelfie

Introduction of 'I latched on' campaign brings the Big Latch On to more mothers



This year marked ten years of the Big Latch On, the annual event co-ordinated by Women's Health Action to build community support for breastfeeding. Once again, a new record was set with 1628 latches across Aotearoa New Zealand. While past Big Latch On's have focused on building support for breastfeeding within local communities, research has shown the merit of online communities in providing breastfeeding support. Evidence has also indicated that breastfeeding

campaigns utilising technology may be more effective in changing breastfeeding behaviour.

With this in mind, the 'I latched on' breastfeeding selfie or 'brelfie' campaign was launched this year, alongside the physical Big Latch On events. The 'brelfie' initiative enabled women and babies who could not make it to an event to participate online, by sharing a photo of themselves breastfeeding on Facebook and/or Instagram. During the official period of the Big Latch On, more than 150 selfies were sent in and many more were received after the official count.

Through sharing their breastfeeding selfies on Facebook, women were able to connect not only with others already taking part in the Big Latch On but also breastfeeding supporters

within their own networks. This enabled them to identify new sources of peer support, both online and in person. The introduction of online participation in the Big Latch On is designed to provide more ways for women to feel supported and connected while breastfeeding. Several of those who took part in the selfie campaign indicated that they had planned to attend in person, but were unable to at the last minute, and were glad of the selfie option to still take part.

Our evaluation has shown that the event is highly successful in reducing common barriers to breastfeeding. With the addition of the 'I latched on' campaign the Big Latch On campaign will be accessible to more breastfeeding mothers and will help the event to continue to grow.

More than 45% of selfie and venue participants reported having increased confidence to breastfeed in public after

91.26 % felt an increased

57% reported a significantly increased awareness of breastfeeding

86% of participants indicated that taking part had a very positive or positive impact on how supported they feel breastfeeding.

Surgical Mesh

Over the past three and half years WHA has advocated for more controls on the use of surgical meshes and other implanted devices. During this time we have met with numerous government agencies, featured 4 articles about mesh and another about medical device approval processes in our Women's Health Update and continued to work with mesh consumer groups to improve control and monitoring of surgical mesh and improve responses to those who suffer treatment injuries.

In 2014 we supported Berry/ Korte for a Government inquiry into the use of surgical mesh in New Zealand. Carmel Berry and Charlotte Korte both suffered complications from treatment with surgical mesh – something around 20 percent of people implanted with these devices will experience.

Women's health update spoke with Charlotte Korte in 2014 about how she had been affected by surgical mesh. In 2010 Charlotte had had colorectal surgery for a bowel

prolapse. She suffered severe pain and had to endure three additional surgeries to eventually remove the mesh. Charlotte's experience has had profound effects on her and her family.

Despite this Charlotte Korte and Carmel Berry have used this experience to advocate for change.

When they presented their petition to the Health Select Committee (HSC) they referred to the issue as an "emerging global scandal".

Women's Health Action urged the committee to require Medsafe be required to establish the product's safety, improve auditing processes of both device use and treatment outcomes and injuries and improve teaching and training and informed consent processes.

Thanks to continued focus on these issues by ourselves and Meshdownunder, ACC has made changes to its sharing of data with Medsafe and the MOH.

The Health Select Committee is expected to publish a report of its findings by the end of 2015.

Older Women's Health

In July Women's Health Action partnered with the Mental Health Foundation, Te Oranga Kaumātua Kuia Disability Support Services Trust, Age Concern and Security and Fraud Bank of New Zealand to discuss what abuse and neglect look like, how they affect older women, and the services available working to address such abuse. The audience included individuals from rest homes, district health boards (DHBs), women's organisations, and organisations working with older people, who spoke passionately about their experiences and put questions forth to the panel.

Older women's health was also the subject of a literature review completed in 2014 and a peer reviewed issues paper and WHA is continuing to highlight the health issues facing older women and working with others in the sector on issues such as the high number of injuries and accidents in residential care facilities.

In August 2015, Auckland District Council of Social services invited our policy analyst, Sandy Hall, to join *"Fifteen awesome Aucklanders who have accepted the challenge of stimulating intergenerational discussions about the key ingredients we might expect to find in an age-friendly Auckland"*. Sandy discussed how, to be age friendly, cities must pay attention to issues of gender and human rights.

We have also continued to promote the case for a women's health strategy and the need for gendered data on all health outcomes including treatment injuries and Health and Disability Commission complaints.



"Aging women represent an important and growing political constituency in both developed and developing countries.

Recognising and supporting their full participation – regardless of socioeconomic status and ethnicity – will benefit the health and well-being of individuals, families, communities and nations".

Suffrage 2014

Suffrage celebrations in 2014 coincided with Women's Health Action (WHA) marking 30 years since founding in 1984 to promote women's and consumer health rights. Co-founders Sandra Coney and Phillida Bunkle joined the festivities and were presented with pounamu to honour their important and considerable involvement in creating and nurturing Women's Health Action over the years.

We were very honoured to have Dame Margaret Sparrow as our 2014 guest speaker. She shared the extraordinary story of Ettie Rout, who came to prominence as a safe sex campaigner during WW1 which saw her both decorated and shunned. We were also proud to co-host the launch of Margaret's latest book *Rough on Women: Abortion in 19th-century New Zealand* with special guest Dame Cath Tizard.

We celebrated Suffrage and our birthday with the launch of the inaugural Women's Health Action 'Women's Health Rights Award'. The recipient was chosen by Women's Health Action's trustees to acknowledge and celebrate significant contributions of an individual or group who has worked to progress women's health rights to the benefit of women in Aotearoa New Zealand. A unique, beautiful pohutakawa brooch, was specially designed by Lisa West.

Our first recipient was Helen Clark, who is well known for her contributions to women's lives and in her acceptance speech she acknowledged WHA for our vital work in New Zealand and she well

recalled WHA's role in bringing our countries attention to that "Unfortunate Experiment" at National Women's Hospital. She spoke proudly of her time as Minister of Health in 1989/1990 beginning the establishment of the cervical programme, and it has given her a lot of satisfaction to see mortality from cervical cancer drop as a result. But she cautioned there is still a way to go to achieve equal health outcomes in this area across New Zealand society.

She introduced into parliament the legislation to set up a Health Commissioner to ensure New Zealanders could seek justice where they believed their health services had wronged them. She also took great pride in taking The Nurses Amendment Act through parliament in 1990 to establish midwifery as an independent profession with direct entry education and also in creating the Area Health Boards which for the first time in New Zealand enabled the holistic management of the whole spectrum of health services. Throughout her life Helen has been an advocate for the sexual and reproductive health and rights of women. She has always supported a women's right to choose an abortion and supports universal access to family planning and these issues remain highly relevant in her present role as UNDP Administrator. Lastly, Helen wrapped up by saying the record of WHA's achievements in New Zealand shows how vital the role of civil society is in holding the health profession and health services and governments to account.



Statement of Financial Performance

for the Year Ended 30 June 2015

		12 Mths	15 Mths
	Notes	2015	2014
Income			
Book Sales		-	30
contract Fees Other		4,000	4,925
DFS Brought Forward		4,100	20,956
DFS Carried Forward		-	-4,100
Donations	2	10,323	21,788
Events Fees		2,233	1,979
Grants	1	39,548	44,300
Interest		8,103	9,967
Meeting Fees Received		5,409	3,921
MOH contract Fee		336,174	420,218
Rent Received		15,131	18,452
Resource Sales		4,937	9,693
Sundry Income		2,756	16,270
Total Revenue		432,713	568,399
Expenses			
ACC Levy		978	844
Accountancy & Audit Fees		8,030	4,011
Advertising & Promotion		5,761	5,053
Bank Charges & Interest		1,138	1,982
Computer Expenses & Software Subscriptions		5,852	2,292
Conferences		4,091	5,596
Depreciation		10,019	2,516
Design Fees		2,035	-
Event Expenses		13,276	24,351
General		760	-
Insurance		2,840	2,110
Interest		41	100
Kiwisaver Employer contribution		7,930	9,040
Legal Fees		530	5,650
Loss on disposal of assets		-	483
membership Fees		1,791	1,984
Office Expenses		4,129	7,520
Operating Expenses - Building		15,560	7,601
Postage, Curier & Freight		3,736	482
Printing & Mail out		11,399	14,643
Professional Development		992	5,899
Recruitment		286	179
Reference Materials		215	1,059
Rent & Overheads		45,099	62,674
Salaries		259,702	335,209
stationary & photocopying		3,096	6,628
Subcontractors		35,287	20,830
Telephone & Fax		3,457	5,759
Travel Expenses		7,584	10,217
Trust Expenses		7,110	8,375
Website Expenses		2,190	10,839
Total Expenses		464,915	563,926
Net Surplus		-\$32,202	\$4,473

The attached Accounting Policies and Notes to the Financial Statements should be read in conjunction with these Financial Statements.

Statement of Financial Position

As at 30 June 2015

	2015	2014
Current Assets		
Bank	57,444	102,078
Cash Invested and on Term Deposit	163,106	157,087
Accounts Receivable	2,077	3,447
Petty Cash	208	269
Stock	-	1,666
Prepayments Made	3,330	941
Accrued Interest	1,435	1,498
Total Current Assets	227,599	266,986
Non-Current Assets		
Fixed Assets	19,732	14,063
Total Non-Current Assets	19,732	14,063
Total Assets	247,331	281,049
Current Liabilities		
Accounts Payable	24,550	21,615
Visa	1,614	1,065
GST	(5,504)	(4,332)
PAYE & W/Tax		941
Holiday Pay Accrual	7,550	13,302
Payments Received in Advance	6,967	4,100
Deposit for Future Services		
Total Current Liabilities	35,178	36,691
Net Assets	212,154	244,358
Represented By:		
Business Development Fund	3,485	40,303
Reserve - Organisational sustainability	184,642	184,642
General Fund	24,027	19,413
Funds in Hand	212,154	244,358

Notes to the Financial Statements

for the Year Ended 30 June 2015

Note 1 - Grants Received	2015	2014
Lottery Board	30,000	30,000
Internal Affairs	9,548	4,300
ASB Community Grant		10,000
Total	\$39,548	\$44,300

Note 2 - Donations	2015	2014
ASB Charitable Trust/Foundation North	10,000	
ASB Charitable Trust EDEN		11,425
Todd Foundation - EDEN		1,290
Auckland Council		8,000
Miscellaneous Donations	323	1,073
Total	\$10,323	\$21,788

Baby Show 2015

Women's Health Action, with support from GSL Promotus delivered a dedicated maternity and breastfeeding promotional stand at the Baby Show. The stall had informative resources and provided a space for women to breastfeed. Approximately 3000 women and their families visited the stall over a three day period. The stand offered a free onsite breastfeeding consultation service provided by a diverse group of 20 volunteers from the following organisations or professions:



- 3 La Leche League Leaders
- 7 Lactation consultants (including a Chinese lactation consultant who spoke Cantonese and Mandarin)
- 7 Midwives (including Nga Maia Maori Midwives and Pasifika midwives)
- 1 Plunket Well-Child Nurse and Lactation Consultant
- 1 GP
- 1 South Asian – Healthy Babies Healthy Futures Coordinator

About Women's Health Action

Women's Health Action is a women's health promotion, information and consumer advisory service. Formed in 1984, Women's Health Action (then called Fertility Action), came to national prominence in 1984 when founders Sandra Coney and Phillida Bunkle published an article detailing an unethical study at National Women's Hospital, in which women with cervical abnormalities, without their knowledge or consent, were monitored without being definitively treated. Women's Health Action was highly involved in the subsequent ministerial inquiry, known as the Cartwright Inquiry, and in the immediate years was dedicated to ensuring the recommendations of the inquiry were implemented.

Today, Women's Health Action works with health professionals, policy makers and other not for profit organisations to influence and inform government policy and service delivery to improve health and wellbeing for all women in Aotearoa New Zealand. We are highly regarded as leaders in the provision of quality, evidence-based consumer-focused information and advice.

We provide evidence-based analysis and advice to health providers, NGOs and DHBs, the Ministry of Health, and other public agencies on women's health (including screening), public health, and gender and consumer issues with a focus on reducing inequalities. We have a special focus on breastfeeding promotion and support, maternal and child health, women's sexual and reproductive health and rights, and the promotion of positive body image.