

# Hauora wāhine starts in the classroom

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Looking for a meaningful cross-curricular project this term? Tend Women's Health Week Schools Competition challenges your students to create original content on women's health - building health literacy, critical thinking and advocacy skills while competing for over \$15k in prizes for your school.

Because hauora wāhine is everyone's kōrero - and the more our tamariki celebrate and champion it, the better for all of us.

tend  
**WOMEN'S  
HEALTH  
WEEK** 10-16  
AUG'26  
TE WIKI HAUORA WĀHINE

## Who can get involved?

**Class team:** 5-30 students working together

**Club/group team:** 3-15 students from health clubs, prefect groups, etc.

**Whole school or house initiative:** Coordinated effort across multiple year levels

## Age categories and themes

### Junior category (Years 7-10)

**Theme:** "Healthy Me, Happy Me"

**Focus areas:** Body confidence, friendship support, healthy habits, growing up changes

**Content guidelines:** Positive, age-appropriate messaging about self-care, body awareness, building and navigating friendships

### Senior category (Years 11-13)


**Theme:** "Breaking Barriers, Building Futures"


**Focus areas:** Mental health awareness, reproductive health education, what consent is, sexual health, contraception, period poverty, career inspiration in health fields


**Content guidelines:** More sophisticated health topics, advocacy messaging, peer education

## Submission requirements

### Content format options

 **Video:** 30 seconds - 3 minutes - dance/performance/drama/music

 **Art:** Photo of art in any form, painting, sculpture, graphics, animation - Shareable social media format. 3-6 images with captions telling a story

 **Creative Writing:** Poem, song lyrics, or short story (max 300 words)

### Technical requirements

**File size:** Maximum 100MB per submission

**Format:** MP4 (video), JPEG/PNG (images), PDF (documents)

**Resolution:** Minimum 1080p for videos, 300dpi for images

### Content guidelines

- Original work created by students (no AI)
- Age-appropriate messaging
- Inclusive and diverse representation
- Factually accurate health information
- Positive, empowering tone
- No commercial branding (except a shout out to Tend WHW)

[womenshealthweek.nz/schools](https://womenshealthweek.nz/schools)



Over \$15k worth of prizes up for grabs for your school!

## Key dates:

- Competition opens Term 2 – Monday 28 April 2026
- Submissions close – Monday 3 August 2026
- Women's Health Week 2026 – 10-16 August 2026

## Timeline:

### Creation period (May, June, July)

- Students develop their campaigns with teacher support and guidance

### Submission period (1 July - 3 Aug)

- Portal opens for submissions - 28 April 2026
- Technical support available
- Final submission deadline 3 August 2026

### Judging (Week 4 Aug)

- Panel judging process

### Results and celebration (week of 16 August)

- Winners announced
- Virtual awards ceremony
- Media coverage and promotion

## Judging criteria (100 points total)

### Creative impact (25 points)

- Originality and creativity
- Visual/artistic appeal
- Engagement factor

### Message clarity (25 points)

- Clear health message
- Age-appropriate communication
- Educational value

### Advocacy potential (25 points)

- Ability to inspire action
- Conversation-starting power
- Peer influence potential

### Technical quality (15 points)

- Production quality
- Presentation standards

### Inclusivity and representation (10 points)

- Diverse perspectives
- Accessibility considerations
- Cultural sensitivity



**Win!** Over \$15k worth of prizes up for grabs for your school!



Womens Health Week

Today • 1:14 PM



GIRLS JUST WANNA HAVE



## Support resources

### For teachers

#### Competition toolkit:

Guidelines, A-Z health WHW resources

#### Technical support:

Help with submission process and requirements

Email: [whw@tend.nz](mailto:whw@tend.nz)

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[womenshealthweek.nz/schools](https://womenshealthweek.nz/schools)

# Teacher's guide

This guide offers thought starters to help you shape the competition in a way that works for your class and students. You know your students best, use what's useful and leave what isn't.

## Who's it for

This competition is for all students, not just wāhine. Women's health is everyone's kōrero. Boys, young men and gender-diverse students have a crucial role to play as advocates, allies and future health champions. Encourage the whole class to get involved.

## How to structure it

### 1. Introduce the kaupapa

Share the competition brief and theme with students. Use the student briefing sheet for their year group. Allow time for questions and open discussion.

### 2. Choose a format and form teams

Students choose either video, visual art or creative writing format. You can run this as a whole class, split into small groups, or let individuals self-select into teams. Multiple entries per class are encouraged.

### 3. Plan the entry

Students start planning their entry; researching the topic, defining their key message, identifying the key audience and objectives. Roles are defined and a project plan is put in place to deliver the entry.

### 4. Create and refine

Creation period runs May–July. Use the check-list to self-assess and check everything off before submitting.

### 5. Submit

- Entries to be submitted via the online form at [womenshealthweek.nz/schools](http://womenshealthweek.nz/schools)
- **Entries close: 5pm Monday 3 August 2026.**  
Teacher to submit entry on behalf of students.

## Cross-curricular fit

### Health & PE

Health literacy, hauora, wellbeing, relationships, puberty and identity all align with the NZ Health curriculum.

### English

Creative writing entries, persuasive writing, structuring an argument, writing to inspire influence.

### Media studies / digital technologies

Video production, scripting, storyboarding, audience awareness.

### Visual art

Design for social impact, illustration, photography, graphics, mixed media, sculpture, painting

### Drama / performing arts

Storytelling, character work, spoken word, dance, musical composition

## Facilitating sensitive health discussions

Women's health topics can feel sensitive. A few thought starters for creating a safe space:

- Set clear group agreements before discussion begins
- Normalise not knowing. Curiosity is the starting point and is encouraged!
- Offer anonymous question options (sticky notes)
- Focus on advocacy and social change, not personal disclosure
- Let students choose their own topic. Autonomy reduces discomfort
- Know your school's referral pathways if students raise concerns

## Resources

- A-Z of Women's Health topics:  
[www.womenshealthweek.nz/a-z-womens-health](http://www.womenshealthweek.nz/a-z-womens-health)
- Stories and Resources:  
[www.womenshealthweek.nz/stories](http://www.womenshealthweek.nz/stories)

## Need support?

- Technical questions or submission help email [whw@tend.nz](mailto:whw@tend.nz)
- Competition info: [womenshealthweek.nz/schools](http://womenshealthweek.nz/schools)

## Student Briefing · Junior category · Years 7-10

Your theme:

# Healthy Me, Happy Me.


This competition is your chance to create something real and original. It could be a video, artwork or piece of writing that shares an important message about hauora wāhine. No matter your gender, your voice matters.


### About this competition

- Create original content about women's health
- Work as a team or as part of a class or school wide project
- **Submit by 5pm Monday 3 August 2026**  
at [womenshealthweek.nz/schools](https://womenshealthweek.nz/schools)

### Choose your format

 **Video:** Dance, drama, performance or music. 30 seconds to 3 minutes.

 **Visual art:** Painting, sculpture, graphic design, mixed media, photography or animation. 3-6 images with captions that tell a story.

 **Creative writing:** A poem, song lyrics, short story or essay. Maximum 300 words.

### What makes a great entry?

- Has a clear, positive health message
- Is made by students - no AI generated content
- Is kind, inclusive and respectful
- Is age appropriate and factually accurate
- Makes your audience feel or think something different

### Topic ideas

Anything under your theme "Healthy Me, Happy Me" works. Here are some thought starters to get you going.

- |                   |                    |
|-------------------|--------------------|
| → Body confidence | → Self-care        |
| → Puberty         | → Sleep & rest     |
| → Self-love       | → Moving your body |
| → Healthy habits  | → Body image       |
| → Friendship      | → Mental wellbeing |
|                   | → Asking for help  |

## Student Briefing · Senior category · Years 11-13

Your theme:




# Breaking Barriers, Building Futures.

Women's health is under-talked about, under-funded and under-prioritised. That's not just a problem for wāhine. It affects whānau, communities and all of us. This competition is your platform to change that. Create something that starts a conversation, shifts a perspective or inspires action.

### About this competition

- Create original content about women's health
- Work as a team or as part of a class or school wide project
- **Submit by 5pm Monday 3 August 2026**  
at [womenshealthweek.nz/schools](https://womenshealthweek.nz/schools)

### Choose your format

-  **Video:** Dance, drama, performance or music. 30 seconds to 3 minutes.
-  **Visual art:** Painting, sculpture, graphic design, mixed media, photography or animation. 3-6 images with captions that tell a story.
-  **Creative writing:** A poem, song lyrics, short story or essay. Maximum 300 words.

### What makes a great entry?

- Takes a clear position on a women's health issue
- Is made by students - no AI generated content
- Speaks to a specific audience in a compelling way
- Is factually accurate
- Inspires action, conversation or change

### Topic ideas

Anything under your theme "Breaking Barriers, Building Futures" works. Here are some ideas to get you started.

- Period poverty
- Reproductive health
- Consent
- Maternal health
- Mental health
- Body image
- Sexual health
- Menopause
- Gender bias in healthcare
- Health equity in Aotearoa
- Cervical screening

### Starter questions

#### What you know vs. what you should know

- What's a women's health topic that doesn't get talked about enough at school and why do you think that is?
- What's a health myth about women's bodies that's still widely believed and why does it persist?
- Where do young people actually get their health information and how do you know if it's accurate?

#### Advocacy and change

- If you could change one thing about how women's health is treated in Aotearoa, what would it be?
- What would a healthcare system that truly prioritised wāhine look like?

#### Equity and access

- What does period poverty look like in Aotearoa and what should change?
- What barriers stop wāhine (particularly Māori and Pasifika wāhine) from accessing the healthcare they need?
- Why does it take an average of 7-10 years to diagnose endometriosis and what does that tell us about how women's pain is treated?

#### Reproductive and sexual health

- What would you want younger students to know about reproductive health that nobody told you?

#### For all genders

- Hauora wāhine affects everyone. Whānau, partners, friends, communities. What role can tāne and non-binary people play in championing women's health?
- What does being a health ally look like in everyday life?
- What would you say to someone your age who thinks women's health "isn't their issue"?
- Who is a wāhine toa in your life and what have they taught you?

# Checklist

Your entry will be scored out of 100 points across five criteria. Use this checklist to self-assess your entry before submitting. For each box, ask yourself: have we actually done this? If yes, tick it. If not, it's worth revisiting before you submit. 100 points total

## Creative impact /25

- Our entry is an original piece of work
- It is visually appealing or engaging. People will stop and notice it
- It holds attention from start to finish
- It makes people feel something or inspire action

## Message clarity /25

- Our message is clear. Someone watching/reading would instantly understand it
- The language and content is right for our age group
- Our audience would learn something useful or important
- We've verified our health facts are from a credible source

## Advocacy potential /25

- Our entry could inspire someone to take action or change their perspective/behaviour
- It would start a conversation. People would want to share or discuss it
- It could influence how peers think about our topic
- It has a clear call to action or point of view

## Technical quality /15

- Video:** Minimum 1080p, clear audio, between 30 sec and 3 min
- Visual art:** Minimum 300dpi, 3-6 images, captions included
- Creative writing:** Under 300 words, well presented and proofread
- The overall submission looks/sounds polished and intentional

## Inclusivity & representation /10

- Our entry includes or considers diverse perspectives - not just one type of person
- It's accessible and clear enough for most people to understand
- It's culturally appropriate and respectful

## Before you submit

- Made by students, not AI
- Content is age appropriate
- No commercial branding (Tend WHW shout-out is welcome)
- We're happy for Tend WHW to share our entry if selected