

tend
WOMEN'S
♥ **HEALTH**
WEEK 11-17
AUG'25
TE WIKI HAUORA WĀHINE

2025 Campaign Summary

arataki PHO



Executive summary

312,685

Organic social impressions

5,503

People completed quiz

4,817,256

Paid impressions

55

Ambassadors + Experts

46

Events nationwide

In August 2025, Tend successfully expanded with the second annual Women's Health Week | Te Wiki Wāhine Hauora. The 2025 campaign built on the foundation established in 2024 and introduced new elements that brought women's health conversations from digital spaces into communities across Aotearoa.

In June, prior to the campaign, we conducted a survey to understand the cost of being a woman when it comes to healthcare. The survey revealed the staggering cost of gender-specific healthcare in Aotearoa, informing our approach to removing barriers to care.

In partnership with Manatū Wāhine Ministry for Women and Hon Nicola Grigg, we offered free cervical screening across all Tend clinics nationwide, with Tend Linwood as the central hub. The response was overwhelmingly positive with appointments filling within hours - demonstrating that cost remains a significant barrier to cervical screening. We responded by opening additional slots, prioritising access for as many wāhine as possible.

This year we launched a nationwide events portal that empowered individuals, organisations, community groups, businesses and schools to host their own Women's Health Week activities.

With 46 events held across the motu and every event entered into a draw for \$1,000 toward a women's health cause, we fostered grassroots engagement and connected women within their communities.

The week opened with our flagship launch event, "A night for our wāhine" at SkyCity, where we lit the Sky Tower alongside Dame Valerie Adams.

The event was livestreamed and our panel of speakers included Tend Co-Founder and Co-CEO Cecilia Robinson, Dame Valerie Adams, Denise Cosgrove from The Selwyn Foundation, Dr Eileen Sables, Dr Amelia Ryan, Dr Megan Ogilvie, and registered dietitian Lily Henderson.

Our media partnership with MediaWorks significantly broadened our reach, with Dr Eileen Sables and Dame Valerie Adams featured across Mai FM, The Edge, The Breeze and More FM morning shows, complemented by coverage from NZ Herald, Radio Rhema, RNZ and The Coast.

We had 21 digital billboards across six cities and targeted email campaigns achieved a 53% open rate - more than double the healthcare industry average.

Once again, the most rewarding aspect of Women's Health Week was the overwhelmingly positive response from wāhine across the country. We received hundreds of messages commending the initiative and celebrating its impact on women's health conversations nationwide.

This year, organic social sharing was far more prevalent, with women from all corners of Aotearoa inspired to create their own content and host their own events, demonstrating the true grassroots power of this movement.

We extend our heartfelt thanks to our generous sponsors, partners and wāhine toa. Your support continues to make this groundbreaking initiative possible, and we dedicate this, and all future Women's Health Weeks, to the extraordinary wāhine of Aotearoa. We look forward to building on this momentum in 2026.



Cecilia Robinson

Co-founder and co-CEO of Tend Health

womenshealthweek.nz

In addition to adding new downloadable resources, articles and stories we launched a new **Events** section to foster community connection. We invited businesses, individuals and organisations to host their own women's health events.

Hosts submitted events via a simple form, which we reviewed and published (both public and private) to leverage WHW's nationwide reach.

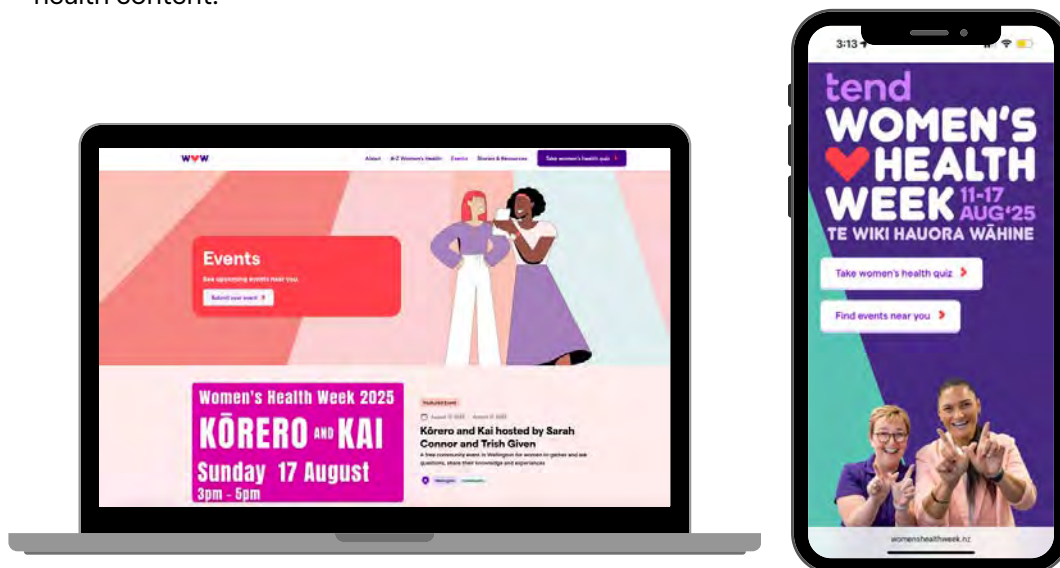
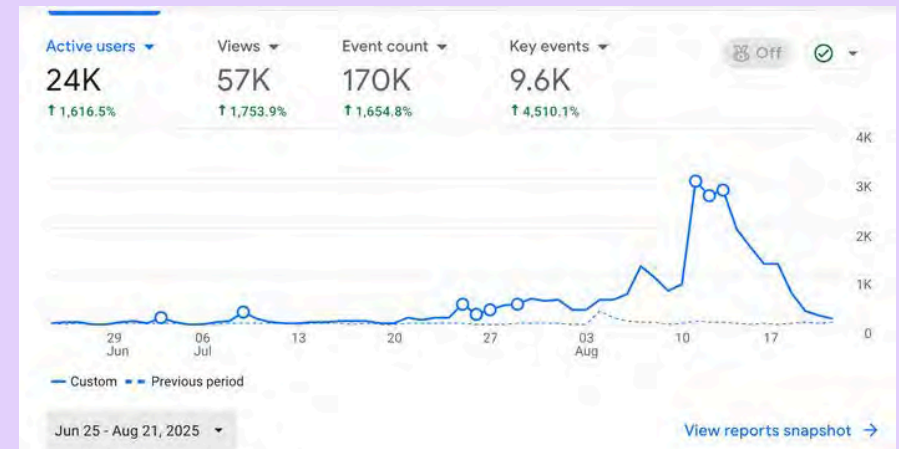
We also had **556** downloads of the WHW media pack.

Top 5 visited pages in 2025

1. Article: ADHD in women and girls: The symptoms and why it's often missed
2. Event: Empowering Women to Thrive in a Modern World
3. Event: FREE Cervical Screening at Tend
4. Article: How to Age Well – An Expert's Top 10 Tips
5. Event: Greenwich Gardens: Zumba for You!

The website remains live post-campaign with ongoing SEO focused on women's health content.

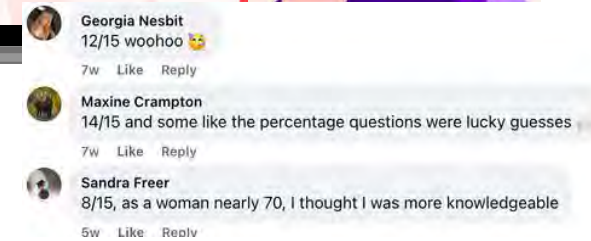
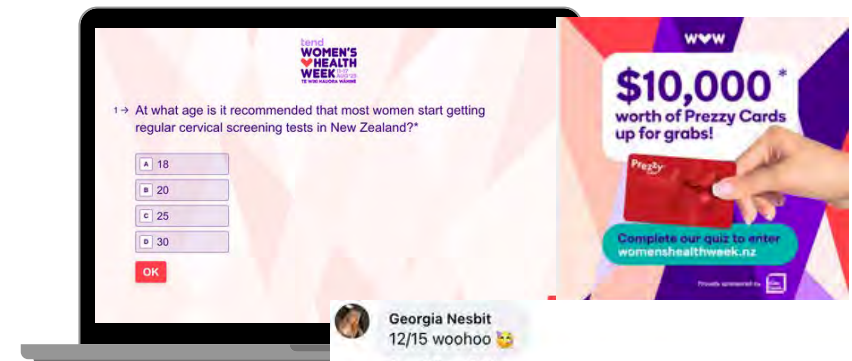
24,000 unique visitors
57,000 views
556 downloads of media kit



General knowledge quiz

A key engagement piece of the campaign was a fun quiz designed to test general knowledge about women's health and help them learn something new along the way. Entrants didn't need a perfect score to qualify; they simply had to complete the quiz to go in the draw.

On completion of the quiz, participants went into the draw to win 1 of 10 \$1000 Prezzy cards. Ngā mihi nui to Kiwibank for sponsoring this prize.



Feedback from a winner: "Myself and my partner did this quiz together to see how much we could get right, and we were surprised how little we really knew about women's health. It was a real eye-opener considering I suffer from PCOS and am still learning about my own condition. There is a real need for more education around women's health and thank-you for putting together this fun quiz as a way to engage more people."

5,503 completed quiz
76% completion rate
4,656 emails collected



Top questions people got wrong

60% didn't know 25 is the recommended age that most women should start getting regular cervical screening.

63% didn't know that heart disease is the leading cause of death in NZ women.

Research results - The hidden tax of being a woman

In June 2025, prior to the campaign, we conducted a survey to understand the cost of being a woman when it comes to healthcare. The survey was sent to all Tend patients who identify as female and are over the age of 18 plus our WHW subscribers from 2024. With **1,335** respondents, the survey revealed the staggering cost of gender-specific healthcare in Aotearoa. Read the full article [here](#).

Our recent survey shows:

Nearly half of respondents will spend over

\$15k

on women's health related costs in their lifetime.

While nearly **20%** have had a bumpy ride and expect to spend more than **\$50k!**

The hidden costs are up to

\$600/year

these are the expenses nobody talks about.

Pain relief, mental health support, childcare so you can see a doctor, clothing to cope with changing body shapes, supplements and alternative treatments.

#WHWNZ

"And we are not talking luxury items, we're talking period products, uterine health, contraception, menopause care".

Cecilia Robinson
Tend Co-CEO



More than

75%

of women missed work or study in the past year due to women's health issues.

A staggering

68%

have delayed or avoided healthcare due to cost.

A survey respondent said:

"The money we lose when we have babies and take off for parental leave or put them in daycare. We've got partners and other kids and whānau relying on us for financial support. But we have to choose between this and our babies, even when we earn well, because housing and other living costs are just that expensive."

Events

46 registered events nationwide

Alongside new articles and downloadable resources on our website, we launched a dedicated Events section to bring Women's Health Week to real life. Individuals, organisations, community groups, businesses and schools were invited to host their own events, with every public or private event going into the draw to win \$1,000 for a Women's Health cause of their choice.

21 August 2025

Island Breeze in Ashburton
Crafts, Culture and Connecting

Canterbury Community

17 August 2025 - 17 Aug 25

Kōrero and Kai hosted by Sarah Connor and Trish Given
A free community event in Wellington for women to gather and ask questions, share their knowledge and experiences

Wellington Community

14 August 2025 - 14 Aug 25

Let's talk Pelvic Health (Free Webinar)
Pelvic health is something we often don't talk about enough, but it plays a crucial role in our overall wellbeing.

Online Healthcare

15 August 2025 - 15 Aug 25

FREE Cervical Screening at Tend
If you have been putting off getting your cervical screening done, this is a sign for you!

Canterbury Healthcare

14 August 2025

HERizon: Burnout to Brilliance - Boundaries, Balance & Breakthroughs
From burnout to brilliance - join us for boundaries, balance and breakthroughs.

Auckland Panel speakers

14 August 2025

HOT MESS: Navigating Midlife & Menopause
A brilliant evening out with Petra Bagust & Niki Bezzant

Auckland Panel speakers

12 August 2025

Let's Zumba!
Celebrate women's health week with us in a free Zumba class open to all ages and fitness levels!

Manawatu/Whanganui Fitness/Wellness

11 August 2025

LIVESTREAM: Your health matters: A night for our wāhine
An honest kōrero Q&A on the women's health topics every wāhine deserves to know with our panel of experts

Online Community

Private event - 14 Aug 25

MenoDoctor Info Session
Come along and learn more about peri/menopause with MenoDoctor, Dr Linda Dear. Interval event by Tauranga City Council

Bay of Plenty Workshop

12 August 2025

Prioritising Women's Health
How flowers do wonders for our health

Manawatu/Whanganui Workshop

Private event

Indigenous and natural approach to health
Learn about natural ideas to help your health. Internal event by Tauranga City Council

Bay of Plenty Fitness/Wellness

14 August 2025 - 14 Aug 25

Iron & Coeliac Disease in Women
Running on Empty? A webinar about iron and coeliac disease.

Online Workshop

Tend launch event - A night for our wāhine

Tend opened the week with “A night for our wāhine” at SkyCity, lighting the Sky Tower with Dame Valerie Adams and hosting an honest kōrero and expert Q&A on the women’s health topics every wāhine deserves to know. This powerful launch set the tone for a week of connection, learning and open conversations about women’s health. Hosted by Sky City and kindly sponsored by The Selwyn Foundation. This powerful and moving kōrero was livestreamed on [YouTube](#).

Speakers

- Cecilia Robinson – Founder's story: Why Women's Health Week matters
- Dame Valerie Adams – Olympic champion sharing her powerful story about prioritising your health
- Denise Cosgrove – The Selwyn Foundation's commitment to women's wellness

Women's health expert panel

- Dr Eileen Sables (Tend GP) – Breast health, cervical screening & menstrual health
- Dr Amelia Ryan (Obstetrician & Gynaecologist) – Period pain, fertility & ovarian cancer
- Dr Megan Ogilvie (Endocrinologist) – Menopause, PMDD & bone health essentials
- Lily Henderson (Registered Dietician) – Nutrition wisdom every woman needs



FREE cervical screening on 15 August

In partnership with Manatū Wāhine Ministry for Women and Hon Nicola Grigg, we offered free cervical screening across all Tend clinics nationwide, with Tend Linwood serving as the central hub for walk-ins. Nicola visited Tend Linwood on Friday to meet the team and share the initiative across her networks.

Our patient database was notified via email with all appointments booked within just a few hours. A clear reminder that cost remains a significant barrier to cervical screening. In response to this high demand, we prioritised screening as many wāhine as possible and opened additional appointment slots.

The free cervical screening day at Tend Linwood was a meaningful highlight of Women's Health Week, aligning directly with this year's theme of encouraging women to prioritise their wellbeing. A huge thank you to our nursing and front desk teams across the motu whose mahi made this event possible.



Free pop-up health station for older women by the Selwyn Foundation

The Selwyn Foundation



Island Breeze in Ashburton by Tangata Atumotu Trust



Bonding over health, language

TONI WILLIAMS

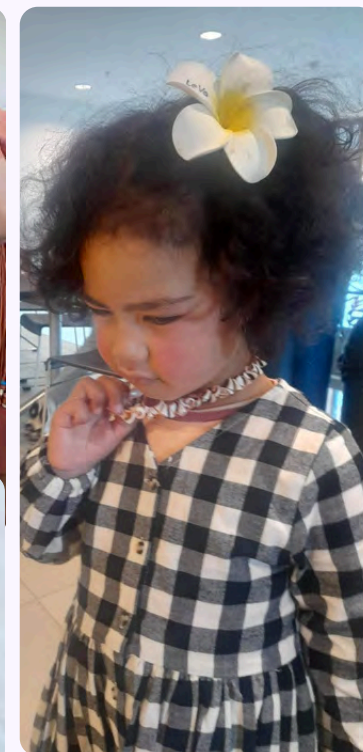
@ashburtonherald.co.nz

About 20 women attending the latest Island Breeze session last week celebrated four weeks' women's health, Daffodil Day and Tongan and Cook Island Maori language weeks.

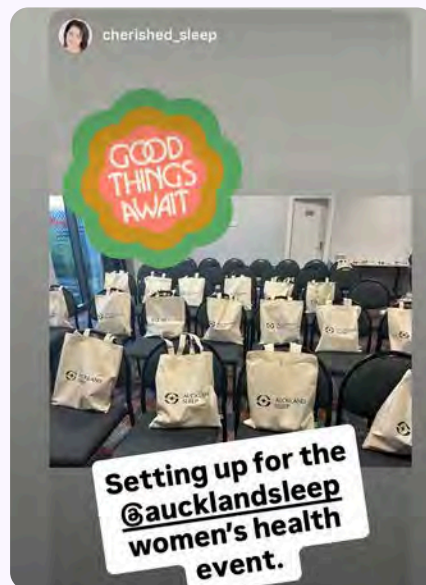
They had guest speaker Aimee Conroy from the Cancer Society talk to them about the annual Daffodil Day appeal and how it helps raise funds to help them with cancer. It affects one in three people.

Tangata Atumotu Trust Pacific Outreach navigator Fitiia Satai said the monthly sessions, held at the Ashburton Art Gallery and Museum, could sometimes have up to 30 people attending, including children.

There was shared food for those who wanted it and singing music.



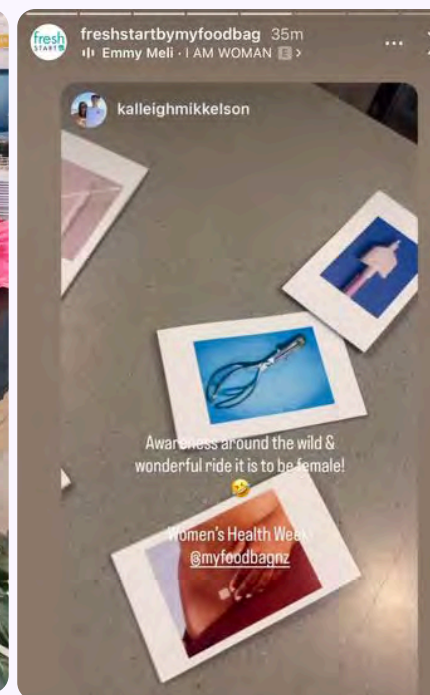
Sleep in Women by Auckland Sleep (public)



Wellness Wednesday by My Food Bag (private)



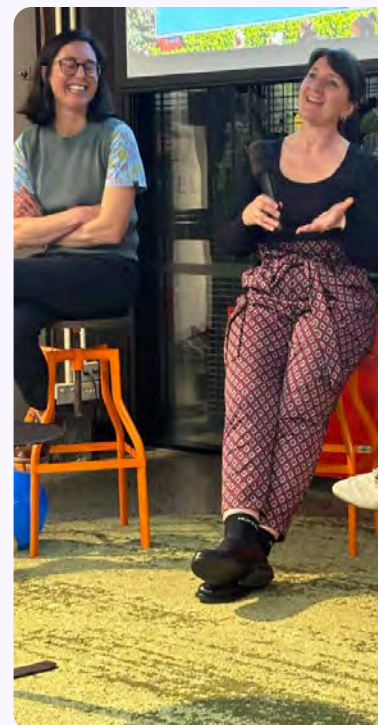
DIY breakfast bowls



HERizon: Burnout to Brilliance



Wee Should Talk by Junofem



Earned & paid media

This year we partnered with MediaWorks to broaden our reach. Morning shows on Mai FM, The Edge, The Breeze and More FM featured Dr Eileen Sables and Dame Valerie Adams, with additional coverage from NZ Herald, Radio Rhema, RNZ and The Coast.

Our paid media included two weeks of nationwide radio ads, ROVA placements and Auckland Traffic Updates, supported by a strong digital out-of-home (OOH) presence.

Digital billboards ran in Auckland, Hamilton, Christchurch, Wellington and Gisborne, amplifying Women's Health Week messaging across Aotearoa.



Radio

- [The Edge Breakfast with Clint, Meg, Dan](#), 11 August, feat Dame Valerie Adams & Dr Eileen Sables
- [MoreFM Drive Show with Sarah & Adam](#), 11 August, Dr Eileen Sables
- [More FM](#), 11 August, Dr Libby in for Women's Health Week
- [Mai Morning Crew](#), 11 August, feat Dame Valerie Adams & Dr Eileen Sables
- [The Breeze Breakfast with Robert & Jeanette](#), 11 August, feat Dame Valerie Adams & Dr Eileen Sables
- Nationwide radio ads on Mediaworks stations for 2 weeks, 1 week prior and 1 week during WHW.
- [ROVA](#), 11 August, Do women really get worse hangovers? Dr Eileen explains
- Auckland Accurate Traffic update across all 9 Mediaworks stations for 2 weeks.
- [RNZ Nine To Noon](#), 6 August, Wee chat: what you're afraid to ask about your pelvic floor with Dr Jenny Kruger
- [Radio Rhema](#) interview with Dame Valerie Adams on breaking the silence around women's health
- [The Coast breakfast](#), 12 August, with Toni & Jason trying the period pain simulator with Sam Wallace

Podcasts

- [School Shorts](#), 10 August, Setting healthy standards for our girls with Cecilia Robinson
- [Your Menopausal Vagina](#), 11 August, Lynda Lovatt Lady Talk

Print/Digital news

- [The Eastern Times](#), 25 July, Are heavy and painful periods normal?
- [The Eastern Times](#), 10 Sep, Free cervical screening success
- [Papamoa Post](#), August edition
- [NZ Herald](#), 10 August, Missed opportunities in cervical cancer prevention - Cecilia Robinson
- [NZ Herald](#), 11 August, The hidden tax of being a woman
- [Our Place Magazine](#), Bay of Plenty community lifestyle magazine Aug/Sep issue
- [Auckland Scoop](#), 6 August, It's time to put wāhine first .

Landmark

- [Sky Tower lit up in purple and teal](#), again on 11 August to mark the first day of WHW and to mark the launch event at Sky City.



More FM
Dr Libby in for Women's Health Week!

Keep a look out for these signs that may indicate insulin deficiency

Like Comment Share

Health & Wellness

Do women really get worse hangovers? Dr Eileen explains

Plus, confirmation that we ARE supposed to "have that muffin" over the top of our jeans.



SPECIAL: Women's Health Week #1 - Dr. Eileen Sables

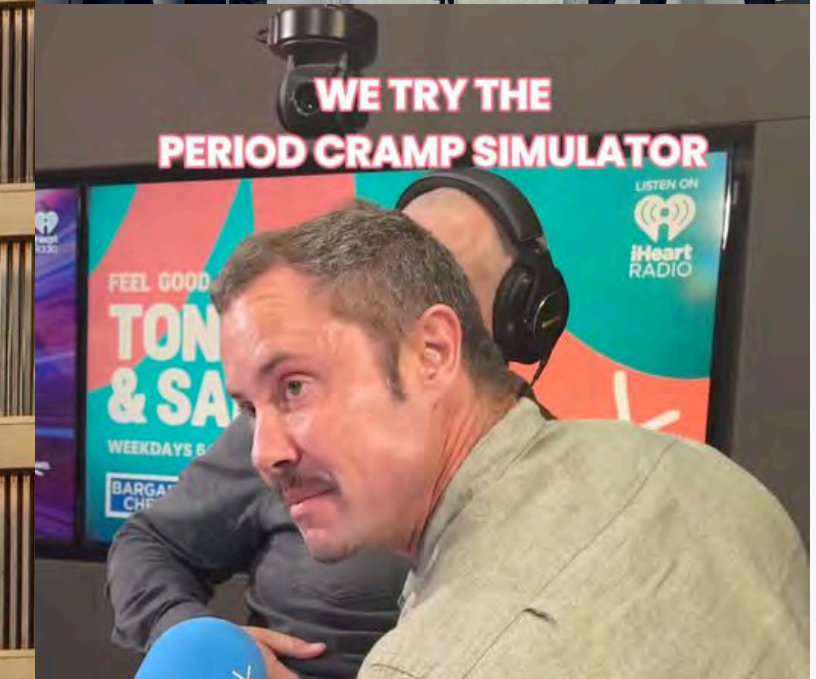
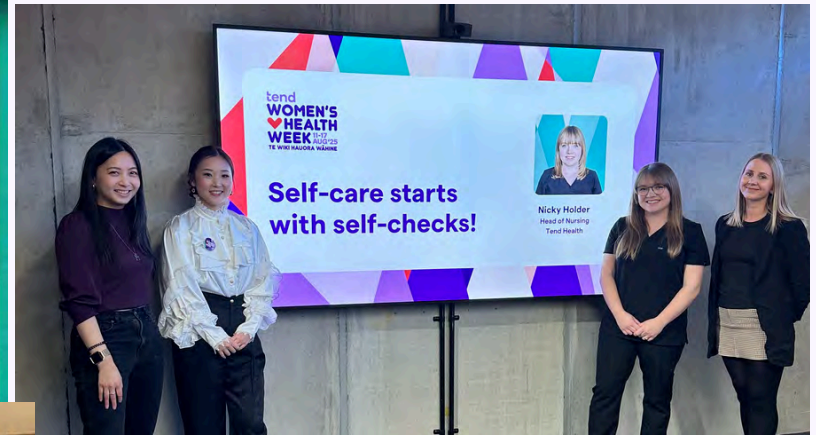
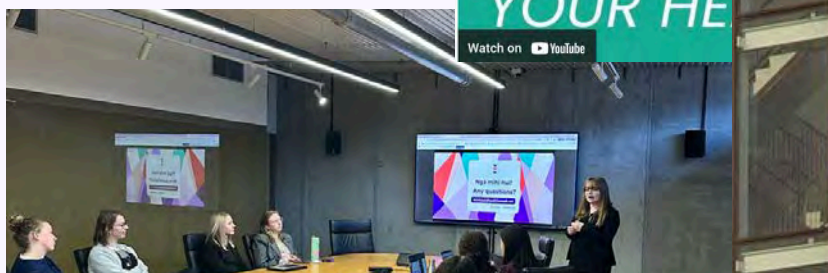
View description Share

Published Aug 11, 2025, 12:20 PM



ATHLETE DAME VALERIE ADAMS
YOUR HE

Watch on YouTube



Organic media

Instagram

While we posted slightly less organic posts this year compared to last year, the amount of organic posts by other Instagram profiles (personal & business) has more than tripled with the hashtag #WHWNZ gathering over **100 posts** and Meta AI getting the summary correct. Sam's period cramp simulator collab performed the best, reaching **104k** views and **1093 shares**.

Facebook

This year we more than doubled our Facebook following and engagement during Women's Health Week. A highlight was a message from Minister Hon Nicola Grigg, encouraging all women across Aotearoa to prioritise their health. This high-profile endorsement helped drive conversation, shares and community interaction, further amplifying the campaign's visibility and impact.

TikTok

Our top-performing videos from last year continued to gain traction, with Dr Eileen's Heavy Periods video approaching 3 million views. This year, Sam's Period Pain Simulator video performed best with 7.4k views, although it didn't match the success of last year's vox pop-style content.

Many of the new videos filmed with Dr Eileen this year resonated more with an older female demographic rather than TikTok's younger audience. Looking ahead, we'll create TikTok-specific content tailored to this audience.

LinkedIn

Our top-performing post featured a carousel of images from the SkyCity launch event, showcasing the Sky Tower lighting and our expert panel Q&A. This was closely followed by the video of Tend men experiencing period cramps.

Throughout the week, Tend was tagged and mentioned by numerous individuals and organisations sharing the campaign from personal stories and event photos to words of encouragement and support. Many of the businesses we reached out to also joined in, finding their own ways to participate and shine a light on women's health issues, further amplifying Women's Health Week across social channels.

Activity during the week

Instagram

33 posts
104k views for top post
626 new followers
232k organic impressions

TikTok

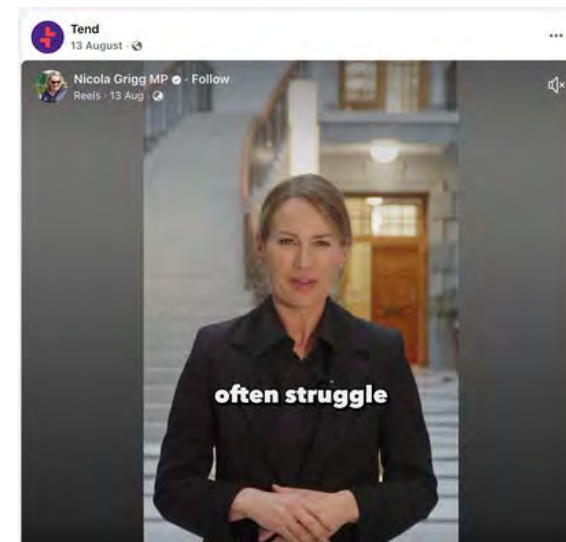
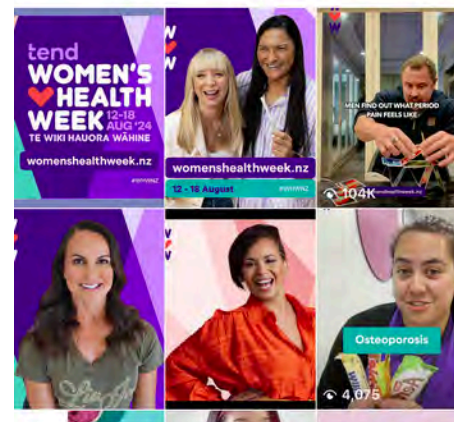
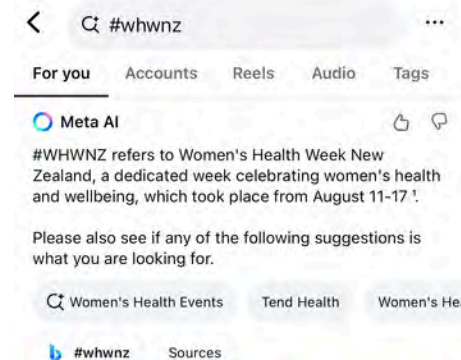
9 videos
7.4k views for top video
423 new followers
12k organic impressions

Facebook

27 posts
14k views for top post
674 new followers
40k organic impressions

LinkedIn

23 posts
5k views for top post
316 new followers
25k organic impressions



W W

this week

PELVIC FLOOR

tend

Top health priorities for older women

Chances of getting pregnant

Gentlemen... What if you had a uterus?

Can I measure my fertility?



Women's Health Bingo

How many can you check off?

Been cervical screened	Had breast screening	Going through menopause
Try to talk kindly to myself	Protecting myself from STIs	Getting enough Vitamin D
Quit smoking or vaping, or never have	Staying active the best I can	Enrolled with a GP

[illegible]

 tend WOMEN'S HEALTH WEEK AUGUST 1-7 TO HELP RAISE AWARENESS	RESOURCES FOR HER » W♥W
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hannahmitchell.pt

Liked by tendnz and others

hannahmitchell.pt Disclaimer: I might be wearing my favourite playful pink wig in this photo—but the

I originally posted this a few weeks ago, but in honour of Women's Health Week, I felt it was worth re-sharing.

Last year, I was caught off guard when HPV was detected during my routine cervical screening. HPV is incredibly common and usually shows no symptoms—most infections clear up on their own. But in some cases, it can persist and lead to changes in cervical cells, which can develop into cancer if left unchecked.

Because of this, I needed a follow-up smear to monitor for any cell changes (which was normal). Then, a year later, I was re-screened—and thankfully, my results came back clear. I now don't need another test for five years 🍏

So, why am I sharing something so personal?

Because conversations about menstrual, vaginal, sexual, and pelvic health shouldn't be taboo. When we treat women's health like something to be ashamed of, it creates silence, stigma, and delays in getting care we need and deserve.

As women, we're often conditioned to put others first. It's easy to push our own health to the bottom of the list. But it matters. You matter.

Until recently, primary cervical screening in New Zealand relied on the traditional smear test—an exam that can feel invasive, and for many (myself included), uncomfortable or even painful. It's no wonder so many people delay or skip it altogether. In fact, 85% of cervical cancer cases in NZ occur in those who have never been screened or don't screen regularly.

But there's good news: since September 2023, New Zealand has adopted HPV testing as the new primary screening method—and it now includes the option to self-test. This is a game-changer. International studies show HPV screening offers 60–70% more protection against cervical cancer than smear tests.

sarahjwallacenz 38m

Do the quiz!!

[Tendnz.typeform.com](https://tendnz.typeform.com)

@tendnz
@kiwibanzi

Ad/Ambassador

Add to your story

ascynecologynz · Follow

ascynecologynz Women's Health Week (Te Wiki Hauora Wāhine) runs from 11th - 17th of this month.

At ASC Gynaecology, we're committed to empowering women and supporting their health journey. We believe in creating a safe and understanding space where you feel heard and respected. Your health is our priority.

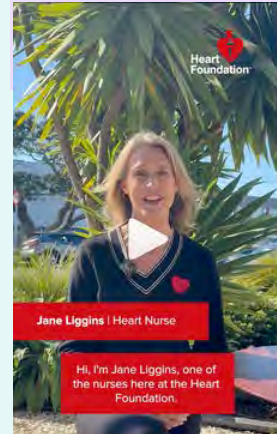
Let's use this week to celebrate women's health and wellbeing. It's a time to raise awareness, break down barriers, and encourage open conversations about women's healthcare.

#WomensHealthWeek #WahineHealthWeek #WahineHealthWeekline

7w

Women's Health Week

11TH - 17TH AUGUST 2023



heart_nz · Follow

Original audio

heart_nz It's Women's Health Week

Did you know heart disease is the leading cause of death for women in New Zealand? It's often overlooked, but small changes can make a big difference.

During Women's Health Week, take a moment and do something for your heart health.

8w

nutritionsocietynz ♥♥♥♥♥

8w · 1 like · Reply

heart_nz Visit the link in our bio to find out more.

8w · Reply

12 August

Liked by tendnz and others



sarahontheradio · Follow

Portugal. The Man · Feel It Still

sarahontheradio What's it like doing a self-smear test? I give it a go and give you my honest thoughts

@tendnz are doing FREE smear tests this Friday (15th August) - so no excuses! Get it booked and do yourself and your lady parts a favour

#whwnz #wahineWellbeing #WomensHealthWeek #yourhealthmatters

6w

tendnz YOU GO GIRL!!! Thank you so much for making this video and showing everyone just how easy it is! ♥♥♥

6w · 2 likes · Reply

View replies (1)

12 August

Liked by tendnz and others

healthpointdirectory · Follow

healthpointdirectory Take a moment for your health this #WomensHealthWeek Te Wiki Hauora Wāhine

Whether you're looking for support with menopause, contraception, fertility, mental health or anything in between - Healthpoint helps you find trusted health services near you.

Prioritise your wellbeing. Links in bio

- Women's health services
- Find a Female Wāhine GP
- Cervical, breast, and other health screening
- Mental Health & Addiction Services and Support

#Whwnz #WomensHealthWeek #WahineToo #HealthNZ

8w

12 August

Liked by tendnz and others

Anna Schubert · 2nd

Empowering Financial Futures for NZ Professionals & Bu...

Here is the nudge for you to do something for yourself on the last day of Tend Women's Health Week. And it doesn't have to run out today either; just do that one small thing for yourself today and tomorrow and the next day. Promote wellbeing as a practice that you look forward to vs defer. [Tend Health Ltd](#) [#tendwomenhealthweek](#) [#wellbeing](#) [#dailyrituals](#) [#nudgeguide](#)

Michelle Cullinane · 2nd

Associate Director at Deloitte Consulting

1mo · Edited

Last week marked New Zealand's second Women's Health Week. I was fortunate enough to attend an event led by Wellington locals [Trish Given](#) and [Sarah Connor](#) (the force behind "Menopause Over Martinis").

In a room full of women, and one brave man, we heard stories about women's health, what people were and weren't prepared for, and the ripple effect on careers, relationships and wellbeing.

The conversations were uplifting, inspiring and a powerful reminder to prioritise woman's health - starting with your own health.

[Tend Health Ltd](#), [Cecilia Robinson](#), Dr [Ayesha Verrall](#), Mayor [Tory Whanau](#), City Counsellor, [Sarah Free](#), [Summer Henderwood](#)

Resources: website linked and book recommendations below

<https://lnkd.in/g2xT2gPm>

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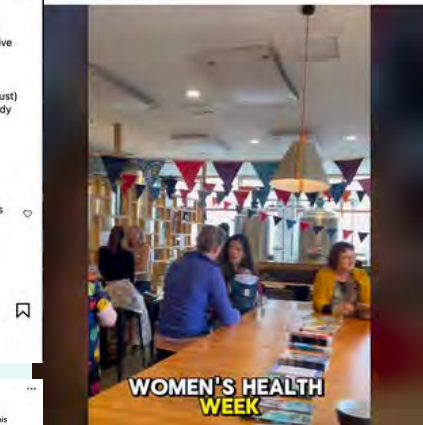
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Q & A

Women's Health week 2023

Ask Our Women's Health Physiotherapists!

Comment below or DM us!

Ask below or DM us

Is there anything I can do for general pelvic aches and pains during pregnancy?

Since my perimenopause started I've got more aches and pains - why is that?

Sarah Connor · 1st

GUEST SPEAKER | Inspiring awareness of menopause in Aotearoa and arou...

Knowledge is power, ignorance is dangerous and community is gold.

Those are three things I'm thinking about as Women's Health Week kicks off across Aotearoa today.

More specifically I'm thinking about my experience of landing in perimenopause 6 years ago without knowing what that meant and how my health and wellbeing was impacted significantly for so many months (and unnecessarily so). Forever grateful to my community of friends, family and eventually a menopause clinic who got me through.

And I'm thinking about all the women who have told me about their experiences of not being informed enough, understood enough or supported enough (soon enough) through perimenopause or puberty or endometriosis or relationships or pregnancy or childbirth or breastfeeding or parenting or an illness or a hysterectomy or a bereavement or a separation/divorce or...

A non-exhaustive list of the things that have potential to put a woman's physical or emotional health at risk.

Like any health challenge, talking about it with people who 'get it' goes a long way. I'm looking forward to meeting women from across Wellington with friend [Trish Given](#) to talk about women's health on Sunday 17th August (see my previous post or the invitation in my comment below). Because whatever comes our way healthwise, community is gold.

*There are obviously many moments when things go brilliantly from the start. I'm all up for celebrating those too.

#WomensHealth #community



Givenwell · 907 followers

1mo · Edited

This week, our team has been embracing [Tend Health Ltd Women's Health Week](#) by making time for the things that help us feel our best - whether that's through our wellbeing tokens or just getting out and enjoying life.

From gym sessions and relaxing massages, to sunny walks, family outings, climbing Mount Iron, and local lunch treats - it's all about prioritising our wellbeing so we can show up better in everything we do

[WOW + Givenwell](#)

Women's Health Week

the.fono · Follow

Original audio

[the.fono](#) Happy Women's Health Week! 🌸🌻🌺 11-17 Aug 2023 #Whwnz <https://thefono.org/medical/womens-health/>

6w

Liked by [ipamagiri71](#) 17 August

Add a comment...

suregrowthcoaching · 56m

make granuladinha

@TENDNZ

Women's Health Week in New

Add to your story

Menodocor · 421 followers

1mo · Edited

What a way to kick off [Tend Health Ltd's Women's Health Week](#).

A huge thank you to [Spark New Zealand](#) for inviting me to speak about Menopause.

They had one of their best webinar turnouts yet! - with over 100 people attending - proof that menopause is a conversation people want to have.

Now it's time we gave it the workplace support it deserves.

Here's to keeping the conversation going and ensuring every woman feels heard, supported, and empowered at this stage of life

[Nick Butcher](#)

#WomensHealthWeek #MenopauseAwareness #WorkplaceWellbeing #MenopauseSupport



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6w

Liked by [ipamagiri71](#) 17 August

Add a comment...

Westpac New Zealand · 66,552 followers

1mo · Edited · 0

Pausing in your workday to stretch, breathe mindfully and generally reset can make a big difference to your wellbeing. 🌸 As part of Women's Health Week, our Women of Westpac employee action group hosted an online Power Pause workshop with [Archana Atmakuri](#) the founder of Pause to Rest.

Archana guided the team through some practices and techniques to help us manage stress, support strong mental health and improve our energy levels - thanks Archana! 🌸

And thanks to [Tend Health Ltd](#) for all the resources we've been able to share with our people

#WomensHealthWeek #WHWNZ #WomenofWestpac #TogetherGreater

[James Grant](#) [Jo McGregor](#) [Shelby McKendry](#) [Kaz Trass](#) [Gemma Dickson](#) [Theola Blaauw-Arwar](#)

goingwiththeflownz · 2h

maditutu

It's Endo Wednesday! 2

Passion Project that a team of us have worked our butts off for - happening on campus next week!!

11-15 Aug!!

Collection

Menstrual Health Week

What's On at the University of Auckland

1870 followers

Menstrual health matters — to all of us. Learn, share, and support better menstrual wellbeing for all. Find free resources and events on campus this week.

Kiosks, workshops, gym classes and all!

How's your v*gina today?

NEW PODCAST

Paid media

We spread our limited advertising budget across digital billboards, StackAdapt, Meta and TikTok.

Since adding events to the mix, we created a separate Meta campaign to promote event registration and highlighting geo-targeted local events to encourage local attendance.

Mediaworks Digital Outdoor

- 14 days activity
- 21 locations across Auckland, Hamilton, Christchurch, Wellington, Gisborne, New Plymouth
- 3,637,011 impressions

Mediaworks ROVA

- 14 days activity
- 266,674 impressions
- 81,549 reach

Mediaworks AKL Accurate Traffic

- 10 days activity
- 444,030 reach
- Auckland only



Radio

- 14 days nationwide
- 16 radio recordings
- Promoting WHW checkup, quiz, events and social
- 197,554 reach

Stackadapt

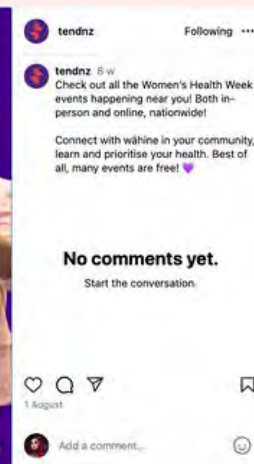
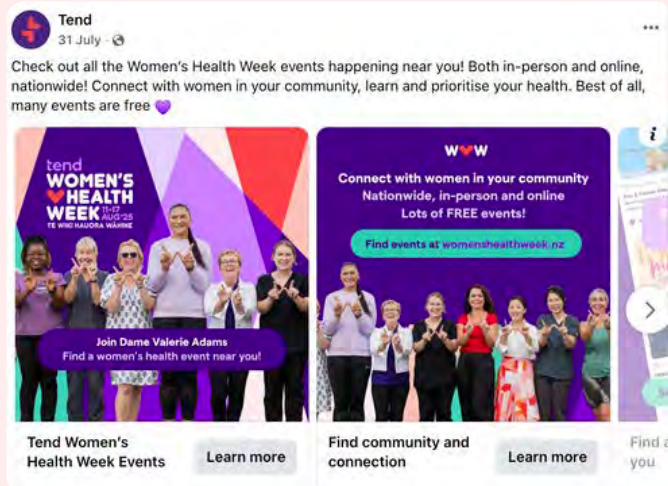
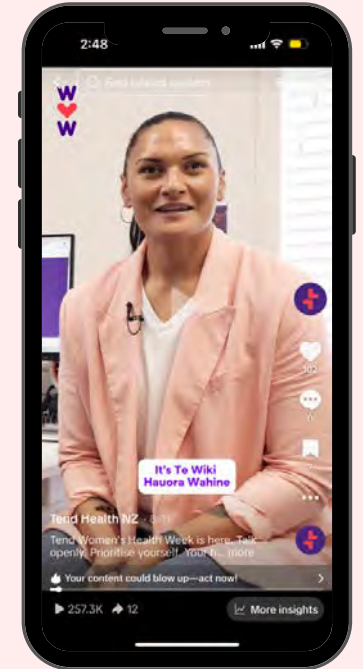
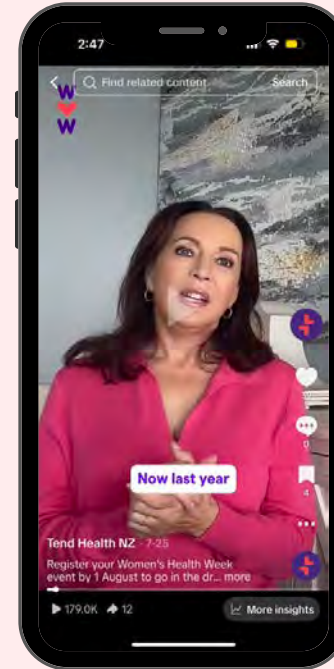
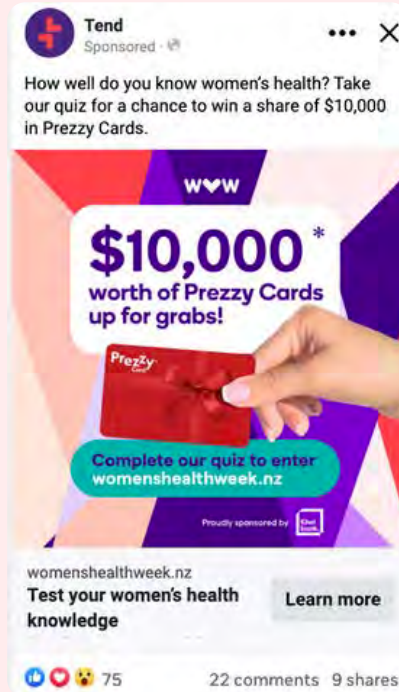
- 14 days activity
- Audio spots, video and display ad types
- 173k impressions
- 847 clicks
- 0.39% click through rate

TikTok

- 24 days activity
- 4 x video posts
- 663,240 video views
- 412,694 reached audience
- 0.17% average click through rate

Meta

- 14 days activity across Facebook and Instagram
- Combo of reels, posts and carousels.
- 344,005 impressions



E-mail newsletters

We sent 7 email newsletters during the campaign. 1 for each day of the week with a different women's health topic.

Subscribers joined through two avenues: either by signing up for our newsletter on the WHW website or by taking the quiz and providing their email address.

By the end of the 7 days, we had collected **4,656 new** subscribers, totalling **22,778** recipients.

The [ADHD article](#) send on Wednesday got the most clicks (837) by a country mile compared to other links. This indicates there's lots of interest in content on ADHD in women. We will do a deeper dive on this topic next year.

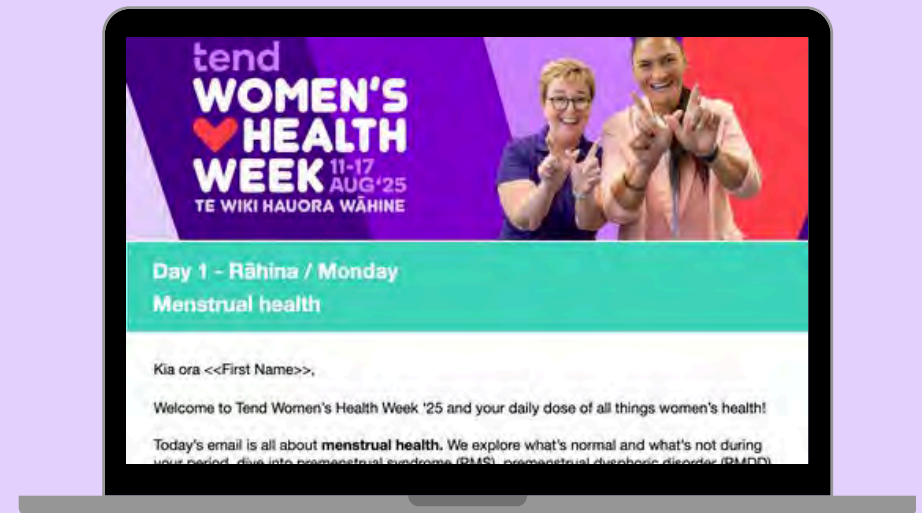


ADHD in women and girls: The symptoms and why it's often missed

Many women with ADHD go undiagnosed for years. Learn why symptoms in females are often missed a...

[Read more](#) →

- **53% average open rate, double the healthcare industry average of 21.7%**
- **3.2% average CTR**

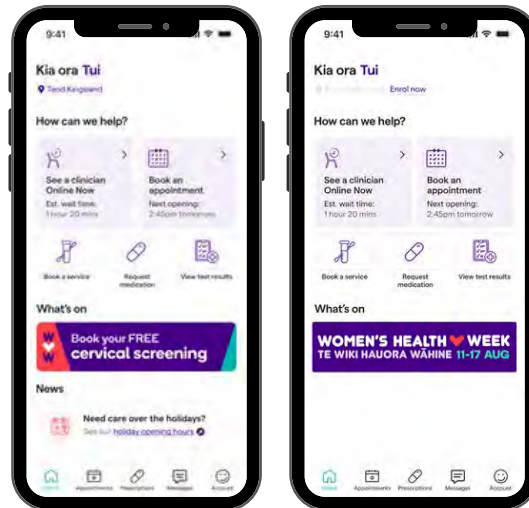


Click to read our daily emails

[Day 1](#) / [Day 2](#) / [Day 3](#) / [Day 4](#) / [Day 5](#) / [Day 6](#) / [Day 7](#)

Owned media

Tend has over 137,000 patients across its network and utilised all its owned channels to share the WHW campaign. This included using Tend's websites, the Tend app, email newsletters, and displaying posters at all clinical locations. Furthermore, our team was present in Christchurch for GPCME and used the event to share the campaign and engage with attendees.



Win \$1000 for a women's health cause

For this **Women's Health Week (11-17 August)**, we've added a brand new events portal! This year it's all about connecting within our community and having those important conversations about our hauora.

All you have to do is register an event during women's health week by **1 August** and you're in the draw!

We've created an easy event ideas sheet to help you get started. Otherwise, take a look at the events already listed to find one that interests you.

[Register event](#) [View events](#) [Event ideas](#)



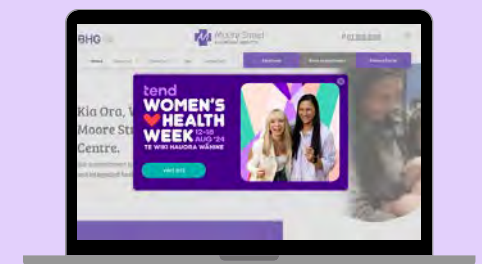
We had 2 app banners running during WHW. One promoting free cervical screening that took users directly into the app flow to book their slot. Once all slots filled up, it was removed to just show WHW banner that took them to the website.

We sent a total of 52k email newsletters to all enrolled Tend patients across the network about Women's Health Week's new events in the July patient newsletter

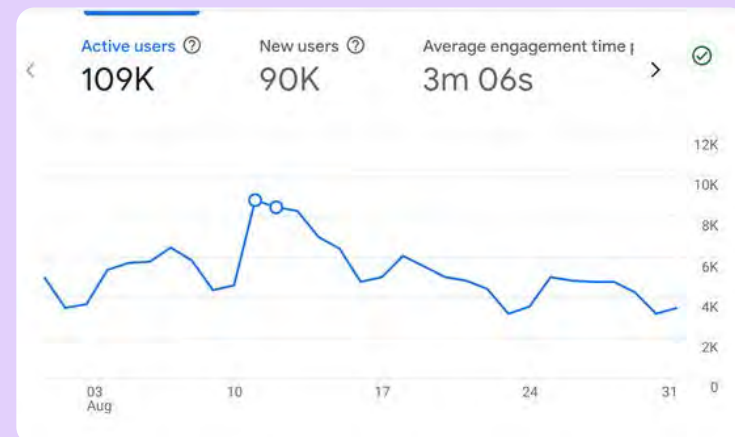
Tend.nz website



Better Health websites

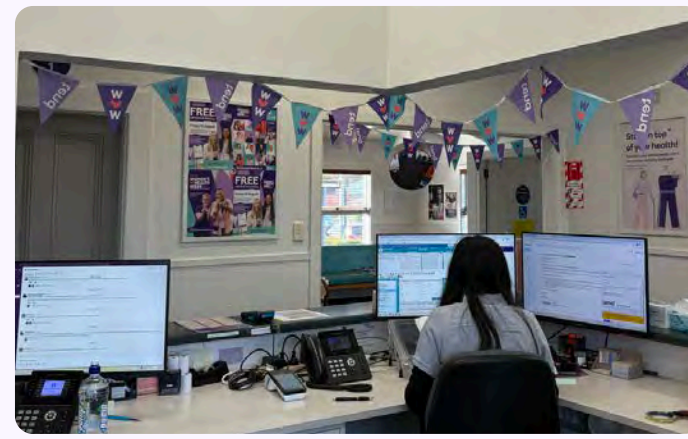
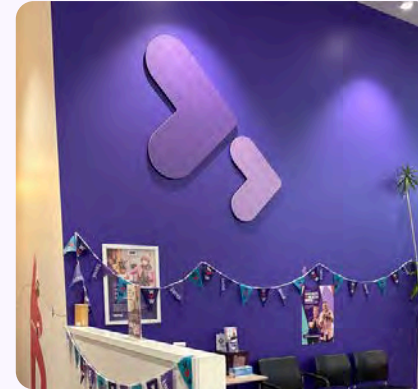


tend.nz website analytics below: Spike in traffic during WHW

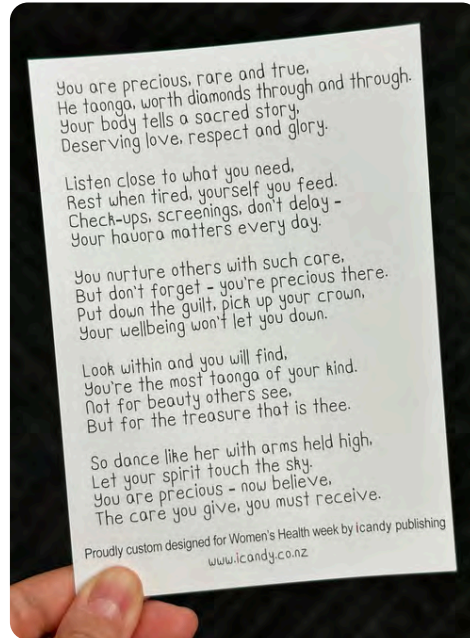
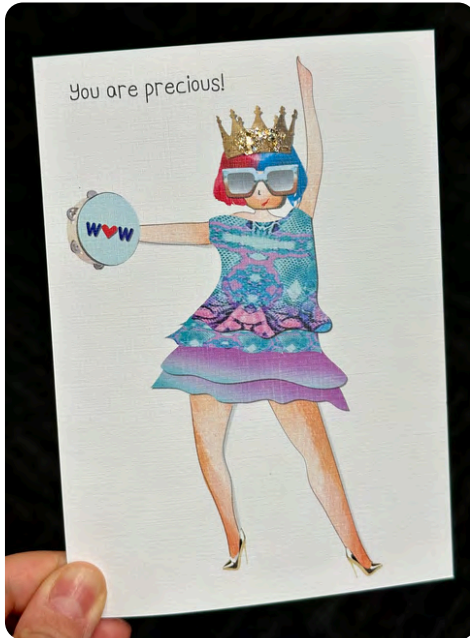


Activations across Tend clinics nationwide

WHW clinic activations nationwide across 13 clinics with posters, bunting flags, badges and goodie bags.



Merchandise



What people had to say

Manatū Wāhine Ministry for Women, New Zealand 24,871 followers · 1mo · ...

So great to partner with you on this event, **Tend Health Ltd**! Thank you to the team for providing an amazing service and to all the women who turned up for a screening! 🌸💖

Like · 🌟 · 3 · Reply · 1 reply

Kim Harvey 📍 · 1st · 1mo · ...

Passionate about kids health & wellbeing | Children's Charitable Trust ...

This is SO GOOD! I love your approach!

Like · Reply

Chanelle Owen 📍 · 2nd · 1mo · ...

Head of Market Access and Government Affairs at GSK with expertise ...

Love this initiative **Tend Health Ltd**! Preventing cervical cancer is so important to the health of all women.

Like · Reply

Megan Alatini 📍 · 2nd · 1mo · ...

Culture, Diversity & Inclusion Champion, Wellbeing Advisor, Learning a...

Thank you **Tend Health Ltd** for this amazing event and reminding us wahine to take special care of ourselves... and that we are not alone! Pleasure working alongside you all!

Like · Reply

Angela Campbell 📍 · 2nd · 1mo · ...

Social Wellbeing Coach

I love that **Tend Health Ltd** has once again included loneliness in the awareness collateral for Women's Health Week. Thank you for all your work.

Like · 🌟 · 1 · Reply

karin_horen Love this so much 💖💖💖👉👉 prioritise women's health Aotearoa

7w · Reply

Fabienne GUILLET 📍 · 3rd · 1mo · ...

Salus representative/Registered nurse

Hi Tend, I'm not working for you, but I've worked with Dr Eileen Sabes. Now, as a smear taker, I try everyday to let women know what the new national cervical screening program is, how easily we can prevent cervical cancer. We can do it! Please share this to your mother, sister, daughter, neighbour. Book an appt for an HPV swab with your nurse or GP. See you next week. 🌸

Like · 🌟 · 1 · Reply

Nanci Ona-Murphy · 2nd · 1mo · ...

Community Manager at Take Up Space | Passionate about helping bra...

Myself and **Belinda Jane** was invited to this amazing event by **Tend Health Ltd** & our fabulous dear friend MC **Megan Alatini**. Thank you soo much for an EPIC evening, surrounded by inspiring bunch of expert panel speakers. Can not wait for the next one 🌸

Like · 🌟 · 4 · Reply

selwyn_parenting_network Thank you for all you're doing, bringing this to the forefront of the minds of all wahine. We will be sharing the weeklong messaging, resources and signposting to supports and services 🌸🌸 @tendnz @ceciliarobinsontend #ThankYou

8w · 1 like · Reply · ...

pennyramsdale Good that you trialled it on the women too, to give unbiased context. 🌸

7w · 21 likes · Reply

— View replies (1)

kirsty_mael Love that you did this! Yes to WHW! 💖

7w · 2 likes · Reply

valerieadams84 and tendnz Original audio

katmcormack_newzealand So great to hear from you tonight about this important kaupapa 🌸 and thank you for sharing your difficult story so that future generations will have better outcomes #WHWNZ

seedcycleblend Love this soooooooo much!!! 🌸🌸🌸

7w · 2 likes · Reply

glendahowie Beautifully said 🌸💖

7w · 1 like · Reply

leefleabumblebee This is the most amazing health information. Thankyou Graeme.

7w · 1 like · Reply

lyndalovatt_ladytalknz This is gold messaging! Well done. Love this. Thank you for spreading the word.

7w · 1 like · Reply · ...

bextaylorhaskel QUEENS!!! 🌸🌸🌸 you are amazing and this week was AMAZING! 💖💖💖

7w · 2 likes · Reply

— View replies (1)

lyndalovatt_ladytalknz Hi! Jade thank you so much for all you have done. It is a wonderful week and it was a credit to you to pull it off. 🌸🌸

7w · 1 like · Reply · ...

nutritionwithlis Incredible wahine 🌸💖🌸

7w · 1 like · Reply · See Translation

— View replies (1)

justathoughtnz Great mahi team 💖

7w · Reply · See Translation · ...

sarahsbate Thank you for putting a great big spotlight on women's health! Last year was great but this year was absolutely phenomenal..🌸

Mary Goldfinch Well done Valerie and Doc Eileen. Wise words from 2 wise women!!

7w · Like · Reply

I wanted to let you know we were not able to post anything on social media but we have 7 very successful events. This has sparked lots of conversations and we were so happy to have quite a few men attend some of the menopause talks so they could learn to support the ladies around them.

Thank you so much for all you are doing.

Ngā mihi
Jolene

Thank you for your email and the signed form attached. I really appreciate your interests on Island Breeze and am thrilled to share our story from the event.

We had a successful event celebrating Women's Health week. We invited Aimee Cosgrove from Cancer Society to share about their services and Daffodil Day which was on the same week. Daffodil were given out for the ladies to wear empathizing its purpose and the discussion was around prioritizing our health and break the silence around women's health issues.

We also celebrated Tongan Language and Cook Island Maori Language Week and our selected handicraft was making Pasifika jewelry from shells, coconut shells and other Pasifika accessories to remind us about self-care and healing.

Kate Webb Wish I was there!!! Looked amazing. The online You Tube I watched early this morning... amazing.... Val and Eileen stand out favs along with Cecilia as always 🌸💖

7w · Like · Reply

Our sponsors & partners

A sincere thank you to all our sponsors, charity partners, advocates, experts, wāhine, and contributors.

We are immensely grateful for your support in joining our inaugural campaign, united by a shared purpose to spark meaningful conversations about women's health in Aotearoa and empower our wāhine to prioritise proactive and preventative care.

- Selwyn Foundation
- Manatū Wāhine Ministry for Women
- Kiwibank
- Fresh Start by My Food Bag
- Adult Toy Mega Store
- The Period Place
- Talk Peach Gynaecological Awareness
- femfit by JUNOFEM
- MenoMe

Our proud sponsors

The Selwyn
Foundation



Manatū Wāhine
Ministry for Women



Our wonderful partners

a t m s
ADULTTOYMEGASTORE

femfit[®]
by JUNOFEM

MY FOOD BAG
fresh
START

 talk peach
GYNAECOLOGICAL AWARENESS

menome[®]
Menopause is our one & only game[®]

THE
PERIOD
PLACE

Etjie

Manatū Wāhine Ministry for Women



Our free cervical screening day would not be possible without the support from the Ministry for Women and Hon Nicola Grigg. With their support, we were able to provide **free** cervical screening to everyone with a cervix across all 13 Tend clinics on Friday 15th August.

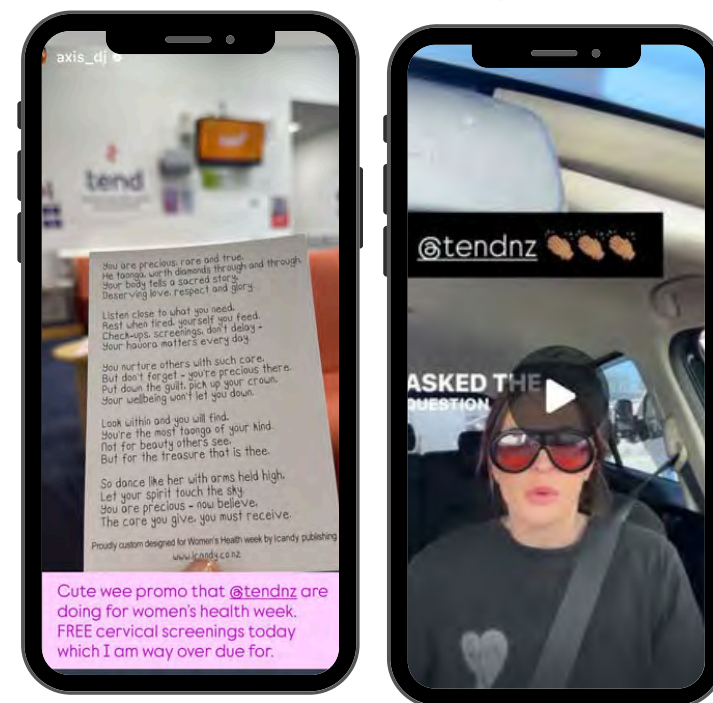
Rachel on Instagram shared on her story after she got her screening done about her positive experience.

"Also well done to the lovely lady that I just saw at Tend. She asked the question "I need to ask you as well, are you safe at home? Is there anything going on at home?" which is awesome, I don't think I've ever been asked that by a doctor before so that's really cool."

Feedback from patients

"Considering I have a history of abnormal smears I shouldn't delay. But it's not the most affordable process to have done. So I am very thankful for this!"

"The option to self test got a patient in who had put off screening for a number of years - she wasn't aware of this option until she saw our email. She has difficulty with traditional screening due to mobility issues, so the thought of a swab test option seemed more doable for her."
- Nurse Nicky



The Selwyn Foundation

The Selwyn Foundation 

This campaign's success would not have been possible without the incredible partnership and generous support of the wāhine at The Selwyn Foundation.

We are deeply grateful for their contribution, and to Denise Cosgrove, who delivered a powerful speech on positive ageing and the broader challenges facing older women at our launch event.

Dedicated content to vulnerable older women included:

2x videos with Dr Eileen Sables & Dr Lee Mathias

- [Top health priorities for older women](#)
- [How estrogen cream helps menopause](#)

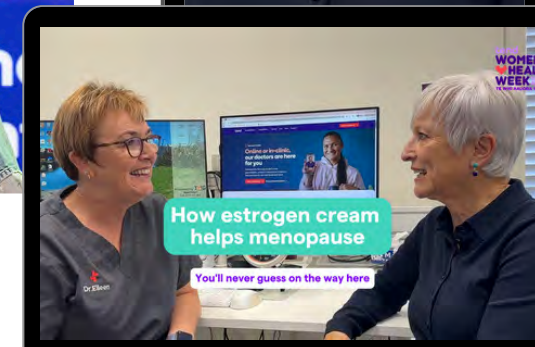
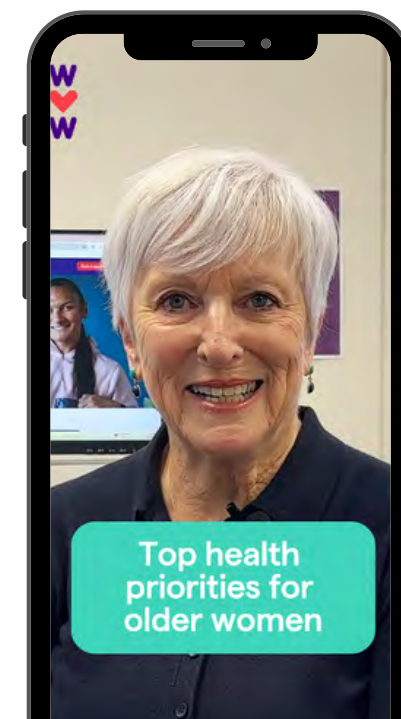
4 x Selwyn Foundation articles published

- [Top 10 tips to ageing well](#)
- [The deep need for sleep](#)
- [Mindfulness can help tame fears and worries](#)
- [Keep your brain ticking along](#)

The top 10 tips to ageing well article was the **second most viewed** article in 2025.

One of our winners of the \$1,000 Prezzy Cards was a retired nurse living in Moerewa.

"My hubby and I had a yarn about what I might spend the money on — maybe new glasses, as mine haven't been right for months, or perhaps finally going to a skin clinic. I've always wanted to, but never had the money. After menopause I've struggled with health issues so a little self-care feels like such a treat."



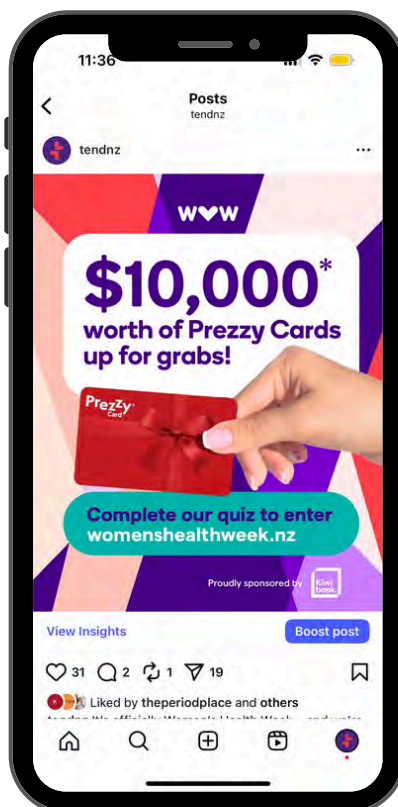
Kiwibank

Ngā mihi nui for the wonderful sponsorship of the general knowledge quiz prize. Read the different ways our winners are spending it on their health and wellbeing.

Results:

- 5,503 completed quiz
- 76% completion rate
- 4,656 emails collected

"I will put this prize towards weekly healthier groceries and being able to purchase fresh fruit, veggies and fish which have gone up in the cost of living. My partner and I have been purchasing a lot of frozen veggies and fish to get by at the moment as they work out cheaper without going off too quickly. I would also love to use some of the prize towards a new pair of walking shoes to get out and appreciate the outdoors both for vitamin D and for more 'mindful' walks."



"I'll treat my friends to nice meals as they're always there for me (they also act as therapists). We may plan a cool weekend trip somewhere."

"I plan to use the money to buy plane tickets for a holiday! I've been feeling very burnt out lately from work and life and got concert tickets to a artist I love in Australia. This will help me have the holiday I need! Thank you so much again."

"Maybe new glasses, as mine haven't been right for months, or perhaps finally going to a skin clinic. I've always wanted to, but never had the money."

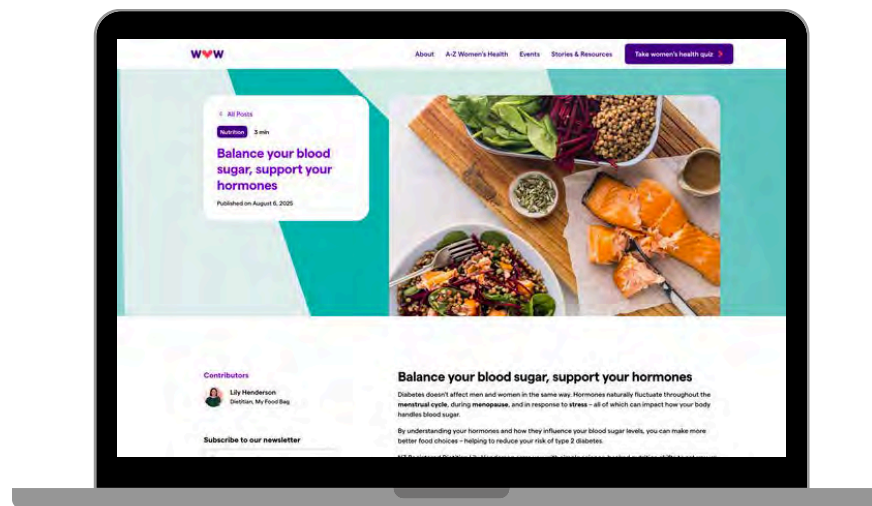
"I'm hoping to use this towards a bike and some really good running shoes, or maybe a tent? Really excited to chose something special. Any extras are a real luxury at the moment!"

I'm currently a first year uni student in halls this year, so having this extra money will be really helpful in setting up my flat for next year and making it feel like home. I also really love bouldering but I've been considering cancelling my membership recently due to the cost, so this will also help keep me active.

My Food Bag - Fresh Start

Thank you for your involvement this year in multiple ways and providing another awesome giveaway of Fresh Start.

- Lily Henderson as our expert panelist speaker at our Sky City launch event.
- New article **'Balance your blood sugar, support your hormones'** by Lily Henderson
- Parnell site hosted an inspiring Own Your Power talk with guest speaker Renee Diment.
- Brigade site set up health information stations focused on key screenings and preventative checks.
- Christchurch team celebrated Wellness Wednesday with a shared healthy kai, resource exchange, and kōrero on women's wellbeing.
- **Discount code** included goodie bags at the WHW launch event
- **Instagram Giveaway**, had 400 entries and 5 x winners were selected



Adulttoymegastore (ATMS)

Thank you for being a partner to champion sexual wellness. ATMS provided three in depth articles with fantastic video content by their Sex Educator Emma Hewitt.

3x articles by Emma Hewitt

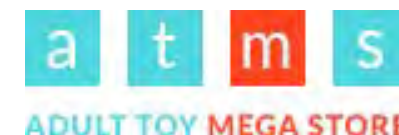
- [The ATMS guide to choose a sex toy for women and those with a vulva](#)
- [How kegel balls can help strengthen your pelvic floor](#)
- [Lubricant 101: Why we should all be using lubricant for sexual play](#)

Discount code to ATMS provided for our sexual wellness newsletter sent on Saturday.



FREE ONLINE WEBINAR

HOT
Pregnancy
SEX



The ATMS guide to choosing a sex toy for women & those with a vulva

This guide has everything you need to know about choosing the best sex toy for you.

[Read more](#) →



How kegel balls can help strengthen your pelvic floor

For those dealing with a weakened pelvic floor, kegel balls can be a great help for building strength and...

[Read more](#) →



Lubricant 101: Why we should all be using lubricant for sexual play

Lube is your friend! The many benefits of using lubricant alone and with a partner.

[Read more](#) →

Emma who was pregnant with her first pēpi, had planned to host an online webinar on pleasure, sex, and changing libidos during pregnancy.

Unfortunately, she had to cancel for pregnancy-related reasons.

However **76 people** had already registered just one week before WHW began, highlighting strong interest in the topic.



ATMS kindly sponsored 100x goodie bags for our launch event.

Each contained:

- Bullet vibrator
- Textured condoms & lube
- 10% discount code
- Lux drawstring bag

Women's Health Week - 2026 and beyond

In 2025, we achieved significant milestones: launching our nationwide events portal, offering free cervical screening across all Tend clinics, and extending our reach into regional and rural areas. These successes have laid the groundwork for our most ambitious vision yet.

Saving lives through community screening

Free cervical screening at Tend clinics was a powerful start, but it's not enough. In 2026, we want to take screening directly into communities where women are under-screened the most and where cost remains the greatest barrier.

We can work with churches, community halls, maraes and partner with volunteer nurses and smear takers who want to join this movement. We could look into mobile units that travel to rural areas where access is limited.

Empowering the next generation at schools

We plan to introduce a Women's Health Week competition framework for schools across Aotearoa, designed to help young women better understand their changing bodies as they grow.

This initiative will not only build confidence and health literacy for their own journeys, but also help them better understand the changes their mums, aunts or grandmothers may be experiencing, such as menopause.

By sparking open conversations across generations, we aim to foster empathy, empower young wāhine, and normalise talking about women's health at every life stage.

Podcast and webinar series

To engage with wāhine in new ways, we are keen to launch a podcast and webinar series. These platforms will feature expert interviews, discussions on important health topics, and personal stories from wāhine around the country, making health education more accessible and relatable.

Strengthening partnerships

Achieving this vision requires strong partnerships with community organisations, healthcare providers, local councils, iwi, and corporate sponsors who share our commitment to women's health equity. Together, we can build the infrastructure and support needed to bring free, accessible screening to every corner of Aotearoa.

Women's Health Week is more than a campaign - it's a movement. And in 2026, we're taking it further than ever before.

