tend WOMEN'S HEALTH WEEK 10-16 AUG'26

TE WIKI HAUORA WĀHINE

2026 Campaign Summary



arataki PHO

Executive summary

864,236 Organic social impressions

217,692 Paid impressions

18 Landmarks lit up around Aotearoa

All week Free cervical screenings

34 Events nationwide

In August 2026, Tend delivered its third annual Women's Health Week, our most far-reaching yet. Building on the foundations laid in 2024 and 2025, this year's campaign took women's health out of the clinic and into markets, classrooms and city skylines across Aotearoa.

The week opened with the sold-out Tend Ladies' Long Lunch, where 180 guests gathered at Park Hyatt Auckland in honour of the late Dr Lee Mathias ONZM. Guests heard from Dame Valerie Adams, Dame Theresa Gattung and Denise Cosgrove from The Selwyn Foundation, alongside an expert panel of Dr Eileen Sables, Dr Amelia Ryan, Niki Bezzant and Lily Henderson.

Free cervical screening remained at the heart of the campaign, with most of our sponsorship funds going towards free screening at every Tend clinic all week. We also took screening into the community, joining Health New Zealand's mobile screening van at 275 Māngere Markets with Dame Valerie Adams, who lost her mum to cervical cancer at just 39. With music, face painting and hair braiding alongside, it created a welcoming space for Māori and Pacific whānau. One young wāhine heard about it on Mai FM, turned her car around and had her first ever screen.

New for 2026, our first nationwide schools competition, sponsored by Kiwibank, brought women's health into classrooms. Schools entered with poetry, visual art and stop-motion films. Marian Catholic School took out the $5,000 top prize.

Even without last year's incentive to register, 34 events went ahead nationwide, including 13 run by Jolene McMullen through her Power Pause community in Tauranga.

We also lit up more of Aotearoa than ever before, with landmarks across Auckland, Tauranga, Wellington and Christchurch glowing purple and teal, from the Sky Tower and Auckland Harbour Bridge to New Brighton Pier.

Organic social impressions nearly tripled on last year, with Facebook becoming our biggest reach channel. Our seven daily emails averaged a 33.8% open rate, well above the 21.7% industry average. Swapping last year's $10,000 prize quiz for the schools competition meant slower follower and subscriber growth, but it was a deliberate choice that better reflects the purpose of Tend Women's Health Week.

Earned media was valued at around $250k, led by a six-minute Seven Sharp segment on our 275 Māngere Markets activation, with further coverage across RNZ, More FM, Radio Rhema, Life FM and Air New Zealand's Kia Ora magazine.

Once again, the most rewarding part of Women's Health Week was the response from wāhine across the country. Guests, partners and the wider community shared their own reflections, with more than 100 #WHWNZ posts and reels created by people inspired to join the kōrero.

Ngā mihi nui to our generous sponsors, partners and wāhine toa. Your support makes this mahi possible. We dedicate this year to the legacy of Dr Lee Mathias, whose work continues to shape women's health in Aotearoa. We look forward to reaching even more wāhine in 2027.



Cecilia Robinson
Co-founder and co-CEO of Tend Health

womenshealthweek.nz

In addition to new resources, articles and stories, we continued to use the Events section of the website to connect communities across Aotearoa. Businesses, individuals and organisations could submit their own women's health events for us to review and publish.

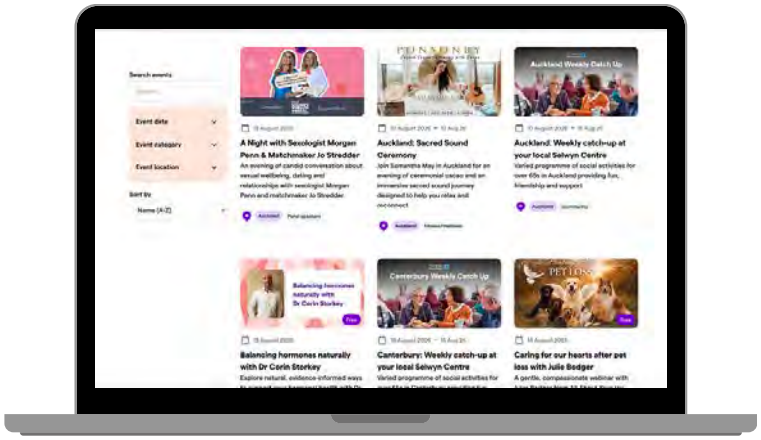
New for 2026, we introduced a **nationwide schools competition**, helping bring women's health education into schools and start these conversations earlier.

We had **342** downloads of the WHW media pack.

Top 5 articles in 2026

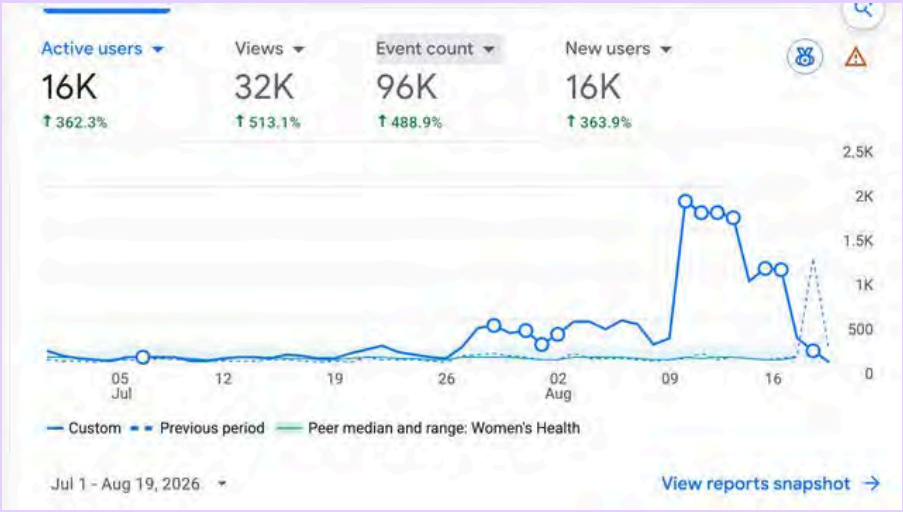
1. Lubricant 101
2. Endometriosis is more than a period condition
3. Sex over sixty
4. You can't pour from an empty cup
5. The ATM's guide to choosing a sex toy

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





16,000 unique visitors
32,000 views
342 downloads of media kit





Tend Ladies' Long Lunch

The Ladies' Long Lunch, held in honour of the late Dr Lee Mathias ONZM at Park Hyatt Auckland brought together women for an afternoon of meaningful kōrero, expert insights and connection. The not for profit event opened Women's Health Week and reinforced the importance of prioritising women's health, having open conversations and turning awareness into action. **We sold out 180 seats of 10 tables.**



Speakers

- Cecilia Robinson – Founder's story: Why Women's Health Week matters + Dr Lee Mathias' legacy
- Dame Theresa Gattung - Personal story on burnout as a high-performing career woman.
- Dame Valerie Adams – Personal story about her late mum & cervical cancer
- Denise Cosgrove – The Selwyn Foundation's commitment to women's wellness & ageing well

Women's health expert panel

- Dr Eileen Sables (Tend GP) – Breast health, endometriosis, HRT
- Dr Amelia Ryan (Obstetrician & Gynaecologist) – Period pain, fertility & ovarian cancer
- Niki Bezzant (Author & Menopause expert) – Menopause and ageing well
- Lily Henderson (Registered Dietitian) – Nutrition wisdom every woman needs

















Tend Ladies' Long Lunch Feedback

SHIFT
12h · + Follow

A Ladies' Long Lunch packed with meaningful kōrero, thoughtful insights, and positive reminders.

Today, some of our HQ team and SHIFT consultants attended the event held by Tend Health Ltd , celebrating Women's Health Week in honour of Dr Lee Mathias ONZM.

A gynaecologist, nutritionist, GP, author, Foundation CEO and two Dames (one being an Olympic Athlete) shared their expertise and knowledge around women's heath today, all inspiring a SHIFT in perspective, connection and conversation.

Thank you Tend for your important work, and lunch!

Prue Caroline Darilyn Hayley Lisa Cate Catherine Charlotte Sarah Georgia



27 6 1

9:01

Katie Bhreatnach · 2nd
Director | Chief Executive Officer
54m · Edited · Connect

Dame Valerie Adams was extraordinary at today's Tend Health Ltd Ladies Long Lunch. She brought her mother into the room, and honoured her through a commitment to changing a health system that failed her.

The lunch was also held in honour of Global Women member Dr Lee Mathias ONZM whose leadership in health has opened doors for so many women across Aotearoa.

Here's to a week of putting women's health exactly where it belongs: front and centre.

#TendWomensHealthWeek #WomensHealth #GlobalWomen



12 2

Mary Haddock-Staniland · 1st
Executive Leader, Speaker, MC, Ambassador & Board M...

How amazing, annoyed to have missed it. I hear it a a great success.

Cecilia Robinson, ONZM likes this

Esther Ngaro · 2nd
Executive Assistant to the CEO | Strateg...
9h · + Follow

A lovely afternoon at the Tend Women's Health Week Ladies' Long Lunch 💜

So good to be in a room filled with inspiring wāhine who shined a light on women's health and wellbeing.

It was such a special moment when Dame Valerie Adams shared her mum's story, a powerful reminder of the importance of looking after ourselves, having the conversations that matter, and prioritising our hauora.

Proud to have Ngāti Whātua Ōrākei at the table and supporting kaupapa that uplift the health and wellbeing of wāhine and whānau.



Dr Missy Wolfman · 2nd
Senior Clinical Psychologist, Founder & Director of ...
7w · Edited · + Follow

What a power-packed long lunch yesterday — a room full of incredible wāhine talking about women's health.

Yesterday I went along to the Tend Health Ltd Ladies' Long Lunch for Women's Health Week, held in honour of the late Dr Lee Mathias ONZM and the incredible legacy she leaves in healthcare in Aotearoa.

Cecilia Robinson, ONZM opened the afternoon by sharing some of her own personal experiences with healthcare and why she started Tend Health Ltd.

What really resonated with me was her focus on equity and access — making healthcare easier for people to actually access when they need it. As someone working in healthcare myself, those values really landed with me.

There were so many great conversations, but a few things really stuck with me. Theresa Gattung DNZM spoke very openly about burnout and the importance of noticing the signals our bodies give us. For her, one of those signs was an eye twitch — a seemingly small thing, but a sign that something wasn't quite right.

I loved the reminder that our bodies often whisper before they roar.

I think as women, we can be incredibly good at looking after everyone else — our children, families, teams, businesses, clients and communities — while somehow putting ourselves further and further down the list.

Dame Valerie Adams was an absolute superstar (and very funny!) and spoke passionately about her kaupapa around women's health and cervical screening.

We also heard from a panel of experts — Dr Eileen Sables (GP), Dr Amelia Ryan (gynaecologist), Lily Henderson (Dietitian) and Niki Bezzant (menopause expert) — sharing three things they thought every woman should know about her health. I loved how practical this was.

And something Denise Cosgrove said really stayed with me too: we need to think about women's health beyond menopause. There is a whole chapter of our lives after menopause, and how we look after our health now has a huge impact on how we get to live those years.

My biggest takeaway was actually pretty simple:

Women are often very good at paying attention to everybody else. We need to remember to pay attention to ourselves too.

Book the mammogram. Do the breast check. Get your cervical screening. Pay attention when your body is telling you something. Preventative healthcare matters.

Since last year, I've made a little deal with myself around this. I don't work on my birthday. Instead, I book in with my GP for my annual health check and blood tests — and then I get a massage. 💆 It's become my little annual ritual of looking after myself.

And it was also just a really FUN afternoon — and fun is always high on my list.

Thank you Marisa Fong for being my plus one, for all the laughs and conversations, and for introducing me to some wonderful people along the way especially Anna Mowbray.

So, to all the wāhine here — to celebrate Women's Health Week, what are you going to do for yourself? 💛





A T Realty Group
1w · + Follow

Yesterday, some of our A T Realty Group ladies had the pleasure of attending the Tend Health Ltd Ladies' Long Lunch in honour of Dr Lee Mathias ONZM, as part of Women's Health Week.

It was a fantastic afternoon filled with great conversations, plenty of laughs and inspiring stories.

We loved being in a room full of women who are passionate about making a difference, sharing their experiences and supporting one another. It was also a great reminder to make time for the things that matter - including looking after ourselves.

We're incredibly proud of the women across A T Realty Group and the energy, ambition and perspective they bring to our business every day. It was pretty special seeing so many of our ladies come together, enjoy the afternoon and connect with other incredible women from all walks of life.

And knowing the event was helping fund free cervical screening for women facing financial barriers made being part of it even more meaningful.

A big thank you to the Tend Health Ltd team for bringing everyone together and creating such a great afternoon.

#WomensHealthWeek







Free cervical screening at 275 Māngere Markets

Free cervical screening was a key focus of Tend Women's Health Week 2026, with free screening available across all Tend clinics. To help remove barriers to care, we also took free screening directly into the community.

On Saturday 15 August, the Tend team joined Health New Zealand's mobile screening van at 275 Markets in Māngere, bringing free cervical screening into the community. Dame Valerie Adams joined us, sharing her personal connection to the kaupapa after losing her mum to cervical cancer at just 39. The activation, which was captured by Seven Sharp, aimed to make screening more accessible and approachable, particularly for Māori and Pacific communities.

With music, free face painting and hair braiding alongside the screening service, it created a welcoming environment for whānau to ask questions and take action.

The impact showed how reducing practical and emotional barriers can help people take that important step. One young wāhine heard the activation mentioned on Mai FM while driving, had never been screened before and turned around to 275 Markets to get screened. A Seven Sharp camera operator filming the event also realised her own screening was overdue, and the team helped arrange an appointment at Tend Ōrākei for the following Monday.









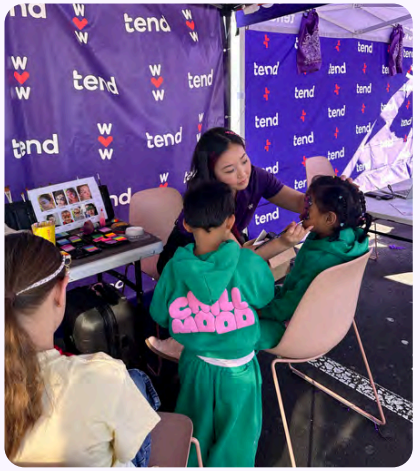












Events

34 registered events nationwide

We had 34 public events registered nationwide despite not having an incentive to publish one this year. This included 13 of them organised by one passionate lady called Jolene McMullen who works at the Tauranga City Council and runs Power Pause as her passion project. Many of them were free online webinars spanning a range of topics from financial health to dealing with the grief of pet loss.



13 August 2026

A Night with Sexologist Morgan Penn & Matchmaker Jo Stredder

An evening of candid conversation about sexual wellbeing, dating and relationships with sexologist Morgan Penn and matchmaker Jo Stredder.

Auckland · Panel speakers



10 August 2026 – 10 Aug 26

Auckland: Sacred Sound Ceremony

Join Samantha May in Auckland for an evening of ceremonial cacao and an immersive sacred sound journey designed to help you relax and reconnect.

Auckland · Fitness/Wellness



10 August 2026 – 16 Aug 26

Auckland: Weekly catch-up at your local Selwyn Centre

Varied programme of social activities for over 65s in Auckland providing fun, friendship and support

Auckland · Community



10 August 2026 – 16 Aug 26

Ōtautahi glows purple

Seven of Christchurch's most iconic landmarks are glowing purple for Women's Health Week. Grab your whānau, wrap up warm and capture a selfie under the lights.

Canterbury · Community



11 August 2026

Permission to pause because you matter too with Shilpa Wilson

Discover why rest isn't a luxury but essential for your health with Shilpa Wilson at Rise Coaching and Consultancy.

Online · Webinar



15 August 2026

Royal New Zealand Ballet: Ballet for Beginners

Join the Royal New Zealand Ballet for a morning of movement and conversation, in celebration of Women's Health Week.

Wellington · Fitness/Wellness



13 August 2026

Balancing hormones naturally with Dr Corin Storkey

Explore natural, evidence-informed ways to support your hormonal health with Dr Corin Storkey from Seleno Health.

Online · Webinar



10 August 2026 – 16 Aug 26

Canterbury: Weekly catch-up at your local Selwyn Centre

Varied programme of social activities for over 65s in Canterbury providing fun, friendship and support

Canterbury · Community



14 August 2026

Caring for our hearts after pet loss with Julie Bodger

A gentle, compassionate webinar with Jules Bodger from All About Your Joy, exploring the grief of pet loss and how to care for yourself through it.

Online · Webinar



12 August 2026

Sleep, anxiety and nervous system regulation with Lisa Pomare at Bay Functional

Understand why sleep and anxiety change in perimenopause and menopause and walk away with practical tools to calm your body and sleep more deeply.

Online · Webinar



10 August 2026 – 16 Aug 26

Snap Tauranga in purple

Five of Tauranga's most iconic landmarks are glowing purple for Women's Health Week. Grab your whānau, wrap up warm and capture a selfie under the lights.

Tauranga · Community



13 August 2026

Strength training and its importance for women's health

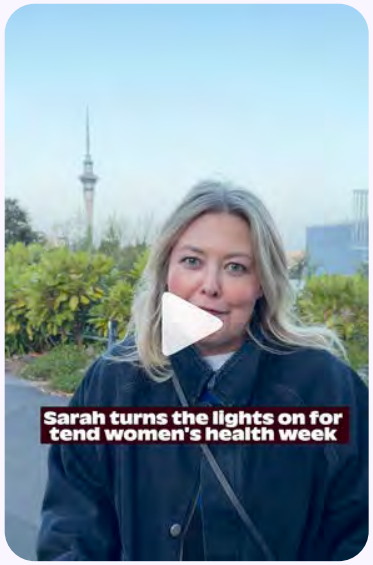
Discover why strength training is one of the most powerful things you can do for your long-term health with Shannon Lloyd from Health for All Women.

Online · Webinar

Tāmaki Makaurau landmark lighting

This year, we lit up more than the Sky Tower, with the Auckland Harbour Bridge and Te Ara i Whiti – The Lightpath also illuminated in purple and teal all week. Sarah Gandy from More FM helped bring the activation to life by pushing the button to light up the Sky Tower during the More FM Drive show, while also collaborating with us on Instagram to extend the campaign's reach.









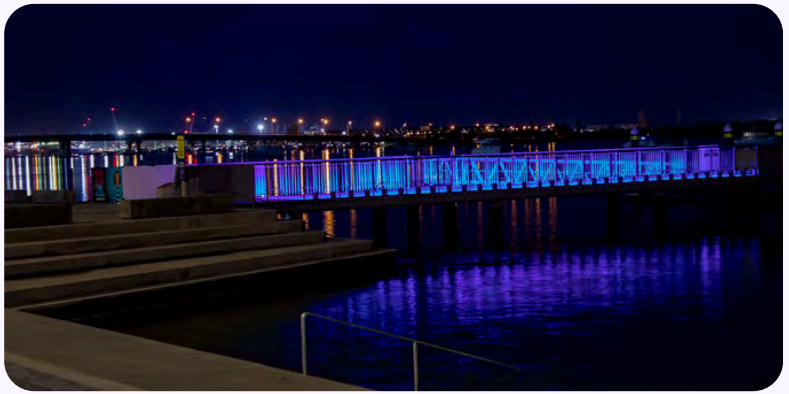


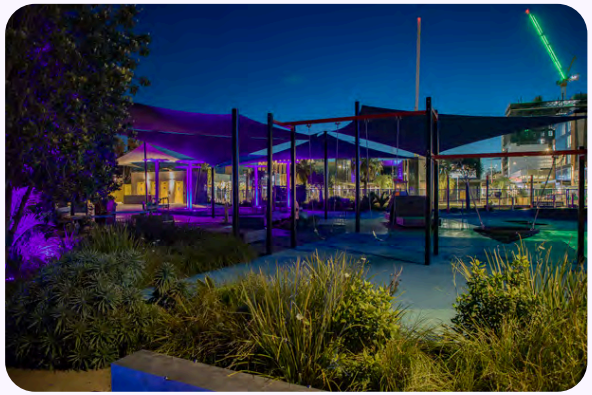


Tauranga landmark lighting

Tauranga had five landmarks lit up in purple, including Masonic Park, Wharf Street Lights, Tunks Reserve, Beacon Wharf and the Waterfront Playground. Together, these activations helped bring visibility to the campaign across key locations throughout the city waterfront landscape.













Pōneke landmark lighting

Despite a wet and rainy week, Wellington came to life in purple and teal, with the Michael Fowler Centre, Queens Wharf Sails and waterfront light poles all illuminated. The Carter Fountain was also planned as part of the activation but was unfortunately out of action during the week. The Michael Fowler Centre was a particular standout, creating a striking visual presence along the waterfront.





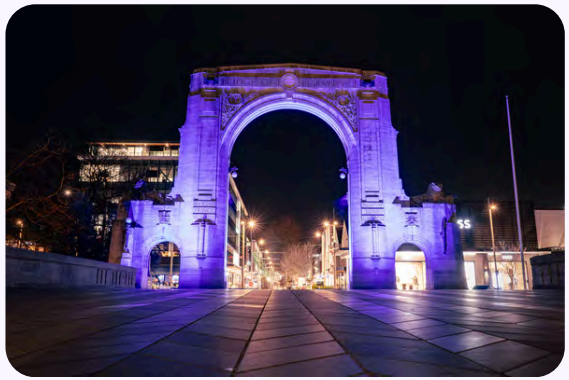


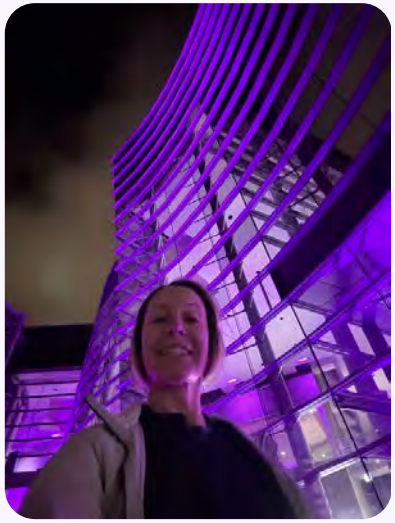

Ōtautahi landmark lighting

Christchurch looked stunning glowing purple for a whole week with 6 landmarks lit spanning across the Botanic Gardens, Art Gallery Te Puna o Waiwhetū, Bridge of Remembrance, New Brighton Pier, Scott Plaza and VAKA ‘A HINA. We also received some lovely selfies from a follower who went out to take a look! Photos taken by local photographer, Jess Charlesworth.





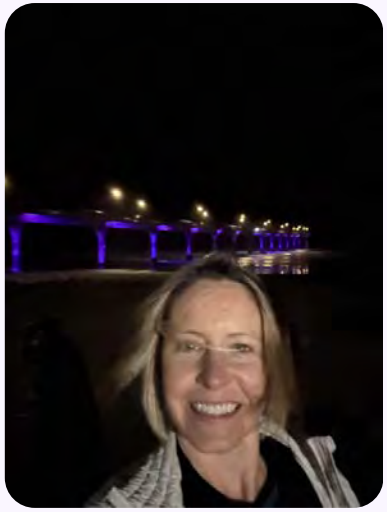


















Partner events

Weekly catch ups at local Selwyn Centres

The Selwyn Foundation





A night with Sexologist Morgan Penn & Matchmaker Jo Stredder

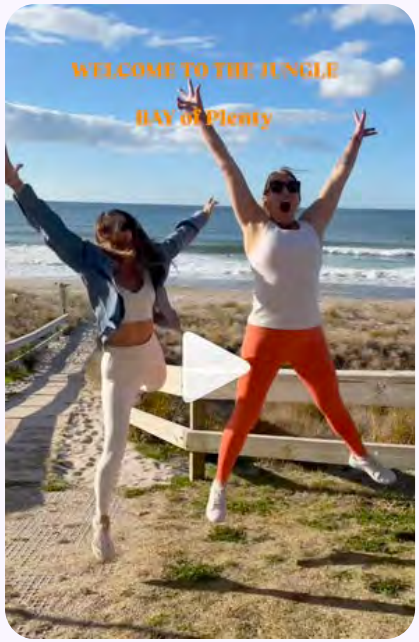
Compatico™





Partner events

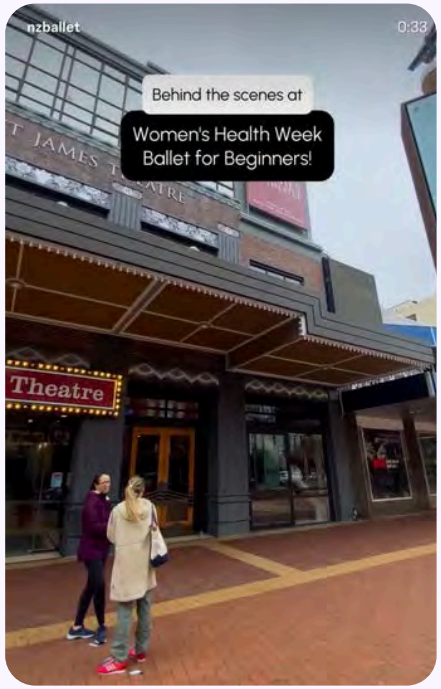
HERiZON: Welcome to the Jungle & The Invisible Load

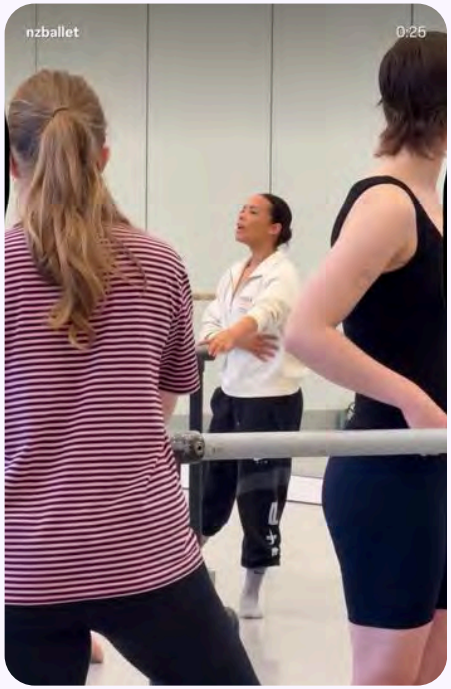






Royal New Zealand Ballet Ballet for Beginners





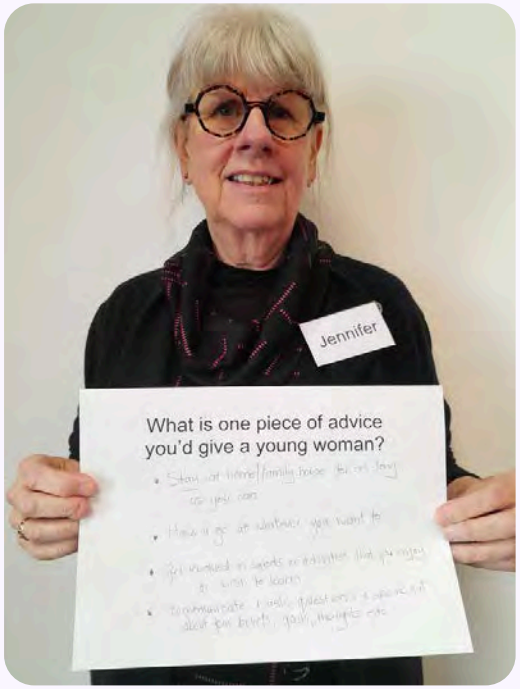


Partner events

Talking Cafe: Women's Health Week edition







Jennifer's advice:

- Stay at home/family for as long as you can
- Have a go at whatever you want to
- Get involved in sports or activities that you enjoy or wish to learn
- Communicate & ask questions. Speak out about your beliefs, goals, thoughts etc.

Tauranga Mini Wellness Market

PowerPause
TAKE BACK YOUR POWER





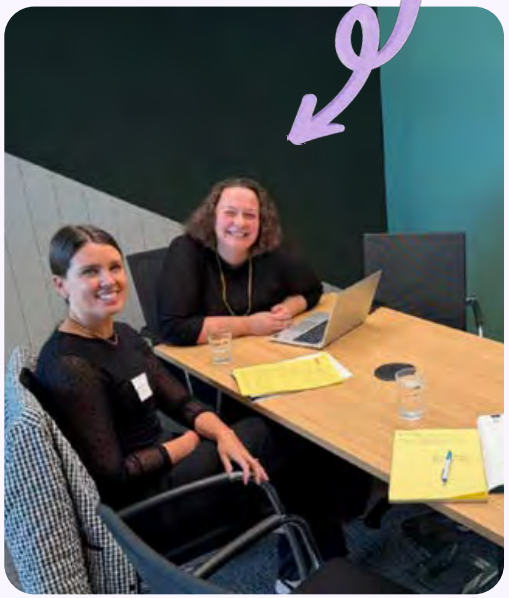


Events by Power Pause

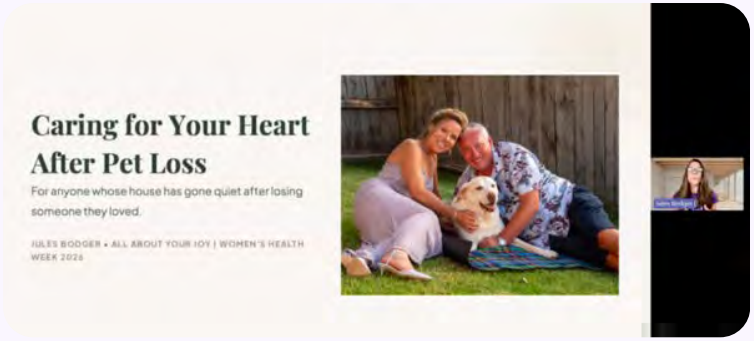
This year, Jolene from Tauranga City Council went above and beyond to organise 13 events, most of which were free and online, making them accessible to everyone. Through her **Power Pause** community, she is helping change the conversation around perimenopause and menopause through education, advocacy and workplace awareness.

Her events covered a broad range of women's health topics, alongside daily giveaways and free goodie bags from local businesses. She's received amazing feedback from attendees on the Power Pause Facebook page.

This is Jolene!

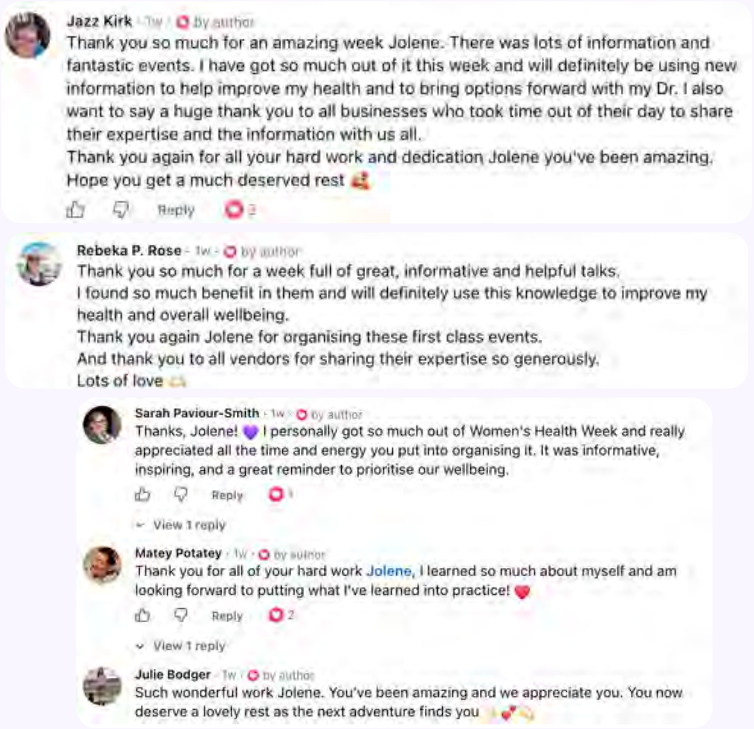














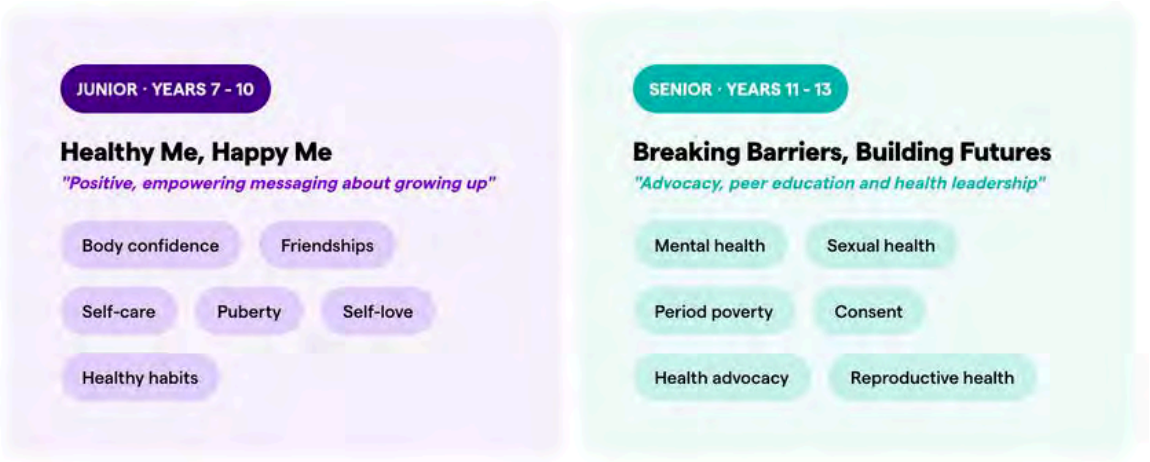
School competition

Hauora wāhine starts in the classroom. This year we launched the Tend Women's Health Week School Competition to reach girls early, so they start thinking and talking about women's health well before they have to navigate it as adults. Because hauora wāhine is everyone's kōrero, the competition invited whole classes and schools to take part.

Open to Years 7 to 13 across Aotearoa, students created original video, visual art or creative writing on women's health. Two age-appropriate categories kept the content relevant: Healthy Me, Happy Me (Years 7 to 10) focused on growing up, body confidence and self-care, while Breaking Barriers, Building Futures (Years 11 to 13) explored consent, sexual health, period poverty and advocacy.

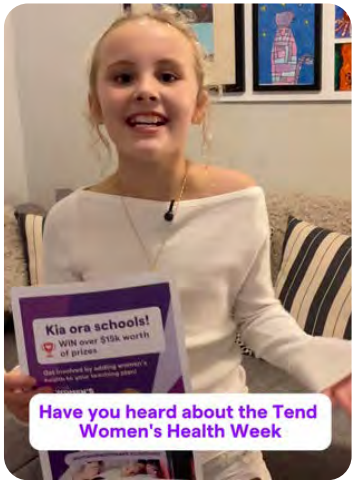
For teachers, it was a ready-made cross-curricular project with a free toolkit. For students, it built health literacy, critical thinking and advocacy skills. With over $15k in prizes and support from Kiwibank, it gave schools a real reason to put women's health on the teaching plan.

Competition themes



Meta ad examples

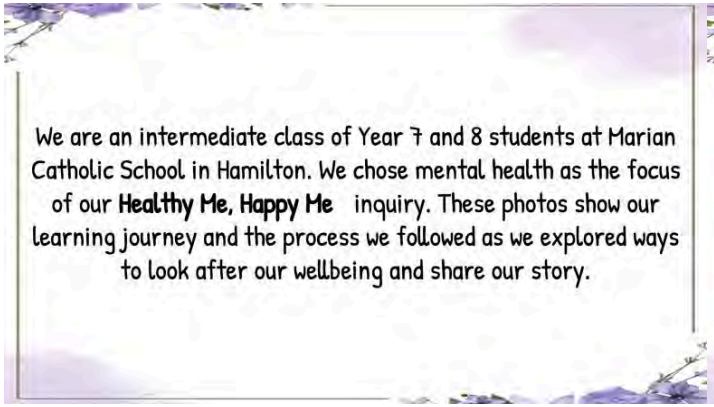




School entries & winners

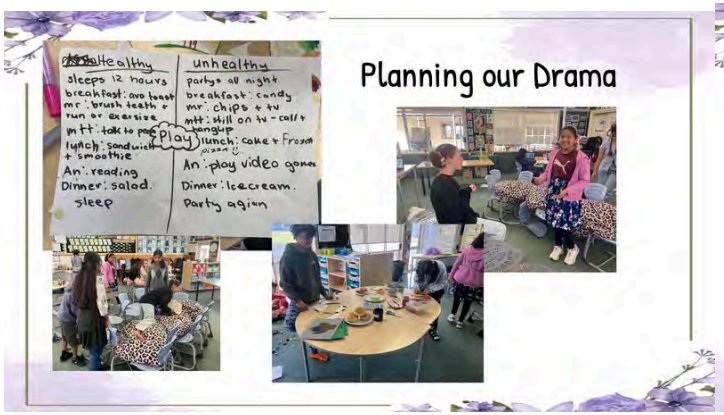
Six schools entered the competition, with submissions spanning poetry, visual art, stop-motion videos and more. One school took participation a step further, with the entire class entering and creating work across all three formats, including visual art, haiku poetry, a play, a dance performance and a stop-motion LEGO film. They chose mental health as the focus topic. Not only that, they documented their process!

$5,000 prize - Marian Catholic School













$5,000 prize - Marian Catholic School entry examples

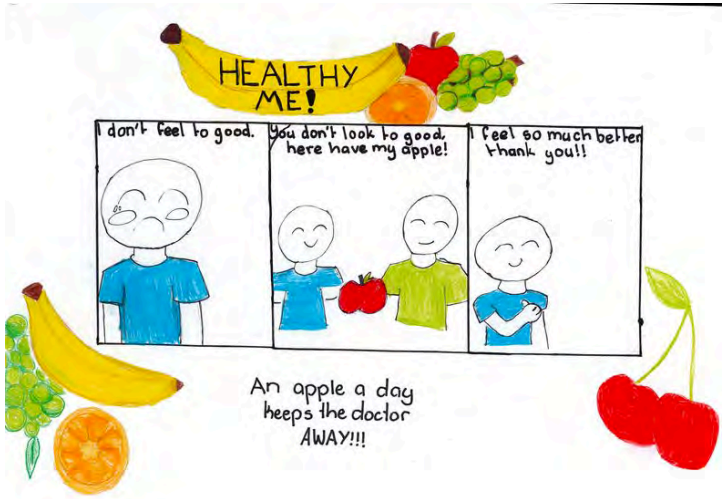












$4,000 prize - Rotorua Lakes High School

Rotorua Lakes High School made a 26-second paper figurine stop motion video as a classroom team in the Junior category.
-
EveryBODY matters💙💛💚
As teenage girls we will all go through changes and we must look after our bodies and each other.



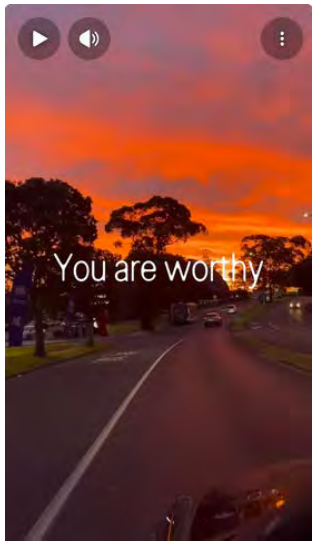
Click here to watch

$3,000 prize - Sacred Heart College

Sacred Heart College in Napier submitted several YouTube short videos in the Junior category reminding people that they are beautiful.



My video shows different girls that look different, sound different and are from different places. It shows that no matter what you look like whether you "conventially pretty" or don't fit "todays Beauty standard", you are beautiful no matter what anyone says.

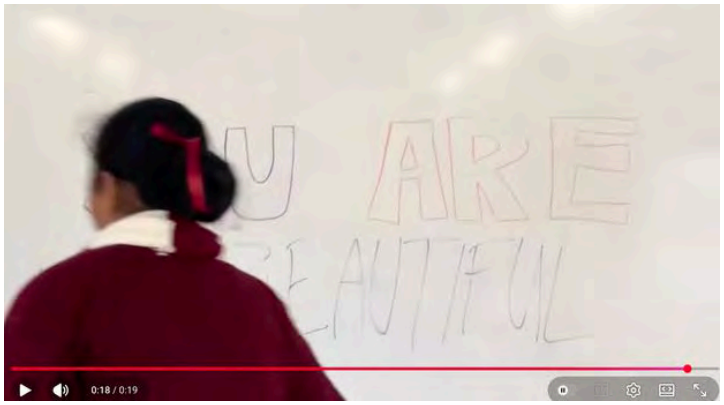


Sometimes you just need remind people how beautiful they are. In todays world, "hourglass figures" and "hot girl summers" are plastered all over social media, but just because everyone follows it doesn't make it right. This video is a reminder that you are beautiful just as you are.





My video is about recording beautiful people, the twist is they didn't read the sign until I uploaded the video. Not knowing what was on the sign is a symbol, it symbolises how sometimes people don't know they are beautiful, how they go their lives thinking otherwise.



Erasing the "you are ugly" writing and rewriting "you are beautiful" is a metaphor It is a symbol of erasing the old narrative of being defined by "ugly" and "pretty". Everyone is beautiful no matter what.

$2,000 prize - Papatoetoe High School

I can see myself
In a mirror
Glass on the floor
No one listened.

I can hear myself
"I want to change the way I want to"
But no one, no one cares
Grow up

Grow up

Grow up

They will switch between
You're a woman now, or you're still a child
They will
Alter and change and choose to fit their perception of who you should be
You say
What about what I choose?

I choose
Happiness
Health
Myself
I choose
Myself
Myself
Myself

Even as my body changes into something I can't quite comprehend
I choose who I am
I decide

For my happiness
For my wellbeing
For myself
I have to decide

As delicate as a bird
As a swan, gliding on the crystal clear waters

That's what they want.
That's what they'll try to get.

Ignore you.
Ignoring you.
Telling you that you're dramatic.
And never
Everyone's different

Find your happiness
Even when the noise is too much
Even when silence is endless
Don't continue hiding

You're not too much

You're not too **loud**
You're not too quiet
Even when they say that you are
Just remember:

That's not true.

Don't be ashamed.

Don't be silent.

To be healthy is to be happy.

Don't hide away.

They don't control who you are.

Woman or child, you are you—

And that's all you need.

Papatoetoe High School submitted a poem written by a small group of students in the Junior category.

This poem is about growing up and how one should protect their happiness instead of listening to others.

$1,000 prize - Whangārei Girls' High School



Our Year 11 Social Studies class considered inequities in the Health System.

This work is a painting by Evalani Tuato'o that represents a diagnositic gap. Evalani writes, "Multiple studies across the world have found that the diagnosis time for women compared to men with narcolepsy is comparatively many years longer. After the first symptoms of narcolepsy, 85% of men get diagnosed after around 16 years.

However, in women the diagnosis time is more often around 28 years. In New Zealand there have been no official studies on the gap between narcolepsy diagnosis between men and women. Women with narcolepsy deserve to be diagnosed and treated with the same urgency and efficiency as any man.

This painting addresses the time that women suffer from undiagnosed narcolepsy by showing how developed their world of sleep is. The land has had too much time growing against the will of women, and has been expanding and covering the women who have to wait for their illness to be seen.

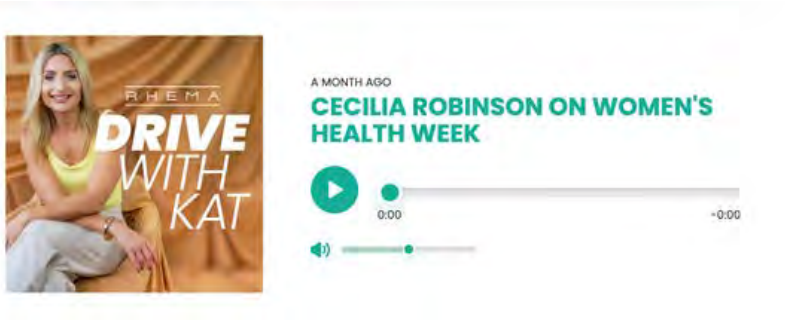
I am addressing the government to provide adequate funding to begin in depth research into women's narcolepsy.

Earned media

Our standout earned media coverage this year was a prime 6 minute segment on Seven Sharp, highlighting our free cervical screening event at 275 Māngere Markets with Dame Valerie Adams.

Sarah Gandy from MoreFM lit up the Sky Tower with us on Monday to mark the start of the week, leading to several social content pieces across their channels.

We also secured coverage across radio, podcasts and print/digital media featuring across Radio RHEMA, Life FM and More FM, alongside coverage in The Eastern Times, Pāpāmoa Post and Air New Zealand's Kia Ora magazine. Outside organic social, total earned media valued at approx $250k.







TV

- Seven Sharp with Dame Valerie Adams at 275 Mangere markets. Estimated worth $80k–150k

Radio

- RNZ Feature Interview: The 'invisible load' with Zach Watson. Estimated worth $8k
- Radio Rhema Drive with Kat Show. 13 August, interview with Cecilia Robinson on WHW
- Life FM with Rachel Reid Arvo Bravo 10 August interview with Cecilia Robinson 'Why Women's Health Week Matters for Everyone'
- More FM with Sarah Gandy lighting the Sky Tower. Estimated worth $5k
- MaiFM shoutout on Sunday 16th morning to promote free screening at 275 Markets

Print/Digital news

- The Eastern Times, 25 July, Are heavy and painful periods normal?
- Papamoa Post, August edition
- Air New Zealand Kia Ora magazine, August edition. Estimated worth $5k
- Women's Day, Newstalk ZB's Ivanka Zonjic has a message for women who feel like they have to do it all - Estimated worth $5k

Podcasts

- Intimacy after 40: Real talk on sex and menopause, 20 July, Lynda Lovatt Lady Talk

Landmark lightings

Auckland

- Auckland Sky Tower lit purple & teal on Monday 10th August. Estimated worth $15k
- Auckland Harbour Bridge - lit all week
- Te Ara i Whiti – The Lightpath - lit all week

Tauranga (all week)

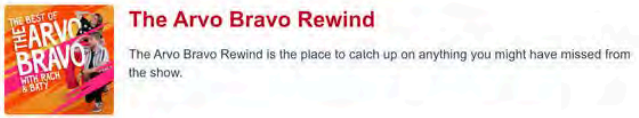
- Masonic Park
- Wharf Street Lights
- Tunks Reserve
- Beacon Wharf - 50 Dive Crescent
- Waterfront Playground - 78 The Strand

Wellington (all week)

- Waterfront light poles
- Queens Wharf Square Sails
- Michael Fowler Centre

Christchurch (all week)

- Christchurch Botanic Gardens
- Christchurch Art Gallery Te Puna o Waiwhetū
- Bridge of Remembrance
- New Brighton Pier
- Scott Plaza
- VAKA 'A HINA



The Arvo Bravo Rewind

The Arvo Bravo Rewind is the place to catch up on anything you might have missed from the show.

0:33 / 7:00

Now playing: Why Women's Health Week Matters for Everyone

New Zealand entrepreneur, Cecelia Robinson, joins the Arvo Bravo for Women's Health Week 2026! WHW aims to put women's health on the agenda and address longstanding gaps in diagnosis, treatment and …

Read more

Natalie Layne Talks Faith, Music and Kiwi Slang
24/08/2026, 10:55:00

Why Women's Health Week Matters for Everyone
14/08/2026, 11:42:00



She looks after everyone – but who looks after her?

By Trud Health

Think about the women in your life. The ones who remember the school notices, organise the family appointments, check in on ageing parents and drop soup to a sick neighbour. They spend so much time caring for others that their own health can quietly slip to the bottom of the list. For many wahine, putting themselves first feels like a luxury. But it shouldn't. Every woman deserves to feel listened to, supported and able to access the care she needs. That's why Tend created Te Wiki Hauora Wāhine – Women's Health Week, returning from August 10–16. Now in its third year, the nationwide initiative encourages women to make their own health a priority.

Throughout the week, we'll be sharing trusted advice from Kiwi health professionals, with each day spotlighting a different topic, from periods and reproductive health to mental health, menopause, cancers, sexual health, fitness and nutrition. There are free community events, expert webinars, practical health information and prizes to be won, so there's something for everyone. Plus, as part of Women's Health Week, 38 Tend clinics are offering free cervical screening for anyone who's due or overdue.

Cervical screening is one of the most effective ways to help prevent cervical cancer, yet many women put it off because life gets busy or they feel anxious about the appointment. Our team is here to provide compassionate, respectful care and make the experience as comfortable as possible. Our kaupapa is simple: to give women permission to put themselves first. Looking after yourself isn't selfish – it's essential. Taking time for your own health means you're better able to keep doing the things, and caring for the people, that matter most.

This August, make yourself a priority. Book that appointment you've been meaning to make and encourage the women you love to do the same. Visit womenshealthweek.nz to explore the programme and find out more. Sometimes the greatest act of care is simply giving yourself permission to put your health first. ■

Ōtanewainuku Forest outing

The "Te Puke" Branch of the Royal Forest and Bird Protection Society dates back to before Pīpiroa was developed, and many of its members live in Pīpiroa.

Forest & Bird was instrumental in establishing the Ōtanewainuku Forest in 2002. Following growing concern about declining North Island brown kiwi (tokoeka) numbers, a group of volunteers began a kiwi monitoring programme. It is now home to kaveru, bellbird, grey warbler, tomtit, tūī, kōkako, fantail, whitehead, falcon, robin and kiwi.

Last month, several group members walked the Forest's Ōtuna Loop Track to enjoy the forest's 26 years after it was established.

The group's next outing will be in Ōtanewainuku on Saturday 12 September at 10am. Anyone interested can phone Anne on 027 622 6636. ■

Playcentre market day

Pīpiroa Playcentre is holding its annual Market Day on Sunday 9 August at 9am as a fundraiser for new swings.

The garage sale-style market will include a bake sale, sausage sizzle, face painting, baby items, toys, and books.

Fill a bag with children's outgrown or mum's clothing – whatever fits in the bag.

Grab a coffee on the way in, let the kids run around on the playground, or jump in the face painting line, and browse away with an entire community worth of second-hand gems. ■

Grey Power news

Grey Power Pīpiroa & District will meet for a talk by Age Concern at Pīpiroa Library & Community Centre on Friday 16 August at 1pm.

The following month, at Ārataki Community Centre on Monday 7 September at 1pm, the group will combine with Grey Power Tauranga Western Bay of Plenty for a "meet the candidates" meeting. All candidates in the new Mount Maunganui electorate's general election have been invited to give a 10-minute speech and take questions.

Both meetings are free and open to the public. ■



Newstalk ZB's Ivanka Zonjic has a message for women who feel like they have to do it all

ZB's Time Saver has some wise words for all the multitaskers out there

Woman's Weekly — Author Fleur Guthrie

AUGUST 11, 2026





Podcast Episode

Intimacy After 40: Real Talk on Sex and Menopause

Lynda Lovatt Lady Talk's Podcast

GPs VOTE FOR FUNDING PACKAGE FOR 2026/27

Local GP clinics will receive a major funding boost to help more Kiwis get an appointment when they need one, with investment targeted to where patients need it most, Health Minister and Pakuranga MP Simeon Brown says.

"New Zealanders are better off when they can see their GP quickly and close to home. When people can access care early, they stay healthier and out of hospital, which is better for patients and the whole health system. An overwhelming 86 per cent of GP clinics voted in favour of Health New Zealand's 2026/27 funding package, which will provide general practice with an additional $120.6 million each year.

"Last year the Government delivered the largest-ever funding uplift to GP clinics, and this package builds on that. It puts more money into frontline services so clinics can stay open, see more patients, and deliver the care their communities rely on."

From July 1, the formula used to distribute funding will also change for the first time in more than 20 years. Previously, funding was based on the age and sex of enrolled patients and didn't include other indicators of health needs or the cost of delivering care in different areas, Brown says.

"For the first time, funding will go beyond age and sex to also include multimorbidity, rurality, and socioeconomic deprivation – better recognising the real health needs of the people each clinic serves."


Health Minister Simeon Brown



She looks after everyone – but who looks after her?

Think about the women in your life. The ones who remember the school notices, organise the family appointments, check in on ageing parents and drop soup to a sick neighbour.

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tend Visit womenshealthweek.nz

LIFE AND SOCIETY

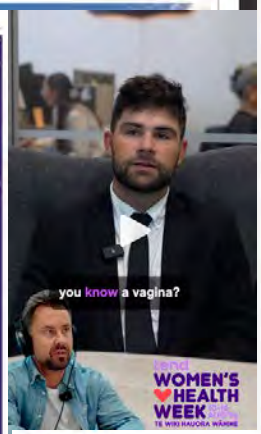
Feature Interview: The 'invisible load'

From Afternoons, 3:30 pm on 11 August 2026

Share this



There's the work you can see around the house and then there's the work that lives in someone's head. Remembering the school forms, booking the appointments, noticing what's running out, planning the weekend, anticipating what everyone will need next. We've heard women describe this invisible workload for years, because they're usually the ones carrying it. Zach Watson offers the male perspective. He calls himself a "recovering man child." He challenges men to stop thinking of household responsibility as something they simply help with. With 1 million followers on social media, plus workshops and coaching, he's trying to change the way men understand what it means to carry their share of family life.





DH

Your Health Newsletter | August 2026



Helpful updates and reminders from your Devonport Health Centre team.

Kia ora koutou (hello everyone),

August is here, and with this week marking Te Wiki Hauora Wāhine (Women's Health Week), we're focusing this month's newsletter on the health and wellbeing of women in our community.

What Is Women's Health Week?

Campaigns such as Movember, Blue September and Men's Health Week have long encouraged important conversations about men's health in New Zealand. While individual women's health issues have also received important attention, **until 2024 there was no dedicated week focused on women's health and wellbeing as a whole.**

Te Wiki Hauora Wāhine helps bring these important conversations together. It is a chance to celebrate the women in our community, raise awareness of the health issues they may experience throughout their lives, and remind all wāhine that **their own health deserves time and attention too.**

Hospital Chaplaincy Āmonapūa Hōpitera Aotearoa — About | Support Us | Get Involved | News & Stories | Donate | Chaplain log in



Sometimes people assume chaplains are there only to meet spiritual or religious needs. **In reality, many conversations are simply about providing a safe space where people can speak openly about what they are experiencing.**

During times of illness, people often need someone who will listen without judgement, acknowledge their fears, and remind them that they do not have to face difficult moments alone.

This Women's Health Week, it is worth remembering that health is about more than physical symptoms and medical treatment. Emotional and spiritual wellbeing are important parts of the picture too.

A diagnosis, hospital admission, or unexpected health event can affect how we see ourselves, our relationships, our work, and our plans for the future. Looking after our wellbeing means recognising these impacts and seeking support when we need it.

Whether that support comes from family, friends, healthcare professionals, chaplains, or community networks, meaningful connection can make a significant difference during difficult times.

Women's health is about caring for the whole person. And sometimes, one of the most important parts of that care is simply having someone who will sit, listen, and walk alongside us when life takes an unexpected turn.

For more information on Women's Health Week, visit: https://www.womenshealthweek.nz











Organic social media

Organic impressions increased from 309k in 2025 to 841k in 2026 (+172%), while content increased 60% from 92 to 147 posts. New followers fell 41% (2,039 to 1,204), largely because we replaced the 2025 $10,000 Kiwibank Prezzy card quiz with a Schools Competition focused on educating students which was a better fit with WHW's purpose.

Instagram
Posts increased 42% (33 to 47), with Instagram driving the most follower growth, supported by giveaways. 107 #WHWNZ posts/reels were shared by the wider community, with Dame Valerie Adams' Seven Sharp segment generating the most views.

Facebook
Impressions increased 11x to 442k, making Facebook our biggest reach channel. Sam's Period Pain Simulator drove much of this growth, but excluding it, impressions still doubled to 88k.

TikTok
Our top-performing videos continued to gain traction, with Dr Eileen's Heavy Periods video surpassing 3 million views. This year, Sam's Period Pain Simulator video performed best with 17.7k views, outperforming labelling the vulva.

LinkedIn
The Ladies' Long Lunch carousel was our top-performing post, followed by the landmark lighting and 275 Māngere Markets content. Guests and participating businesses also shared their own reflections and event content, extending our organic reach.

Activity during the week

Instagram
47 posts
21,6k views for top post
672 new followers
302k organic impressions

Facebook
50 posts
354k views for top post
400 new followers
442k organic impressions

TikTok
18 videos
17.7k views for top video
39 new followers
37k organic impressions

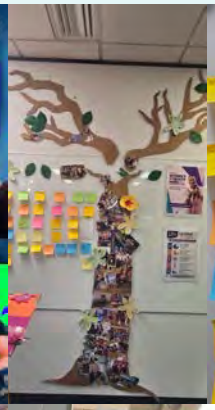
LinkedIn
32 posts
8k views for top post
93 new followers
60k organic impressions

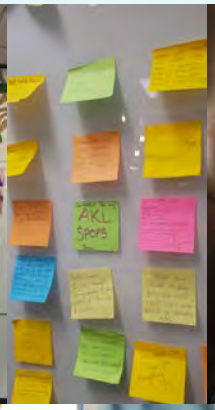


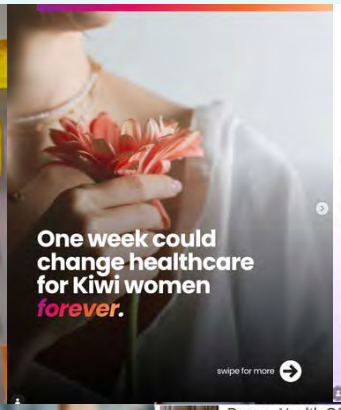


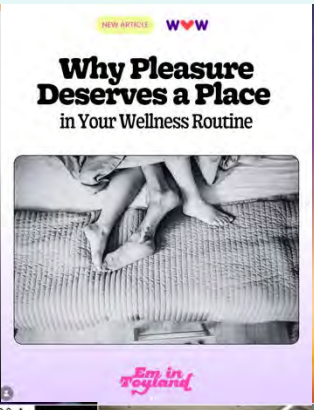

tend
MY NAME IS VALERIE ADAMS

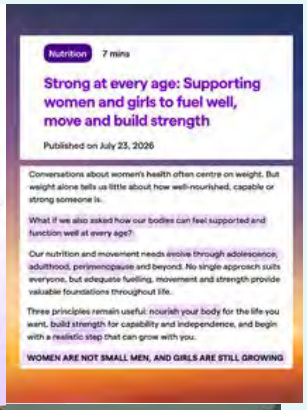

Rangitāmiro 13h
Tap to try
BREAKING TABOOS ON MENSTRUAL & PELVIC HEALTH




AKL Spots


One week could change healthcare for Kiwi women forever.
swipe for more


NEW ARTICLE
WOW
Why Pleasure Deserves a Place in Your Wellness Routine
Em in Toyland


Nutrition
7 mins
Strong at every age: Supporting women and girls to fuel well, move and build strength
Published on July 23, 2026
Conversations about women's health often centre on weight. But weight alone tells us little about how well-nourished, capable or strong someone is.
What if we also asked how our bodies can feel supported and function well at every age?
Our nutrition and movement needs evolve through adolescence, adulthood, perimenopause and beyond. No single approach suits everyone, but adequate fuelling, movement and strength provide valuable foundations throughout life.
Three principles remain useful: nourish your body for the life you want, build strength for capability and independence, and begin with a realistic step that can grow with you.
WOMEN ARE NOT SMALL MEN, AND GIRLS ARE STILL GROWING

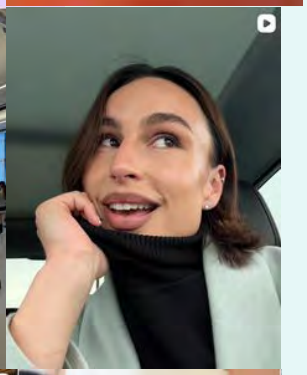

We are so grateful to having you at HERIZON this week
Woman's Weekly


Women's Health Week with Erin Bowerman
Part 2
a really good laugh often with my friends.


Women's Health Week
5 things worth knowing about intimate health
A conversation with Laura Yates


Dancer Health Q&A
with Mayu Tanigaito






kakua ni madua


Newest
Rebekah Win · 1d
My woman week health board. In the staff toilet is the helpline for abuse and dosemtic violence and in woman toilet in menopause support

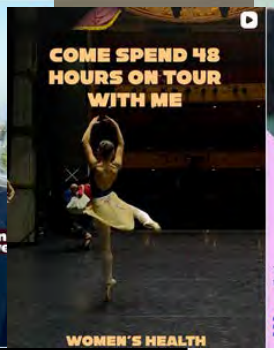



HERIZON
Real conversatio
for woman
rise.


Living well


tend
WOMEN'S HEALTH WEEK
femfit
This WOMEN'S HEALTH WEEK I tenei WIKI HAUORA WĀHINE
PRIORITISE YOUR HEALTH PRIORITISE YOUR PELVIC FLOOR


Sarah turns the lights on tend women's health


COME SPEND 48 HOURS ON TOUR WITH ME
WOMEN'S HEALTH

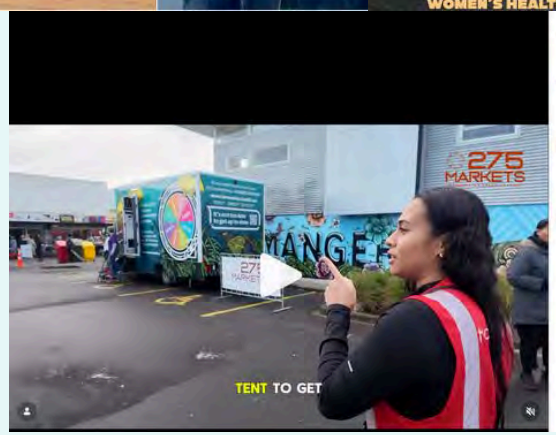

Take a moment for yourself this Women's Health Week.
nzmii
WOW

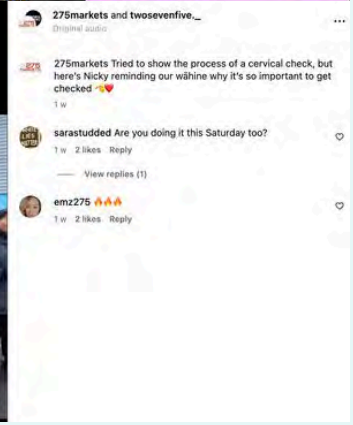

WEEK 10-16 AUG'26
TE WIKI HAUORA WĀHINE


WOMENS HEALTH WEEK GIVEAWAY


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


CHECK IN ON HER WOW
matesinconstructionnewz...
Follow
Women's Health Week NZ – Small efforts. Big impact


275 MARKETS
TENT TO GET


275markets and twosevenfive._
275markets Tried to show the process of a cervical check, but here's Nicky reminding our wāhine why it's so important to get checked
sarastudded Are you doing it this Saturday too?
emz275

The Fono · Follow
11 August at 16:30 ·

❤️Women's Health Week 2026 - A healthy smile is an important part of women's health!

Women are busy juggling so much every day, but it's important to make time for your oral health too. Good dental care plays an important role in your overall health and wellbeing.

Looking after your teeth and gums now can also help prevent more serious and costly dental problems later on.

Keep your smile healthy and find out more about The Fono's dental services on our website:

thefono.org/dental

Happy Women's Health Week! 🌿🌸🌻🍓

#thefono #caringisourculture #thefonodentalcare #womenshealthweek2026 #womenshealthweeknz #WHWNZ Tend See less



Stroke Aotearoa New Zealand · Follow
11 August at 19:00 ·

💜 This Women's Health Week, we're celebrating the women behind the stories.

Every face in our We All Know Someone photo montage represents a story — of stroke, survival, recovery, love, strength and support.

Women can be affected by stroke at any age, and its impact can reach far beyond the person who experiences it. It can change families, friendships, workplaces and communities.

That's why women's health is also brain health.

This Women's Health Week, we're shining a light on the women who have experienced stroke, the loved ones who have supported them, and the many people working towards a future where fewer women are affected by stroke.

Stroke doesn't care. But we do.

See the faces and stories behind our We All Know Someone montage:
http://www.stroke.org.nz/.../survivor-and-loved-ones.../

#WHWNZ Tend See less



The Fono · Follow
13 August at 09:00 ·

🌟🌿🌞 Women's Health Week is also a time to check in on your mental wellbeing.

Women often give so much of themselves to their whānau, families and communities. It's important to remember to make time for yourself and recognise when you might need a little extra support. 💛

Our Healthy Minds – LagiOla service is here to support women with their mental wellbeing. Sometimes, having a simple talanoa can make a real difference.

Taking time for yourself is important, and it's okay to ask for support when you need it. 🌟

Reach out to our friendly team by filling in the form on our website.

You can also find out more about our Healthy Minds – LagiOla service and the locations where it's available across Auckland -

https://thefono.org/healthy-minds/

Happy Women's Health Week! 🌿🌸🌻🍓

#thefono #caringisourculture #thefonohealthyminds #thefonolagiola #womenshealthweek2026 #womenshealthweeknz #WHWNZ Mental Health Foundation Tend See less



Braemar Charitable Trust · Follow
12 August at 10:05 ·

The future is female! #whwnz

This Women's Health Week, we're also celebrating the smart, empathetic and hard working women in our healthcare sector. The healthcare assistants, speacialists, nurses, GPs, administrators, managers, strategists, CEOs, CFOs, CIOs, advocates, noise-makers...we could go on! We see you and the effort and love you put into championing a healthcare system that puts women's voices at the heart of it.

Our own beginnings stem from the foresight and determination of one fearless woman, Nursing Sister Frances Young, who bought a maternity hospital in Hamilton in 1926 and expanded it to include medical and surgical care, renaming it Braemar Hospital in the process (as a single mum of two young boys, no less).

We're also proud to support those keen to make a difference to the future of women's healthcare through student scholarships and research grants, which have included important studies on the management of endometriosis, an often painful condition affecting around 10% of women in Aotearoa, in general practice.

Women make up a significant majority of the healthcare workforce in Aotearoa, and globally an estimated 70% of healthcare roles are filled by women. It's vital to support those supporting women's health and wellbeing - this week is for you! 🫶🌿 See less



Le Va · Follow
13 August at 10:00 ·

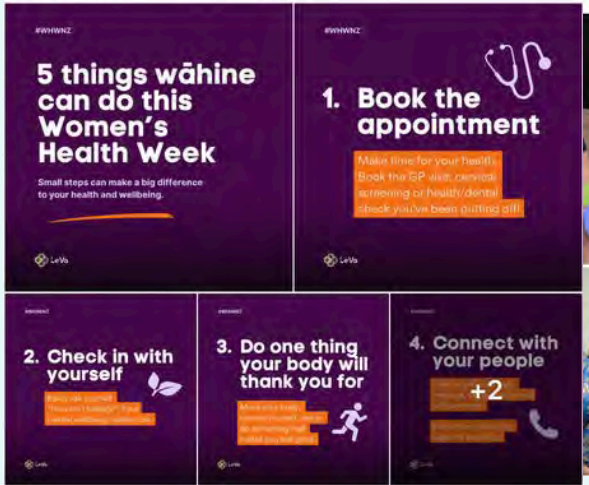
A little reminder for all our beautiful wāhine this Women's Health Week 💜

You give so much to your aiga, your communities, and the people you love. Take a moment to honour yourself and your wellbeing too.

🍵 Book the appointment
🌿 Check in with yourself
💧 Do one thing your body will thank you for
🤝 Connect with your people
🌺 Make time for you

Take time to care for yourself, just as you care for those around you. 💜

#LeVa #WHWNZ #TeWikiHauoraWāhine See less



Auckland Hospital Foundation · Follow
14 August at 13:34 ·

As Women's Health Week wraps up, we're celebrating the incredible team behind National Women's Health at Auckland City Hospital, and the generous donors who help them do even more. 👏

A leader in maternity and gynaecology services, the team's impact reaches far beyond the hospital's walls, caring for women with the most complex health needs from across New Zealand.

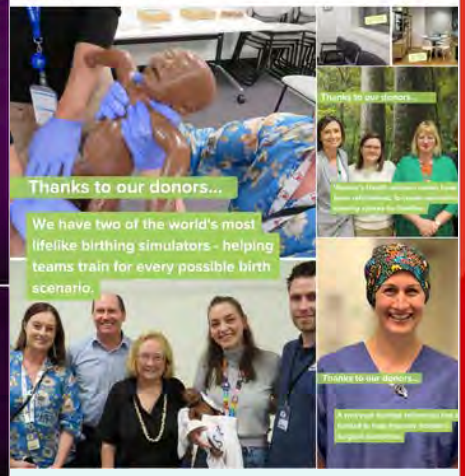
What puts this team at the forefront of women's health?

🍵 One of the largest tertiary women's health providers in Australasia
👶 Home to one of Australasia's largest maternity units, delivering ~7,000 babies a year
🎗️ The largest of only two gynaecological oncology centres in New Zealand.

Learn more and see how you can help this team deliver world-class women's healthcare for generations to come: https://ahf.org.nz/our-projects/womens-health/

And check out some of the advances our supporters have already made possible... 👇

#WHWNZ @TendHealth See less



Kidney Society - ADKS · Follow
10 August at 08:21 ·

💜 Women's Health Week is a reminder to put your health first.... See more



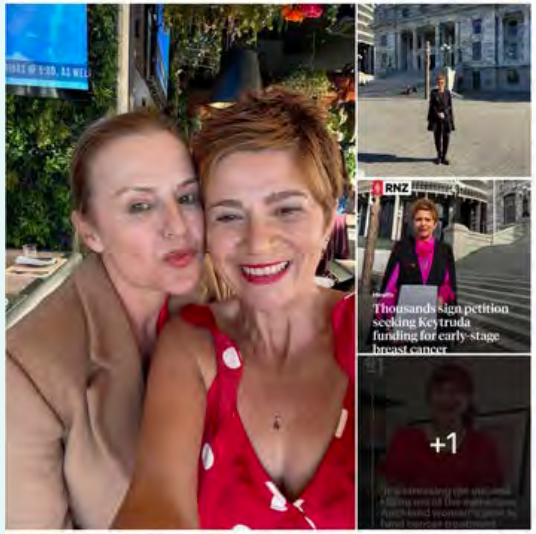
Braemar Charitable Trust · Following
11 August at 13:07 ·

It's Women's Health Week - Te Wiki Hauora Wāhine, a week dedicated to empowering women to prioritise their health and wellbeing to live longer in good health and be par... See more



Catherine Cooke · 2nd
CEO | Executive Leader | Business Advisor | Fractional CEO ...
2w · Connect

As Women's Health Week | Te Wiki Hauora Wāhine comes to a close, I want NZers to think about what "women's health" means when a woman sits across from her ... more



AIA NZ
3w · Follow

From 10–16 August 2026, AIA NZ is proud to support Women's Health Week – Te Wiki Hauora Wāhine, a nationwide initiative empowering wāhine across Aotearoa to prioritise their health and wellbeing.

This week brings communities together to share knowledge, uplift one another and encourage informed, proactive health choices. It celebrates the wellbeing of all Kiwi women and gender-diverse individuals, offering accessible information on topics including cervical health, heavy periods, menopause, contraception, osteoporosis and maternal health.

As part of our commitment to supporting women's health, we're also sharing our updated Menopause Support Toolkit for the first time – providing practical resources, guidance, and support to help individuals and workplaces better understand and navigate perimenopause and menopause.

We encourage everyone to take part, learn more and champion the health of wāhine in our communities.

Me aro koe ki te hā o Hineahuone.
Pay heed to the powerful essence of women.

Check out our AIA NZ Menopause Support Toolkit here: https://lnkd.in/e_bhJNpw

#AIANZ #AIAVitalityNZ #AIABelieveinBetter #HealthierLongerBetterLives


AIA NZ Menopause Support Toolkit
Document · 84 pages

39 · 3 · 7

Ngāti Whātua Ōrākei
3w · Follow

It was a pleasure to join our partners Tend Health Ltd for their Women's Health Week Ladies' Long Lunch today.

An amazing panel of speakers and MC Megan Alatini, great kōrero and beautiful kai at the Park Hyatt.

The hauora of our whānau is so important, and we loved hearing from people across healthcare who are making a real difference, particularly for our underserved communities.

Wāhine carry so much, and often their own health can fall down the priority list. Today was a lovely reminder of the importance of looking after their healt too, and it was especially powerful hearing Dame Valerie Adams share her own experiences with healthcare.

A big mihi to Cecilia Robinson, ONZM and the team for bringing everyone together for such an important kaupapa.

Mauri ora ki a koutou 💜💜💜



Chubb Life Insurance New Zealand
2w · Follow

This Women's Health Week, we're encouraging Kiwi women to consider how income protection and life insurance can support them through life's different stages and the responsibilities and aspirations that come with them.... more



Reframing women's financial wellbeing in Aotearoa
Chubb Life Insurance New Zealand

14 · 1

Third Age Health Services
1h · Follow

As Women's Health Week continues, we're celebrating the importance of women taking time to look after their health and wellbeing at every stage of life.

We were delighted to be out in the community at Selwyn Village, where our team hosted a pop-up clinic offering free health checks, including blood pressure, ear health, blood glucose checks, skin lesion assessments and wellbeing conversations.

It was fantastic to see so many women taking the time to check in on their health, ask questions and discover simple ways to support their wellbeing.

A big thank you to our wonderful nurses Joy Yang, Kavannaugh Blade, and the wider team for bringing the clinic to life. Your energy, care and connection with the community made the day special.

Here's to women prioritising their health — at every age and every stage.

#womenshealthweek #womenshealth #healthandwellbeing #CommunityHealth #HealthyAging See less



Cecilia Robinson, ONZM reposted this

Helen Keneaty · 2nd
Chief Clinical and Risk Officer Metlifecare NZ | Clinical Governanc...
2h · Connect

Women's health doesn't stop at menopause.

This week is Te Wiki Hauora Wāhine | Women's Health Week, an initiative... more



4 · 1 · 1



Nick Butcher · 2nd
People Experience Partner
2w · Connect

Last week we ran a week of events at Spark focused on women's health coinciding with Tend Health Ltd Te Wiki Hauora Wāhine, the nationwide week that gets women's health out into the open.

Women's health has been under-researched and under-discussed for a long time, which is a strange thing to be true of half the population. It turns up at work whether we talk about it or not, so we decided to talk about it.

Colleagues across the country signed up, ran sessions, dragged their teams along and generally made it a week rather than a calendar invite. Yoga, spin sessions and spending some time to talk and learn about their own health.

The standout of the week was our session with Loretta Hogg, who covered hormones, nutrition, sleep, bone health and strength training, and did not sugarcoat any of it. A fair few assumptions about ageing got dismantled inside an hour.

This shouldn't be something women carry on their own. So if you're a bloke reading this, go and have the conversation. Your mum, your sister, your wife, your girlfriend, your daughter. Ask what they know about their own health, and what nobody ever bothered to tell them. You'll both learn something.



Kalleigh Mikkelson · 2nd
Leadership Coach | People & Culture Leader | EMCC ...
2w · Edited · Connect

Marking Women's Health Week at My Food Bag has been a powerful reminder of how important conversation, connection and awareness are around the topic of women's health 💜

We have gathered around wellbeing sessions through Vitae, conversations around screening and preventative health initiatives with Turuki Health Care, sessions with our in-house dietitians around nutrition and hormone health, catering each session to the unique and diverse team here at MFB, aligning with our strategy of "Helping Aotearoa NZ Eat and Live Well" - it's about ALL our tāne and wāhine hearing this important message.

A highlight was attending the Tend Health Ltd Long Lunch and hearing Dame Valerie Adams personal story and conviction to reach Māori and Pacifica communities with access to screening.....

We all have a personal story here. It may be our own health journey, a journey we've walked alongside someone we love, or someone we're supporting right now. Conversations like this matter, and as we wrap up this week, let this be your queue to book that (let's face it, annoying...but potentially lifesaving!!) appointment💜💜💜

#WomensHealthWeek #WellbeingAtWork #PreventativeHealth #PeopleFirst #MyFoodBag



The Doctors Medical Centres
2w · ...

Our teams across the motu are getting onboard with Women's Health Week! 💜💜💜

Our 3 connected practices in the Napier region were in full motion these past three days (The Doctors Napier, Greenmeadows, and Ahuriri). Sarah Devenport, Quality Manager of the three practices, said:

"The GPs & nurses who run our women's health clinic were really pleased to hear about Tend celebrating Women's Health Week and wanted to celebrate all the amazing women who work in our clinics."

"They set the wheels in motion and in 3 days managed to put together a lovely gift box for all 73 of the women who work across our 3 practices. The gift boxes contained some sweet treats (including home-made fudge made by our Finance Manager), flavoured tea bags, health information and (what every woman of a certain age needs!) a sachet of collagen powder. The gift boxes were much appreciated by all our ladies, especially the chocolate and the fudge!"

Tend Health Ltd



23 · 1 · 3

Paid media

Having spent most of our sponsorship funds this year on delivering free cervical screening, we had a very limited paid media budget. This was spent on Meta and Radio

We had a campaign promoting the schools competition and another on WHW in general.

Meta

- Promotion of schools competition - 102k impressions
- Promotion of Women's Health Week - 115k impressions

Mediaworks Radio

- 30" radio commercial AKL (More FM), TGA (More FM), CHCH (The Edge) Friday 7th August - Sunday 16th August.

Mediaworks Accurate Traffic

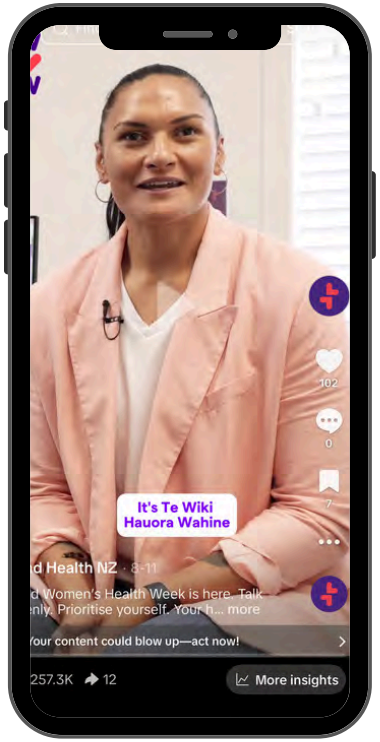
- 5 days activity
- Approx 368,275 reach
- Auckland, Tauranga, Christchurch











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 to 20,554 subscribers.

Subscribers joined through two key channels: newsletter sign-ups on the Women's Health Week website and the campaign quiz. Without a quiz this year, there was less opportunity to capture new subscribers, resulting in lower database growth compared with the previous two years.

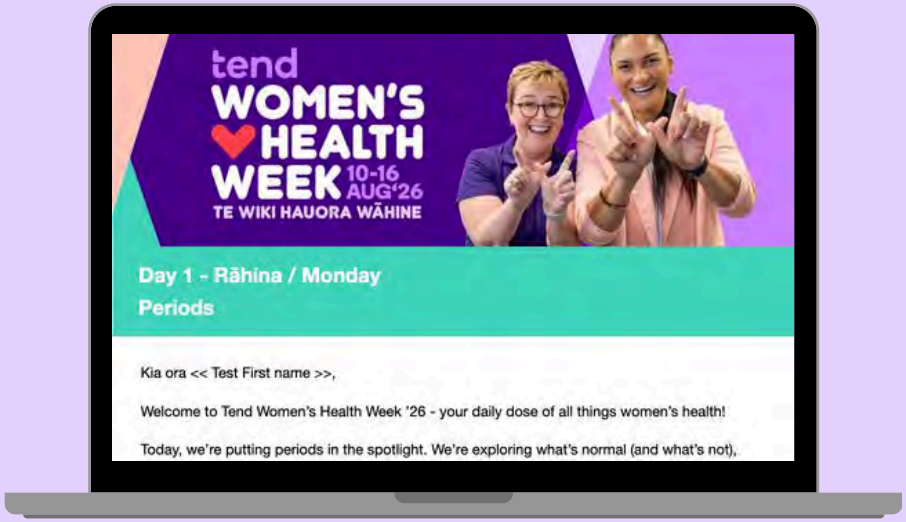


The most-clicked piece of content across the entire week was Sam Wallace's vox-pop video from the first WHW campaign year, where he asked men women's health-related questions.

This received 289 clicks.

It was a strong reminder that great content can have a long shelf life. It was too good not to reshare!

- **33.8% average open rate, more than the industry open rate of 21.7%**
- **2.8% average CTR**

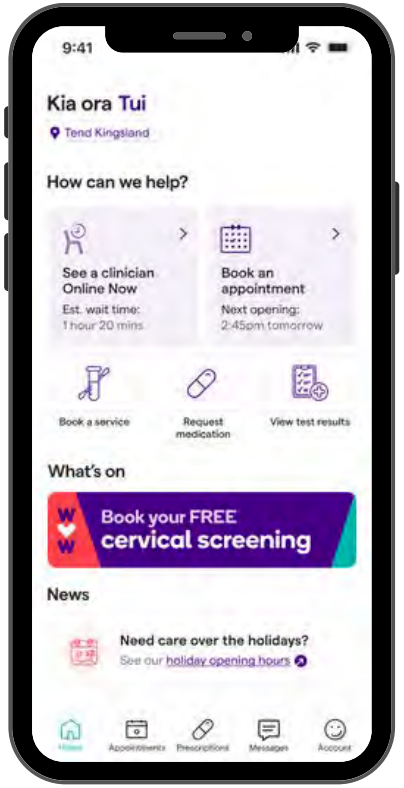


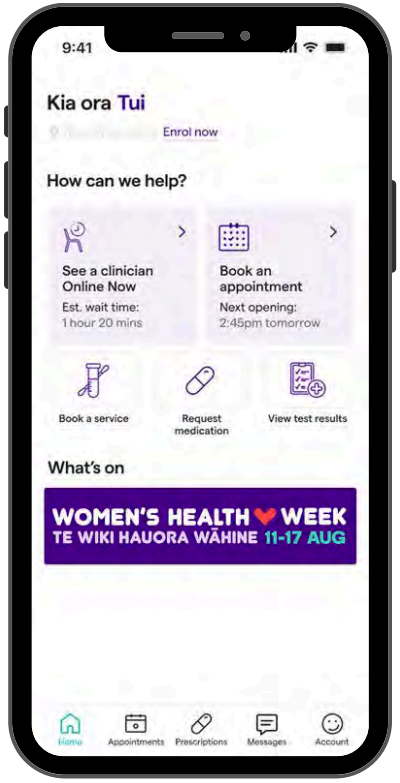
Click to read our daily emails

Day 1 / Day 2 / Day 3 / Day 4 / Day 5 / Day 6 / Day 7

Owned media

Tend has over 148,000 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, clinic TVs 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.

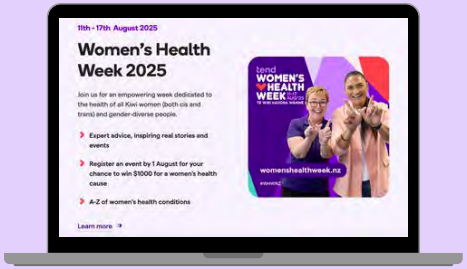




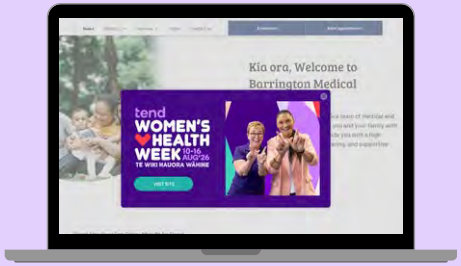
We had 2 app banners running during WHW. One promoting free cervical screening that took users directly into the app flow to book their slot. Once all slots filled up, it was removed to just show WHW banner that took them to the website.

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 and event count during WHW



Activations across Tend clinics nationwide

WHW clinic activations nationwide across 15 clinics with posters, bunting flags, badges, balloons and goodie bags.











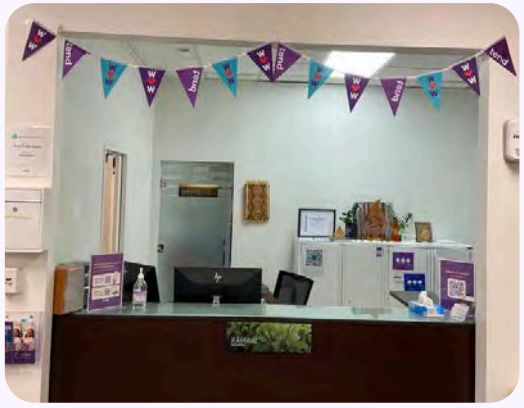














What people had to say

Faye Clarke · 1st
Experienced Health Sector Leader | Primary Care Performance | PHO ...
2mo
Awesome event celebrating amazing wāhine! 💜
Like · 1 | Reply

Lily Henderson · 2nd
Nutrition & Ingredients Manager, My Food Bag (NZRD) | Media Dietitia...
2mo
Thank you for leading this kaupapa 💜🙌
Like · 1 | Reply

Aimee McLean · 3rd+
General Manager at Kate McLean Homecare
2mo
Wonderful lunch -thank you!
Like | Reply

Jacqueline Freeman · 3rd+
Founder, 58 & Unapologetic | Changing the Conversation on Ageism. ...
2mo
Great to see our much loved doctor on stage, and having a wee hug with Dame Valerie 💜
Like | Reply

Tayla Johnston · 3rd+
Partner at MinterEllisonRuddWatts
Such an awesome, informative event!
Like | Reply

Naomi Wright · 2nd
Digital & Data Delivery | Product & Service Design | Healthcare
inspired. This event sounds great!
Like | Reply

Anastasiya Gamble · 2nd
Partner at Simpson Grierson
Brilliant event, well done!
Like | Reply

Simone Tune · 2nd
Medico-Legal Specialist | Special Counsel, Duncan Cotterill
Such a fantastic event!
Like | Reply

senitila_91 Malo e ngaue Valerie. Lahi taha hotau kakai fefine ko e maa pe. I understand its not easy especially our culture growing up always covering our bodies etc. I started back in Tonga pau ha'u aipe and do the test every year now. I'm surprised 'oku tatau pe maa hotau kakai nofo 'i Tonga mo e kakai fefine nofo heni. Thank you for standing up ki hotau kakai fefine ❤️
8w Reply See translation

sophdeejay Encourage every one to get the free hpv vaccine between 9 and 26 to eradicate this cancer. It's a no brainer. For those of us who were too old when guardasil came out, it is not an option, but for everyone else, get Vaccinated!!!
8w 3 likes Reply

sachamcneil Loved all the love they rightfully gave you at the Māngere markets ❤️
8w 2 likes Reply

Kath Mazzella OAM · 3rd+
Gynaecological Health Advocate/Presenter @ Mazzella Consulting | P...
2mo
Lets talk about the vulva health during periods. X Kath Mazzella OAM ❤️



Like | Reply

pasifika_lens_limited ❤️❤️
8w Reply

jodie.wilsonx Love this
9w 1 like Reply

talkingwithemma Calling BS. Love it!!!
9w 2 likes Reply

nagoya.media Keep sharing this! Wow 39 is way too young especially for a preventable cause of death.
9w 1 like Reply

popppa_g Good on you for taking a stand Val ❤️
9w Reply

liz.arbon That's amazing. Yes, do more like this for our people ❤️
9w Reply

finau_vea ❤️
9w Reply

ponzpasene Awesome kaupapa. Our people are dying preventable deaths.
9w Reply

Nina Moore · 2nd
Second Year Student at Media Design School
2mo
Wonderful ❤️
Like | Reply

Atarangi Muru · 3rd+
Spiritual Entrepreneur / Life is Full advocate / Ancestral Linea...
(edited) 2mo
Yes, some are government driven initiatives but necessary in our communities. Go Rongoaa, use rongoaa, learn rongoaa, it matters and it's incredible plus totally affordable.
Like | Reply

Joanne Teina · 3rd+
Kaitiaki
2mo
Yes Maaori providers have always been present at community events, so good seeing Tend out there
Like | Reply

Karen Dugdale · 3rd+
Midlife Mindset Coach | Clinical Hypnotherapist | Bespoke hy...
(edited) 2mo
Such a fantastic week, congratulations to everyone involved! 👏 I loved being a small part of it, joining Lynda Lovatt - Lady Talk on her podcast with Francoise Krings.
Like · 1 | Reply

Most relevant

Compatico
122 followers
2mo
It was a privilege and a pleasure to co-create this incredibly important evening together!
Like · 1 | Reply

Elise Dalrymple-Keast · 2nd
Helping singles meet without apps | CEO & Owner @ Compatico | Frac...
2mo
An incredible night - we loved hosting this with Tend. Such a special and memorable vibe bringing a diverse crowd of wonderful women together.
Like | Reply

karin_horen Aww 💜💜💜
10w 1 like Reply

megan_alatini Soooooo good fams @tendnz 💜💜
10w 1 like Reply

sarahontheradio A true honour! 🥹✨🫶 x
10w 1 like Reply

gregbowker_visuals Nice one team!
10w 1 like Reply

twomamasandacargobike Incredible work @valerieadams84 @tendnz ❤️❤️❤️
9w 1 like Reply

gregbowker_visuals Amazing work @valerieadams84 @tendnz 👏👏

Zach .. · 3rd+
Platform DevSecOps Engineer - Cloud Computing, Virtualization, Cont...
2mo
lighting angle doing real work here. women's health has lived behind closed doors and clinic waiting rooms for too long. putting it in public space, literally visible, that's the kind of shift that actually moves culture forward.
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 supporting this year's 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
- Kiwibank
- Fresh Start by My Food Bag
- Royal New Zealand Ballet
- Enamoured Books
- Makana Confections
- Vivéa
- Double Undies
- Drink Daeli

Our proud sponsors

The Selwyn Foundation

Kiwi bank.

Our wonderful partners

rnzb

BODYiQ
Advancing wellbeing with Awanui Labs.

Vivéa
more than a skincare

fresh START

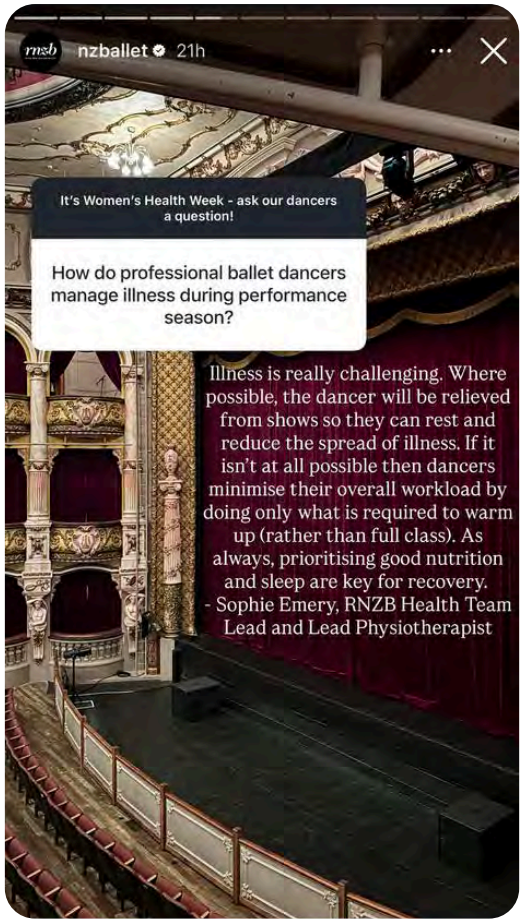
Double Undies

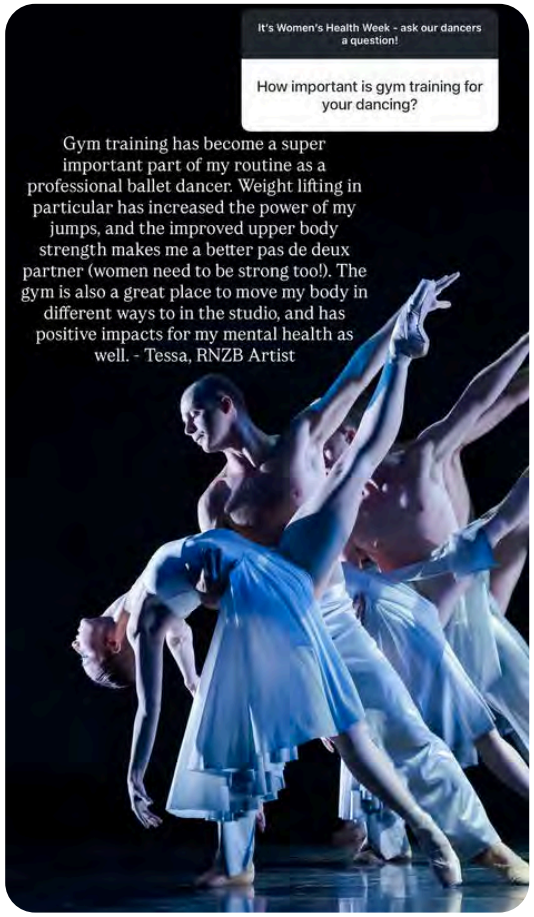
MAKANA CONFECTIONS

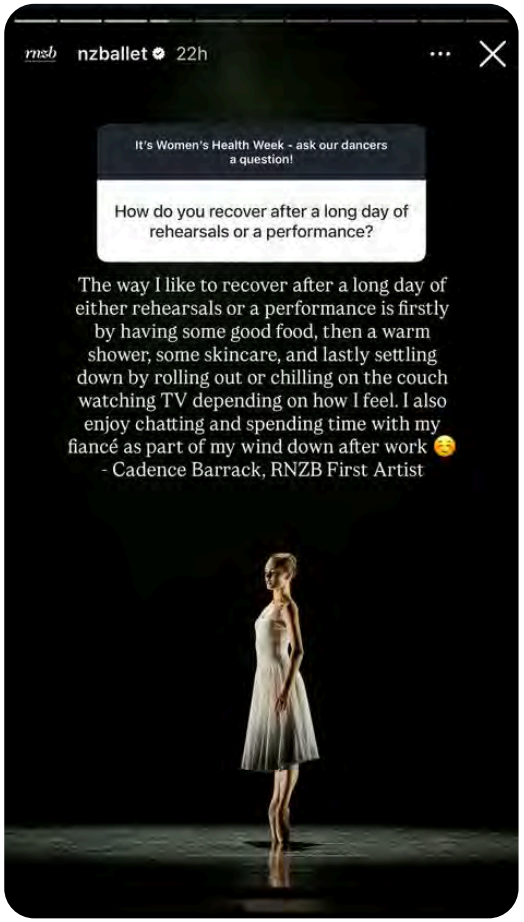
Enamoured Books

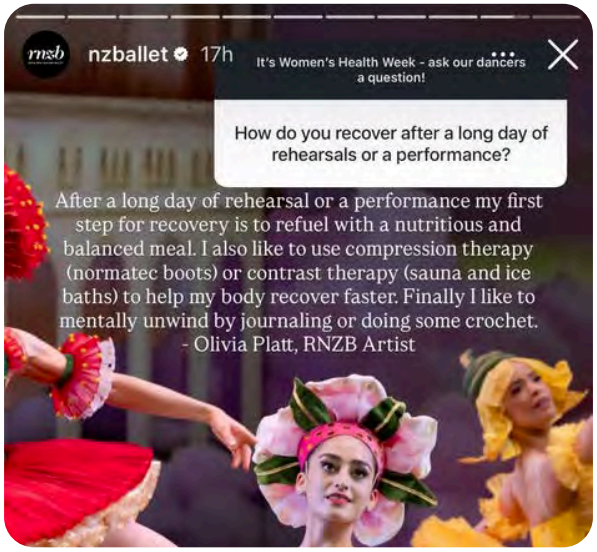
Daeli

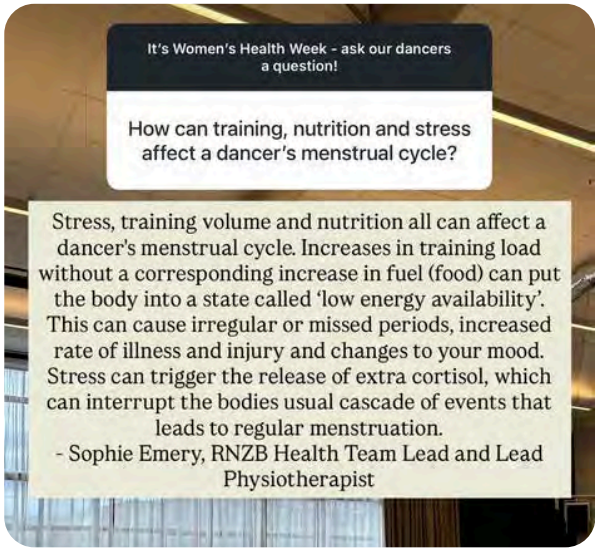












A big thank you to the Royal New Zealand Ballet for supporting Women's Health Week 2026 and wahine toa, Mayu Tanigaito.

The team did an interactive Instagram Q&A, inviting followers to ask their dancers questions about health and wellbeing and provided website articles.

From staying motivated and recovering after performances to managing stress, nutrition and menstrual health, dancers and their health team shared valuable insights into how they look after their physical and mental wellbeing.

The Selwyn Foundation

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

We are especially grateful to Denise Cosgrove, who delivered a strong speech on the importance of ageing with dignity and respect and why prioritising our health matters at every stage of life.

Their generous support also helped us provide free cervical screening to wāhine across Aotearoa, removing barriers to essential healthcare.

Dedicated content to vulnerable older women included:

Carousel of older wise ladies

- Giving women health advice

Carousel sharing resources and stories

- Article: Intimacy after 40 - Real talk on sex and menopause
- Podcast: Menopause stories
- Podcast: Menopause 101
- Podcast: GSM - The issue affecting 84% of menopausal women
- Article: Brain fog is a weather pattern

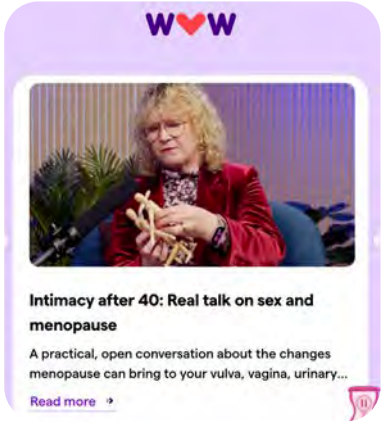
The Selwyn Foundation



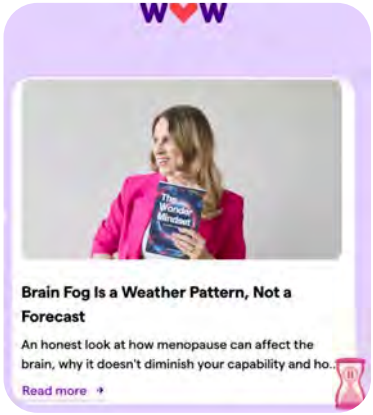














Kiwibank

Ngā mihi nui to Kiwibank for generously sponsoring our first nationwide Women's Health Week School Competition.

Our $5,000 winner – Marian Catholic School

Marian Catholic School is putting its prize towards an exciting overnight class trip to Kelly Tarlton's in Auckland!

MARIAN CATHOLIC SCHOOL
CURRAJONG
To strive for love and peace

"We are planning a class overnight trip to Kelly Tarlton's, which is very exciting! My class has written long letters, with a presentation slideshow and speeches to the principal asking for permission to go, and she has finally said yes!"





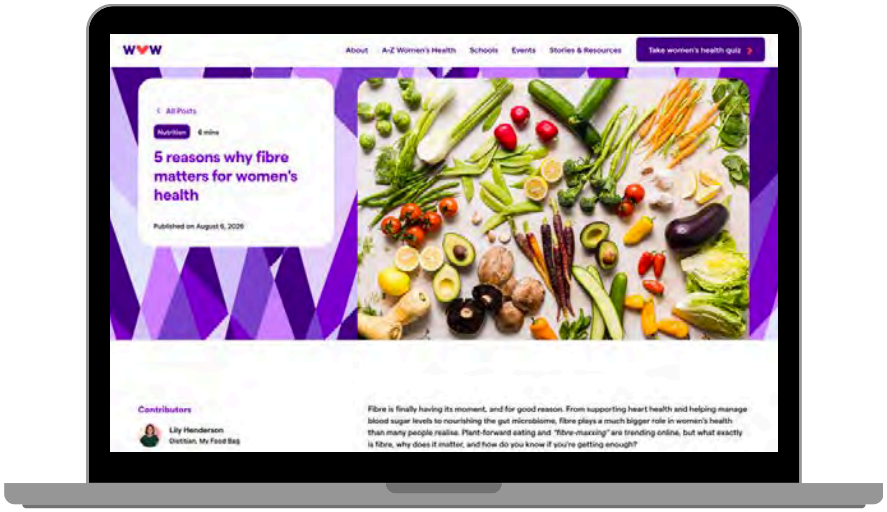




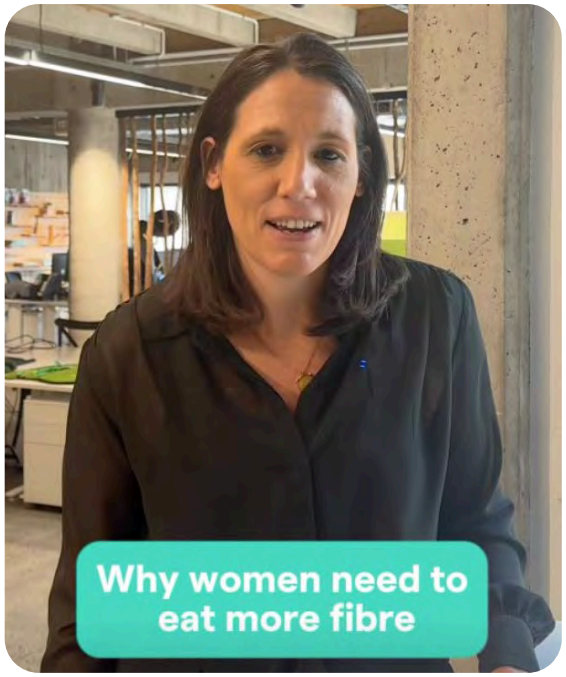
My Food Bag - Fresh Start

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

- Expert speaker: Lily Henderson joined our expert panel at the Tend Ladies' Long Lunch at Park Hyatt Auckland.
- New article **'5 reasons why fibre matters for women's health'** by Lily Henderson
- Instagram giveaway: Our Fresh Start giveaway received 350 entries, with four lucky winners selected.









Tend Women's Health Week - 2027 and beyond

Women's Health Week 2026 was another exciting year of growth, with a significant increase in organic social media reach, free cervical screening across all Tend clinics and at 275 Māngere Markets, community events and the launch of our first nationwide schools competition.

As we look ahead to 2027, our focus is on building on these achievements, reaching more wāhine and continuing to turn awareness into meaningful action.

Expanding access to cervical screening
Free cervical screening remained a key focus in 2026. Our activation at 275 Māngere Markets showed the value of bringing healthcare directly into communities and creating welcoming spaces for wāhine to ask questions and get screened.

In 2027, with the proposed introduction of free cervical screening for everyone, our aim is to bring outreach activations to other locations such as Ōtautahi. We're also exploring offering flu and HPV vaccines alongside cervical screening.

Taking our schools competition beyond the classroom
Our first nationwide schools competition brought women's health education into classrooms, with six schools participating and students sharing their perspectives through art, poetry and video.

In 2027, we plan to open the competition to clubs as well as schools, from swimming, rugby and gymnastics to ballet and theatre, for rangatahi aged 10 to 18. Teachers and coaches will be invited to submit entries on behalf of students, keeping it adult-led and age-appropriate.

Our goal is to make conversations about women's health a normal part of growing up, helping young people build confidence and better understand their health.

Strengthening community engagement
With 34 registered events nationwide in 2026, Women's Health Week continued to bring people together through local events, workshops and online conversations.

In 2027, we want to encourage even more businesses, community groups and individuals to get involved, particularly in regional and rural communities. We also hope to grow our network of local advocates who can help bring women's health conversations into their own communities.

Strengthening partnerships
Our sponsors and partners played an important role in making Women's Health Week 2026 possible, from supporting free cervical screening to helping us reach schools and communities. In 2027, we hope to strengthen these relationships and welcome new partners who share our commitment to improving women's health.

Women's Health Week is more than just one week. It's about creating lasting change, breaking down barriers and ensuring every wāhine feels informed, supported and empowered to prioritise her health.

