

Undies

for Better Understanding

International GYN Awareness Day

www.facebook.com/KathMazzellaUBUCampaign



Kath Mazzella OAM is asking you to ACT (Action Changes Things).

Use this IGAD package to organise your event now.

Get involved, host your local event

♥ **Undie Making Event**

kath.mazzella@bigpond.com

KATHMAZZELLA.COM

Join the **GLOBAL** initiative... **TAKE ACTION NOW!**

- 1 Plan your event for **10 September**.
- 2 Host your event.
- 3 Send us pics of your event.

www.KathMazzella.com



STEP 1: PLAN YOUR EVENT

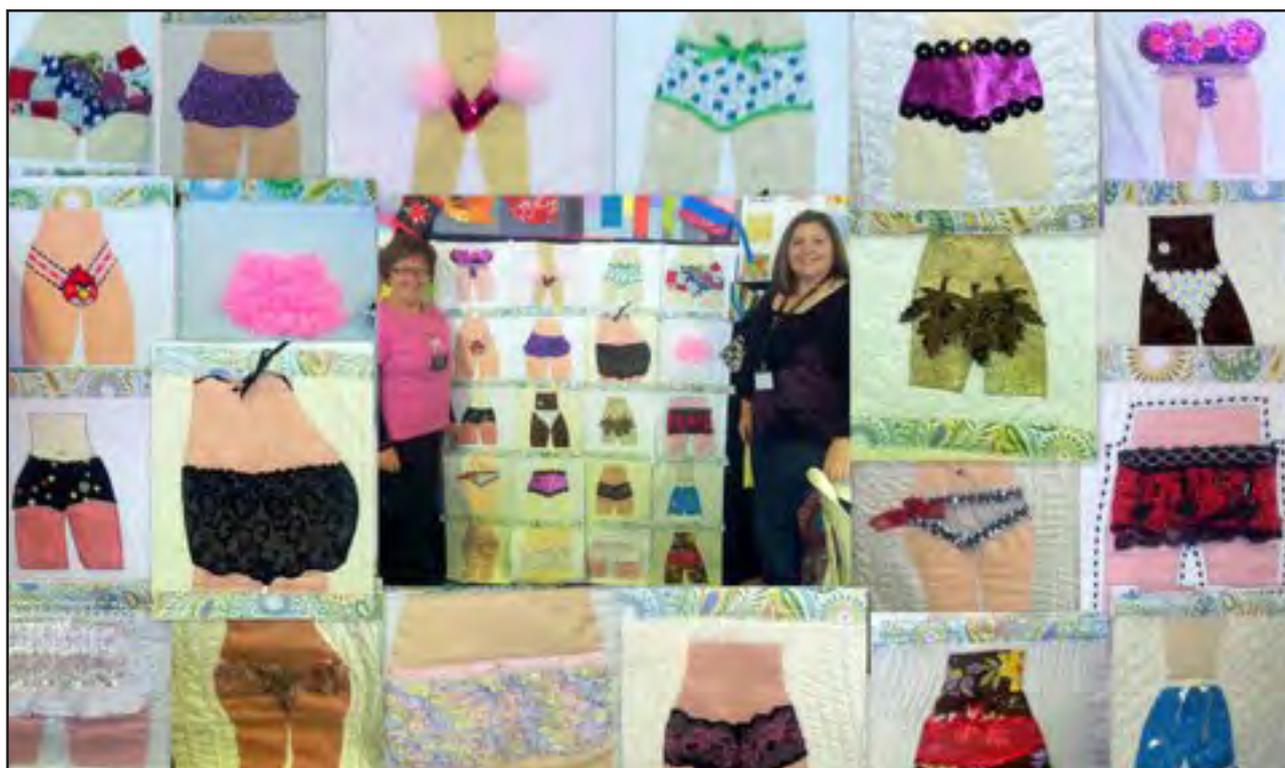
Three workshop options:

1. Undies quilt making workshop
2. Cardboard knickers decoration workshop
3. Undies biscuit making workshop

OR come up with your own ideas...

Plan your event around the undie making theme. We recommend you consider:

- What kind of **undie making workshop** you are going to do as a group.
- Inviting a **guest speaker** to share on the topic of Gynaecological and Sexual Health.
- Gathering a selection of **ribbons, laces and bling** to encourage participants to be creative.
- Making **undies biscuits** for afternoon tea or other undies themed snacks.
- Encouraging participants to bring out their **thoughts of their own experiences of Gynaecological and Sexual Health** whilst creating their undies.
- **Thinking of creative ways to use the undies to create greater awareness...**ie get participants to parade their created undies, put up a display in prominent place to create greater community awareness, create a coffee table flip book of photos of the undies that can be displayed.



STEP 2: FORM A WORKING GROUP

Invite these types of people to help you...

- Friends
- Family Members
- Your Boss
- Your Work Associates
- Your Doctor or Community Nurse
- Your Pharmacist
- Community Members
- Other Industry Partners
- Other Organisations
- Women with a GYN story



My Working Group:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

STEP 3: ORGANISE YOUR EVENT

Things to consider...

- Booking a venue
- Guest List
- Program for the Day
- Budget
- Advertising and Promotions
- Applying for Funding from Local Council/other sources
- Photographer and/or videographer to record the day

Quick checklist

- Have you invited other organisations to partner with you?
- Have you considered applying for funding to boost your event?
- Have you registered your event on the KathMazzella.com website?
- Have you invited the local media to cover the event?
- Have you encouraged others to host an event as well?
- Have you invited local, state and federal government officials to participate?
- Have you considered native land owners?

See the Facebook Page for examples of what others have already done.



STEP 5: CONTACT THE MEDIA

Sample Media Release

(Your Organisation) is joining thousands of people around the globe on 10 September to celebrate the International GYN Awareness Day, an initiative of Kath Mazzella OAM and GAIN Inc that aims to create a higher awareness of Gynaecological (GYN) and Sexual Health.

“It is imperative that we speak openly about women’s issues because they affect everyone in our community. Everyone has a mother, a sister, an aunt, a daughter, a female partner or neighbour who may be affected by a Gynaecological issue,” shares award winning Kath Mazzella OAM, WA Senior of the Year 2012, a GYN cancer survivor of 17 years and Founder of GAIN Inc.

(your organisation) is holding a (insert event details - what, when, where).

“(insert quote from organiser stating who is invited to attend)”, says (your name) from (your organisation).

GYN conditions include polycystic ovaries, endometriosis, infertility, menopause, fibroids, prolapse uterus, STI’s, vulval, vaginal and anal conditions; all of which involve a high level of pain, discomfort and personal suffering and women often choose to suffer in silence due to the associated stigmas.

“With the increasing rates of GYN conditions and Sexually Transmitted Infections, especially amongst remote communities, the need to be sharing more openly at the community level is urgent,” shares Mazzella.

“Being more aware of women’s gynaecology enables a much higher level of communication between doctor and patient, and patient and family, resulting in earlier diagnosis and a higher level of support.”

“This was brought home to me recently at a funeral of a woman who’d died of cervical cancer. When asked how long the family had known about it, the daughter responded that they had only just found out before the mother died. The woman had been too embarrassed to seek help early or share with her family and it cost her life.”

Kath hopes that by sharing stories and information in a community setting we can break down some of the barriers and save women’s lives.

To find out more (insert how to find out more here).

Ends

STEP 6: HOST YOUR EVENT

Make sure you take lots of pictures at your event and get permission to share these on social media.

Here is a simple form you can copy to create a permission slip for participants:

Name: _____ Contact phone number: _____

I give permission for my photos to be used in the Undies for Better Understanding Campaign Facebook page, on KathMazzella.com website and/or in promotional materials for the campaign.

Signed: _____

Dated: _____

STEP 7: SEND YOUR PICS

Please forward your digital photos to:
kath.mazzella@bigpond.com

If you have a quilt you would like to donate to the campaign please contact Kath Mazzella at the above email address to arrange collection or postage.

We thank you in advance as this will help us to spread the message of the day and to get others involved.

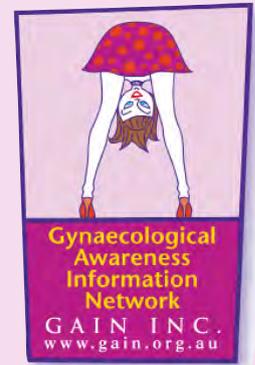


ABOUT KATH MAZZELLA OAM

Kath is the founder of GAIN Inc, a non-government, not-for-profit organisation, driving awareness and education about, gynaecological health matters. Many women afflicted with such conditions often feel very alone. They suffer in silence, afraid of what they don't know, and lack the courage to share their anguish.

GAIN was established, in 2001, to:

- Assist women to find the information they need to make the right health choices, and to provide support as they face these, often, life-changing challenges.
- Encourage healthcare professionals to be more sensitive, and responsive, to the needs of women with gynaecological conditions, and the effects these conditions may have on their sexuality.
- Provide community education to promote awareness of gynaecological health in the hope of achieving early detection, correct diagnosis and effective treatment options.
- Improve the efficiency and effectiveness of all resources available.
- Establish and celebrate an International Gynaecological Awareness Day on the 10th of September every year.



GAIN's PATRON



Prof Ian Frazer

Professor Ian Frazer accepted the invitation to be patron of GAIN in 2006. The professor says he hopes his patronage helps GAIN in its battle against gynaecological cancer, and through the promotion of the need for further research into the causes of, and management of, gynaecological cancer.

Professor Ian Frazer was the 2006 recipient of the prestigious "Australian of the Year" award for his research into, and development of, a vaccine to prevent the human papillomavirus (HPV) infection in women. The vaccine is, also, expected to reduce Pap smear abnormalities, and to potentially eliminate cervical cancer within a generation. Cervical cancer, currently, affects some 500,000 women, world-wide, each year.

GAIN's AMBASSADOR



*Lord Mayor of Perth,
Hon Lisa Scaffidi*

Lord Mayor of Perth, Hon Lisa Scaffidi, has this to say about GAIN:

"I am very proud to be invited to be the Ambassador of GAIN. Having had the blessing of good health in my life, I believe it is important for me to use this to aim to assist those women who may not have been as fortunate as me and therefore not as empowered to strive for their personal goals as much as I have been able to.

"Women need to feel comfortable about being able to discuss their female health issues and GAIN encourages women to be at ease and freely enabled to speak in confidence and with good advice to their health professionals.

"GAIN is doing so much for women and women need to support an organisation like GAIN that can do so much for them."

GAIN's FOUNDER

“Creating a community voice for women and their families living with any GYN condition.”

Kath Mazzella OAM is a health advocate who has survived and thrived after being diagnosed with a GYN cancer.

Kath soon realised that there are multiple GYN conditions that women are suffering with in silence.

By speaking out, Kath is breaking down the barriers and associated stigmas, helping women and men to speak openly about GYN issues.

Kath is empowering other GYN leaders to pave the way to a more accepting and supportive community attitude towards all things GYN.

As the Founder of GAIN Inc and the International GYN Awareness Day, Kath's ultimate goal is to pass the baton to as many leaders around the globe as possible.

As an international speaker, Kath is a leading voice in women's GYN experiences and is available to speak at events or in a private consultation capacity.

Kath's personal story is both inspirational and compelling.

Kath is a recipient of multiple awards including:

- Cancer Australia Jeannie Ferris Award for Gynaecological Cancers 2014
- Sexology Life Membership 2013
- Senior of the Year WA 2012, Beyond Blue Senior of the Year 2012
- Order of Australia Medal
- Inductee of the Western Australian Hall of Fame Top 100 Women for International Women's Day
- Woman of Achievement, Zonta International District 23
- Inductee of the Body Ourselves Hall of Fame, Boston
- Woman of Achievement, Momentum Women's Forum
- Woman of Achievement, Executive Women's Forum
- Global Women's Summit Awardee
- Finalist, Telstra Business Woman of the Year
- Shortlisted, Australian Women in Leadership

To book Kath for a one-to-one consultation or to speak at your event, email:

kath.mazzella@bigpond.com and you will be contacted as soon as possible or if urgent, please phone: 0402 605 603.

Kath resides in Perth, Western Australia.

Find out more by visiting her website, KathMazzella.com.



Kath Mazzella OAM, Founder of GAIN Inc

GLOSSARY OF TERMS

IGAD

International GYN Awareness Day

GYN

Abbreviated version of Gynecology (English - US) or Gynaecology (English - UK)

GAIN INC

Gynaecological Awareness Information Network Incorporated based in Perth, Western Australia

OAM

Order of Australia Medal

‘GYN Issues’

Endometriosis

Polycystic Ovaries

Fistulas

Prolapse Uterus

Hysterectomies

Menopause

Infertility

Vulva conditions - Lichen Sclerosus

Sexually Transmitted Infection's (STI's)

Ectopic Pregnancies

GYN Cancers - Cervical, Anal, Clitoral, Vulval, Vaginal, Ovarian

Menstruation

Hormones - Emotional

Fibroids

SAMPLE UNDIES CUT OUT

Feel free to design your own undies. Provided as a guide only.

