



# IGAD

INTERNATIONAL  
GYNÆCOLOGICAL  
AWARENESS DAY

**Kath**  
**Mazzella**  
A Voice for Change

**Join me on 10 September and help to save lives and reduce women's suffering in silence.**

Celebrate the International Gynaecological Awareness Day in your corner of the globe by organising an event or simply starting a conversation.

**Join the GLOBAL initiative...**

**Take Action Now!**

- 1 Sign up now** to host an event in your corner of the world.
- 2 Download an information pack** from the website.
- 3 Register your event** via the website.

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[www.kathmazzella.com/IGAD](http://www.kathmazzella.com/IGAD)

# ABOUT THE **UNDIES FOR BETTER UNDERSTANDING** CAMPAIGN

In 2015, Kath launched the **Undies for Better Understanding campaign (UBU)** on Facebook, as a part of the IGAD celebrations. The purpose was to provide people with a very visual tool to start conversations.

Three years on, we have seen so many people jump on board, with workshops, a Harley Davidson Motorcycle Club bike ride, and other events around the State. Now it is time to take this even further to fulfil our vision of saving lives and starting conversations that bring social change.

Kath hosted workshops where women gathered to decorate cardboard undies. While they were decorating, they were sharing their gynaecological and sexual health stories. Through the sharing came healing and understanding.

The undies were then put up in shop windows, on fridges in staff rooms, in foyers and at reception areas in businesses to create awareness and start the conversation.

Are you a **WOMEN'S LEADER** or an **ASPIRING WOMEN'S LEADER** or simply a **CONCERNED COMMUNITY MEMBER** willing to host a workshop and get the women who attend to commit to distributing their completed works of art into the community on the week of 10 September (Women's Health Week) as a means of showing solidarity with the millions of women who suffer in silence? If yes, register now and make a difference!



## STEP 1: DECIDE YOUR EVENT

Pick one of these ideas...

- Coffee afternoon
- Undies decorating workshop
- Cocktail Party
- Office Morning Tea
- Community Gathering
- Art Exhibition
- Experts Panel
- Debate
- Forum
- Community Expo
- Dinner Party
- BBQ/Sausage Sizzle
- Fun Run
- Dance-a-thon
- Corporate Challenge
- Hospital Display
- Library Chat
- Themed Week Display
- Community Challenge
- Concert
- Produce an Awareness Product (eg calendar, dvd, documentary etc)

Or come up with an idea of your own...

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*Did you know that Kath was recently awarded the Senior Australian of the Year Award for Western Australia 2018 and went to Canberra for the Awards Ceremony where she met Prime Minister, Malcolm Turnbull?*

*Who knows what could happen for you if you choose to become a change maker?*

## 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 with IGAD 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 website or facebook page for sample programs and to see what others are doing.





## **STEP 5: CONTACT THE MEDIA**

### **Sample Media Release**

(Your Organisation) is celebrating the International Gynaecological Awareness Day (IGAD) on 10 September, 2018 and invites the community to join the celebrations.

IGAD is an initiative of WA Senior Australian of the Year 2018, Mrs Kath Mazzella OAM, who aims to create a higher awareness of Gynaecological and Sexual Health in order to reduce the incidences of gynaecological deaths and preventable infections.

“It is imperative that we speak openly about women’s issues because they affect everyone in our community, especially the women who suffer in silence. Everyone has a mother, a sister, an aunt, a daughter, a female partner or neighbour who has or will be affected by a Gynaecological challenge at some time in their lifetime,” shares multi-award winning advocate and Gynaecological cancer survivor, Kath Mazzella OAM, 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).

“With the increasing rates of Gynaecological conditions and sexually transmitted infections, especially amongst remote communities, the need to be sharing more openly at the community level is urgent,” shares Mazzella. “No woman should die because she is too embarrassed to talk about her gynaecological health with her family and friends. We have to shift the culture of silence.”

Mrs Mazzella 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 photos at your event and get permission to share these on social media so that we can add them to our page.

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

Name: \_\_\_\_\_ Contact Ph: \_\_\_\_\_

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

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

## STEP 7: **SEND US YOUR PHOTOS/VIDEOS**

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

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

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





## ABOUT **KATH MAZZELLA**

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

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

Kath soon realised that there are multiple Gynaecological 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 Gynaecological issues.

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

As the Founder of International Gynaecological 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 Gynaecological 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 9 awards including:

- WA Senior Australian of the Year 2018
- WA Senior of the Year 2012, Beyond Blue Category Awardee
- 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 Perth
- 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@kathmazzella.com](mailto:kath@kathmazzella.com) and you will be contacted as soon as possible or if urgent, please phone: 0402 605 603.

Kath resides in Perth, Western Australia.



# **TERMINOLOGY EXPLAINED:**

## **IGAD**

International Gynaecological Awareness Day

## **Gyn**

Gynecology (English - US) or Gynaecology (English - UK)

## **GAIN INC**

Gynaecological Awareness Information Network Incorporated  
based in Perth, Western Australia

## **OAM**

Order of Australia Medal

## **Gynaecological Issues**

Endometriosis (Endo)

Polycystic Ovarian Syndrome (PCOS)

Fistulas

Prolapse Uterus

Hysterectomies and Myomectomies

Tubal Ligation

Uterine Artery Embolization

Menopause

Infertility and Treatments

Vulva Conditions - Lichen Sclerosus

Sexually Transmitted Infections (STI's)

Ectopic Pregnancies

Gynaecological Cancers - Cervical, Anal, Clitoral, Vulval, Vaginal,  
Ovarian, Uterine

Menstruation

Uterine Fibroids

Ovarian Cysts

Pelvic Pain

Acne and abnormal female hair distribution

Genital tract infections

Vulva and vagina skin disorders

Pre-Menstrual Syndrome (PMS)

Heavy Menstrual Bleeding

Urinary incontinence

Vaginitis

Premenstrual Dysphoric Disorder

## **SAMPLE: CUT OUT UNDIES**

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

