



Jana Pittman championing dialogue to drive diagnosis & treatment of heavy periods

Tuesday, September 26, 2023

Commercial in confidence

Campaign overview

Situation

- Hologic engaged VIVA! Communications to co-ordinate a national medical + consumer news media campaign to announce the Hologic-commissioned heavy menstrual bleeding (HMB) market research involving 5,000 AUS women aged 35-52 years
- Collectively, we strategically chose to launch our campaign on Tuesday, September 26, 2023 – just prior to both Breast Cancer Awareness Month & our celebrity/influencer's pending participation in The Amazing Race TV series in October 2023

Communications objectives

- To generate patient/consumer awareness & understanding of HMB
- To create patient/consumer awareness around treatment options for HMB
- To educate healthcare professionals (HCPs) about the Heavy Menstrual Bleeding Clinical Care Standards
- To drive inbound enquiries to relevant channels for further information
- To position Hologic as a leading provider of evidence-based, minimally invasive gynaecological solutions for HMB

Campaign overview

Communications strategy

Utilise market research findings as an opportunity to implement an integrated 'earned' media & content strategy comprising celebrity & stakeholder engagement, asset development, & media relations

Target audience

1. Females aged 35-52 years – low awareness & understanding of HMB & its treatment options
2. GPs – low awareness & education on HMB, but key priority, given they represent first patient contact

Implementation

- Identify, secure, & profile celebrity/influencer to act as a HMB bleeding ambassador for national consumer news media announcement
- Identity, secure & profile x5 leading Australian KOLs & x1 PAG representative to act as consumer campaign spokespeople
- Identify, secure & profile x8 patients with lived experience, for consumer news media announcement leverage

Campaign overview

Implementation cont'd...

- Develop a suite of **medical media assets** comprising:
 - Gynaecological detailer
 - MJA Insight+ opinion piece authored by leading O&G, Dr Talat Uppal, SYD
- Develop a suite of **consumer media materials** comprising:
 - Key message document (fully referenced)
 - National media alert
 - National/NSW, VIC, QLD, SA, WA media releases
 - Radio media release featuring audio grabs
 - About HMB backgrounder
 - Collated HMB research backgrounder
 - Consumer infographic
 - Celebrity/influencer contract, quotes for media release & series of social media posts
 - Expert profiles x6
 - Patient case studies x8
 - [Video News Release](#) (VNR) featuring x 1 influencer, x 2 experts, & x 2 patients, animations + overlay
 - [Pieces to camera](#), featuring x 1 influencer, x 2 experts, & 2 patients
 - [Audio News Release](#) (ANR) featuring grabs from Jana Pittman, OAM, Dr Brad Robinson (BRIS), Dr Talat Uppal (SYD), Kate, 39 (BRIS), & Annie, 55 (SYD)
 - HMB cramping & lifestyle-related animations x3
 - HMB & lifestyle-related imagery x19

Campaign overview

Implementation cont'd

- Construct a consumer digital media kit to house all consumer media campaign collateral, for ease of journalist access: <https://www.heavyperiodsmediakit.com.au/>
- Ghost author an *MJA Insight+* HMB opinion piece for Dr Talat Uppal
- Pre-pitch story to key consumer news media outlets, issuing x2 media alerts prior to launch
- Coordinate a national consumer news media launch on Tuesday, September 26, 2023, working with all participating talent AUS-wide
- Organise interviews with campaign spokespeople, upon media request
- Produce a comprehensive summary of campaign outcomes

Campaign overview

Campaign challenges

- Leveraging off unpublished market research as key news media hooks – not as clinically rigorous, or as newsworthy as new research published in a credible journal
- PR agency largely ghost authoring KOL opinion piece in MJA Insight+ publication at KOL request
- MJA Insight+ delaying publication of opinion piece – due to be published Monday, October 16
- Developing celebrity contract to officially engage Jana Pittman – minimal generic Hologic celebrity contracts readily available for localisation
- Juggling celebrity's busy diary as a Gynaecology registrar, corporate presenter & ambassador for various organisations, & mum-to-six
- Potential celebrity media saturation (face of multiple campaigns & participant in the then pending Amazing Race Australia)
- Reaching out to & securing select KOLs & patients
- Difficulties securing SA-based talent – nominated talent not willing to participate
- Talent availability on launch day (Dr Fischer + 4 patients partially unavailable)
- Substantial, competing breaking news stories, incl. the Victorian Premier (Dan Andrews) resignation; commencement of Russel Brand SA investigation; announcement of Brownlow footy medal awards; Bruce Willis' dementia diagnosis; AFL & rugby grand final weekend, all of which collectively compromised the availability of news crews & dominated news bulletins

News media outcomes summary

Our HMB campaign generated an extraordinary **72,594,724 media impressions** / **‘opportunities to see’** between September 26, 2023 – November 1, 2023

	TV	Online	Radio	Social media	Medical	Podcast	Total
Number of stories	8	33	24	33	1	1	101
Impressions	7,263,689	50,618,632	2,200,689	11,914,714	597,000	34,475	72,629,199

News media outcomes summary

Key message penetration	Overall
More than one-in-two Australian women grappling with heavy periods are yet to discuss this serious, but treatable medical condition with their doctor, new research reveals	74.7%
To help address this public health issue, Jana Pittman, and women nation-wide today are championing the dialogue, diagnosis, and treatment of heavy menstrual bleeding (or HMB)	87%
According to the new Australian research involving 5,000 research respondents, three-in-four Australian women aged 35-52 years are living with HMB	77%
Many of these women are concerningly, 'suffering in silence' and mistakenly accepting their symptoms as a normal part of being a woman	70%
By not openly discussing their period health, these women are at serious risk of under-diagnosis and under-treatment , noting 45 per cent of the research respondents had no, or limited knowledge of HMB treatments	62%
TOTAL	<u>74.14%</u>

Digital media kit

- 389 unique visitors to digital media kit
- 466 total site sessions
- 94% on desktop, 6% on mobile device
- Average session duration = 6:44mins
- Site most popular on Friday, September 22 at 5am –1 day post- first media alert distribution

Testimonial

Ohhh thanks so much for the support this is amazing!

Yes we will share on LinkedIn (not wanting to sound like a teenage influencer ha but I have 20k strategic followers 😊 which is good when wanting advocacy of a health condition like this) and other social media. You guys were amazing to work with thank you!!!

Awww, this has honestly been so much fun!

I've had supportive texts from friends/acquaintances/ patients, each of whom provided good feedback on our advocacy work

I had a mum of a patient say that if only we had done this 20 years ago, she wouldn't have had to have spent her entire life revolving around her menses 😊

Women have suffered so much. Hopefully our work will change this trajectory for many, many of them, moving forward

Great news about the MJA Insight+ opinion piece! Yay, keep up the good work!

Dr M Talat Uppal FRANZCOG, FAAQHC, FACHSM, DDU



Testimonial

This is awesome!

I absolutely love Jana Pittman!

So great to have a big name sharing her journey.

Thanks for the opportunity, & I am so sorry I was a bit of a nightmare to get hold of! You were extremely patient!

Loving your work here!

Thanks for sharing

Clare



SBS behind the scenes





Medical campaign collateral

Medical detailer

Heavy Menstrual Bleeding insights from 5,000 Australian women

5,000 Australian women aged 35-52 years participated in a national, online research initiative in 2023 designed to capture their experiences, thoughts, and attitudes towards a common, but rarely discussed health issue – heavy menstrual bleeding (HMB)¹

3 in 4 Australian women have experienced heavy periods¹

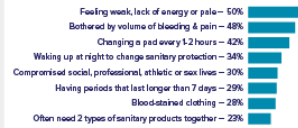


44% usually have regular periods, but at times experience heavy periods
19% often experience heavy periods
9% always experience heavy periods

Symptoms

1 in 3 women experiencing heavy periods report a negative impact on their quality of life

Of those experiencing heavy periods often or always, this increases to 2 in 3 women¹

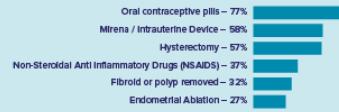


Those living with consistently heavy periods experience more negative effects on their mental health¹

Menstrual health knowledge

45% of research respondents had no, or limited HMB treatment knowledge¹

The most commonly known treatments were:



While the Australian Clinical Care standards recommend a progressive pathway, commencing with pharmaceutical treatments, and ending with hysterectomy, a woman's treatment choice, once properly informed (including an understanding of the potential benefits and risks of each treatment), should be prioritised.

Informed choice and shared decision making enables a woman to choose the best treatment for her, whether an IUD, a uterine-preserving procedure such as endometrial ablation, or a hysterectomy, once pharmaceutical treatments are exhausted.^{1,2}

Treatment-seeking behaviour

46% of women always experiencing heavy periods have not sought treatment^{1,3}

Why?



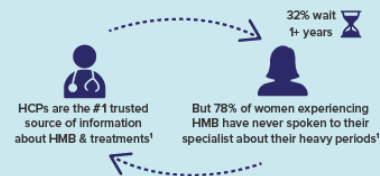
embarrassment
(70% of women agree heavy periods is a taboo)

+



deprioritising health
due to putting other family members 1st (73% have done so in 2 yrs)

Patient – clinician communication



The treatment of HMB is about informed choice & shared decision making

Provide your patients with consumer-focused information about all their treatment options

For more information on HMB & HMB treatments, contact your local Hologic representative by visiting www.hologic.com/contact-us

HOLOGIC®

Women's experience

Women with persistently heavy periods most commonly describe the condition as "depressing & miserable"



Research details

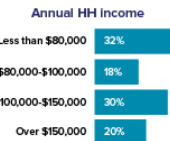
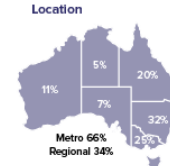
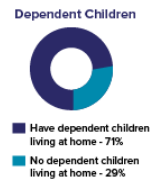
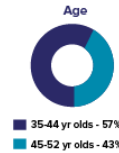
In February 2023, Hologic – a global women's health champion – commissioned a national, quantitative online survey of 5,000 pre-menopausal Australian women aged between 35 – 52 years, to measure the incidence of heavy menstrual bleeding, and collect data revealing their thoughts, insights, and experiences in dealing with the condition.

The research examined the prevalence, diagnosis, treatment, and impact on the respondents' quality of life, and associated stigma. Specialist healthcare market research company, Two Blind Mice (TBM), was tasked with independently conducting the research.

As part of a rigorous process of exploration, prior to performing the online survey, TBM undertook personal, hour-long interviews with 10 Australian women (5 of whom had sought treatment and 5 of whom had not) to understand the factors, define appropriate language women use to explain their experiences, and understand their issues in navigating the healthcare system.

Armed with this knowledge and understanding, TBM designed a 15-minute, online questionnaire distributed to a total of 5,405 women in this age group, to achieve a final, sample size of 5,000 (405 women or 8% were excluded as they were post-menopausal).

The 5,000 participant-strong research reinforces the significant burden of heavy menstrual bleeding for Australian women.



References

- Two Blind Mice. Heavy Menstrual Bleeding Market Research Quantitative survey with 5,000 Australian women. (2023).
- Australian Commission on Safety and Quality in Health Care. Heavy Menstrual Bleeding Clinical Care Standard. (2017).
- Ciccia, D., Doyle, A. K., Ng, C. H. M. & Armour, M. Experience and Understanding of Menstrual and Gynaecological Health in Australia, Canada and New Zealand: A Scoping Review. International Journal of Environmental Research and Public Health, 20, 6321 (2023).
- Hologic. NovaSure® Endometrial Ablation www.hologic.com/hologic-products/gynecologic-health/novasure-endometrial-ablation#:~:text=The%20NovaSure%20treatment%20utilize%20unique,that%20shed%20during%20a%20period. (2023).

About Hologic

Hologic Inc. is a global medical technology innovator focused on improving the health & well-being of women, their families & communities through early detection & treatment. Its advancements include invention of the world's first commercial 3D mammography system to find breast cancer earlier; leadership in testing for cervical cancer, sexually transmitted infections, & respiratory illnesses; & minimally invasive surgical technologies for uterine fibroids & abnormal uterine bleeding.

The company also champions women through the Hologic Global Women's Health Index, which provides a science-backed data framework for improving women's well-being.

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About NovaSure®

The minimally invasive NovaSure® endometrial ablation system is a 1-time, 5-minute treatment used to remove the inner lining of the uterus for the treatment of HMB.⁴ More than 3 million NovaSure procedures have been conducted worldwide.⁴

After treatment with NovaSure, 91% of women should expect their period to return to normal, with 96.3% of patients feeling satisfied, or very satisfied after 36 months.⁴ In addition, "40% of patients cease having a period altogether."⁴

HOLOGIC®

MJA *Insight+* opinion piece –

The hidden impact of heavy menstrual bleeding on Australian women

Author (no titles): Talat Uppal

Working headline: The hidden impact of heavy menstrual bleeding on Australian women

Blurb: The under-recognition and under-treatment of heavy menstrual bleeding leads to delayed diagnosis, impacting the lives of women across Australia.

Story:

Around 25% of women of reproductive age are afflicted by heavy menstrual bleeding (HMB) – a serious, yet treatable, medical condition ([here](#)). The age at presentation can range from adolescence to the perimenopausal phase, and HMB may occur alone, or in combination with other symptoms ([here](#)). Despite its prevalence, it is very much hidden from the public eye in Australia due to its stigma, lack of understanding, and the normalisation of its symptoms. This contributes to under-diagnosis and inadequate management of the condition.

HMB is excessive menstrual blood loss that interferes with the woman's physical, emotional, social, and material quality of life. Research suggests approximately [three-in-four](#) Australian women have experienced HMB, a quarter of whom experience heavy periods often, or always.

The research

The HMB Australian clinical care standard, released in 2017, includes eight statements that describe clinical care that a patient who experiences HMB should be offered. Six are relevant to general practitioners (GPs) ([here](#)). These statements are intended to minimise variation in the provision of HMB care, and for suitable women, encourage non-invasive treatment options first.

A survey published earlier this year has revealed a concerning lack of understanding and dialogue around menstrual health in Australia ([here](#)), and this is supported by other studies ([here](#) and [here](#)).

Nearly half of the Australian women surveyed display little to no knowledge of HMB treatments, many of whom suffer in silence, mistakenly accepting their symptoms as a normal part of womanhood ([here](#), [here](#) and [here](#)).

Menstrual health knowledge

A great deal of Australian women have inadequate knowledge of menstrual health, leaving them unsure about what is considered "normal", and when to seek medical help ([here](#), [here](#) and [here](#)).

This knowledge gap keeps women trapped in a harmful cycle of ignorance and prevents them from seeking appropriate care ([here](#), [here](#) and [here](#)).

A curious paradox may be seen as existing here, as we now live in a time when information is more readily at hand than it ever has been before. The phenomenon of 'Dr Google' is a well-known one, are where 'Australians increasingly turning to Google for assistance with medical inquiries, with more than half (54%) using the search engine at least weekly to look up medical questions and symptoms, and almost 3 in 4 (72%) saying they have at least once used Google to address their health needs instead of visiting a doctor' ([here](#)).

The challenge here is ensuring *correct and credible information* is more prominent in these searches, rather than the type that may dissuade a patient to actually seek medical help by offering non-evidence-based advice that excludes the inclusion of consulting a HCP.

For Heavy Menstrual Bleeding, sites such as Jean Hailes Organization ([here](#)), RANZCOG ([here](#)), and the Australian Commission on Safety and Quality in Healthcare ([here](#)) offer excellent patient resources, however, they may not always be easily arrived at due to the nature of how commerce influences search-term algorithms.

Stigma and embarrassment

In Australia, a recent survey showed 41% of women aged 35-52 years who have had heavy periods for between 2-5 years have endured an embarrassing experience ([here](#)).

Much like in other countries, feelings of shame and a sense of secrecy towards menstruation are also common in Australian women ([here](#) and [here](#)). Like many hygiene issues, open discourse of its particulars may not only be seen as being inappropriate to voice, but also culturally constrained.

In the article 'The ongoing taboo of menstruation in Australia' ([here](#)), an interesting idea is explored in how more effective menstrual management products has led to the belief that women in general are not impaired by their monthly cycle:

'Rather than embracing menstruation and talking openly about it, girls and women use modern products to hide their bleeding more effectively than ever.'

These negative attitudes, combined with a stigma that may promote reluctance to consider that not every woman's periods are equal may be linked to delays in accessing menstrual health information, contributing to late diagnoses.

It's always shocking to see how long women have put up with HMB prior to seeking medical care and how much this treatable condition is normalised.

Impact on quality of life

The profound impact of HMB on daily life is evident.

MJA *Insight*+ opinion piece

Symptoms like weakness (59%), bleeding-related discomfort (48%), nocturnal disruptions (34%), and compromised social, professional, athletic, or sexual lives (30%) are common ([here](#), [here](#) and [here](#)).

The resultant iron deficiency or anaemia can also be debilitating ([here](#)). Importantly, Australians who have less knowledge and control over their menstrual health tend to experience a greater negative effect on their quality of life, compared with those who are more informed ([here](#)).

Treatment-seeking behaviour

Concerningly, research reveals that even when women recognise their symptoms as abnormal and significantly impacting their quality of life, many still choose not to seek medical help ([here](#), [here](#) and [here](#)). Half of Australian women (55%) state they have never discussed their heavy periods with a medical professional and 46% of women always experiencing heavy periods have not sought treatment ([here](#)). Similarly, to not discussing heavy periods with a HCP, half of Australian women (55%) also de-prioritize their health care, the main reason being they put other family members first (73%) ([here](#)).

While clinicians are the number one trusted source of HMB information, a surprising 78% of Australian women have not visited a healthcare professional (HCP), with 40% waiting more than a year to broach the topic with their GP ([here](#)).

Recent data reveals only 46% of women aged 35-52 have been asked questions about their general menstrual health in the past 2 years ([here](#)). Moreover, only 24% of surveyed women said their GP had asked them questions specifically relating to whether they had experienced HMB in the last 2 years, reinforcing the need for "normalising conversations" about menstrual bleeding in primary practice ([here](#)).

An [analysis](#) of the Bettering the Evaluation and Care of Health (BEACH) study which utilises data from Australian general practice from 2000 to 2016, revealed an increased number of GP-patient encounters for HMB. This may have been due to heightened awareness of HMB in women who require treatment, or an increase in the diagnosis and management of HMB by GPs, or both. There is certainly need for more research into this condition and how it affects women. There is also a need for research into the how women with these conditions interact with the primary care sector.

But what can we do?

I am always reflecting at work about how to bridge this gap, and how we need heightened awareness and open conversations to change this culture of secrecy. The line between 'normal'

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and abnormal needs to be clearer to women, healthcare providers, and society in general, if we are going to create meaningful change in this HMB space.

To raise awareness around HMB and/or abnormal uterine bleeding, a public health awareness day, week, and/or month could be established, to help educate and inform the general public about these common, debilitating conditions.

Funding for awareness around HMB and abnormal uterine bleeding is crucial. While the Commonwealth government has provided substantial funding for endometriosis to date, we also need to ensure we have a holistic view on treatment pathways which both support, and are inclusive of, all women, including those living with HMB.

For a condition that affects [one-in-four Australian women \(aged 35-52\)](#), and has a tremendously negative impact on [productivity at work](#), given women will often miss work, it is a shame to see this was not a priority topic in the National Women's Health Strategy produced by the Federal Department of Health in its 10-year plan ([here](#)).

In addition, there must be more federal and state government initiatives designed to educate and train healthcare professionals (HCPs) on menstrual health, as the current strategy and funding focuses primarily on mental health in women, breast detection, and osteoporosis. Concerningly, there is currently little-to-no educational material available that addresses periods and quality of life impact on women. We need urgent acknowledgement at both federal and state health levels, as well as open conversations and public health awareness campaigns that educate women about the condition, and importantly, empower them to seek timely care.

Increased education, resources, awareness, and open conversations are crucial for timely diagnosis, effective care, and improved QoL for those affected by HMB.

For General Practitioners, just talking to women about their menstrual health can play a significant role in ensuring more cases of heavy menstrual bleeding are identified and appropriately treated. These conversations would need to include empathetic questioning and listening that navigates around any patient shame and embarrassment barriers. The current Australian Clinical Care Standards ([here](#)) on Heavy Menstrual Bleeding state a woman with heavy menstrual bleeding should be 'provided with consumer-focused information' which is also helpful in destigmatising the condition. This is where government investment can further help by building frameworks for menstrual health checks that enable resource-led productive consults on heavy menstrual bleeding.

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The under-recognition and under-treatment of HMB leads to delayed diagnosis, causing prolonged, negative impacts on women's social, and academic lives, as well as relationships and fertility.

Furthermore, we require more open conversations, especially between women and their GPs. There is currently a gap in recourse that enables conversations and makes the topic less taboo. We women can be great talkers, but should we have this condition, are we sharing it with our loved ones, our friends, and our GPs for their professional advice and support?

Dr Talat Uppal is an Obstetrician and Gynaecologist, and Founder and Director of Women's Health Road, Sydney.

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Consumer news media collateral

Campaign collateral – Media alert



MEDIA ALERT

TUESDAY, SEPTEMBER 26, 2023
FOR IMMEDIATE USE

Jana Pittman set to champion dialogue to drive diagnosis & treatment of heavy periods

**New research to break the silence on a serious,
but treatable women's health condition**

More than one-in-two Australian women aged 35-52 years grappling with abnormally long or heavy periods are yet to discuss this serious but treatable medical condition with their doctor, new research reveals.¹

To help address this public health issue, two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author and mother-of-six, Jana Pittman, 40, Sydney, will team with doctors and women nationwide tomorrow (Tuesday, September 26, 2023), to announce the new research findings and help champion dialogue, diagnosis, and treatment of heavy menstrual bleeding (HMB).

The new Australian research captures the experiences, thoughts and attitudes of 5,000 women aged 35-52 years towards this common but rarely discussed health



Campaign collateral – Media alert

MEDIA ALERT



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To help address this public health issue, two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author and mother-of-six, Jana Pittman, 40, Sydney, will team with doctors and women nationwide tomorrow (**Tuesday, September 26, 2023**), to announce the new research findings and help champion dialogue, diagnosis, and treatment of heavy menstrual bleeding (HMB).

The new Australian research captures the experiences, thoughts and attitudes of 5,000 women aged 35-52 years towards this common but rarely discussed health issue.¹ Research has shown many women are "suffering in silence" and mistakenly regarding their HMB symptoms as "normal,"^{2,3} while 92 per cent are calling for more open conversations around treating heavy periods.¹

Concerningly, embarrassment was the main reason reported for women's reluctance to seek medical help.¹

According to Jana, by not openly discussing their period health, these women are at serious risk of under-diagnosis and under-treatment,^{2,3} noting almost half (45 per cent) of the research respondents had no or limited knowledge of HMB treatments.¹

"It shouldn't be this bloody difficult. We need to be each other's village, break the silence, talk about our period health, and raise community awareness on behalf of all Australian women and girls who are living with HMB."

Feeling weak, lacking energy, having a pale appearance, being bothered by bleeding or pain, and needing to change sanitary protection every one to two hours were key HMB symptoms reported.¹



To learn more about the new Australian HMB research, and why all women and girls deserve dignity when it comes to their menstrual health, **tee up an interview with Jana, an expert, or an Aussie woman living with HMB overleaf.**

AVAILABLE FOR INTERVIEW

HMB AMBASSADOR	
Jana Pittman, 40	Two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author & mother-of-six, SYDNEY
EXPERTS	
Dr Brad Robinson	Obstetrician & Gynaecologist, Greenslopes Private Hospital, BRISBANE
Dr Talat Uppal	Obstetrician & Gynaecologist, & Founder & Director of Women's Health Road, SYDNEY
Dr Lenore Ellett	Obstetrician & Gynaecologist, & Director of Gynaecology, Mercy Hospital for Women, MELBOURNE
Dr Simona Fischer	Obstetrician & Gynaecologist, & Founding Member of Adelaide Obstetrics & Fertility, ADELAIDE
Dr Jade Acton	Specialist Gynaecologist & AGES Advanced Laparoscopic Surgeon, PERTH
PATIENT ADVOCACY REPRESENTATIVE	
Dr Sarah White	CEO, Jean Hailes for Women's Health, MELBOURNE
WOMEN LIVING WITH HMB	
Annie, 55	Women's business branding specialist, mentor & mother-to-five who battled with HMB for a decade, SYDNEY
Kama, 43	Accounting firm principal & mother-to-one grappling with HMB for the past decade, SYDNEY (VISITING ADELAIDE)
Sarah, 39	Poet & mother-to-two who wrestled with heavy menstrual bleeding for two decades, SYDNEY
Kate, 39	Physiotherapist & mother-to-two who battled anaemia for four years due to HMB, BRISBANE
Natasha, 39	Freelance copywriter & mother-to-three whose HMB triggered a severe anxiety disorder, BRISBANE
Michelle, 46	ER Nurse, Life Coach & mother-to-three who wrestled with HMB for three years, GLADSTONE
Yvonne, 49	Customer experience manager & mother-to-two who has wrestled with HMB since the age of 13, MELBOURNE
Clare, 43	Digital marketing manager, avid runner & mum who endured an emotional rollercoaster to secure a diagnosis of HMB, PERTH
DIGITAL MEDIA KIT	heavyperiodsmeki.com.au
VIDEO NEWS RELEASE	https://vimeo.com/867081408/1bfcbf15?share=copy
AUDIO NEWS GRABS	https://www.heavyperiodsmeki.com.au/anr
MEDIA CONTACTS	Kirsten Bruce & Mikaela Dalgleish, VIVA! Communications M 0401 717 566 0435 996 341 T 02 9968 3741 02 9968 1604 E kirstenbruce@vivacommunications.com.au / mikaela@vivacommunications.com.au

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1 Two Blind Mice. Heavy Menstrual Bleeding Market Research Quantitative survey with 5,000 Australian women. (2023). Available at: www.itscomfortably.au.

2 Ciccia, D., Doyle, A. K., Ng, C. H. M. & Armour, M. Indigenous Peoples' Experience and Understanding of Menstrual and Gynecological Health in Australia, Canada and New Zealand: A Scoping Review. *International Journal of Environmental Research and Public Health*, 20, 6321, (2023).
3 Armour, M. et al. Menstrual Health Literacy and Management Strategies in Young Women in Australia: A National Online Survey of Young Women Aged 13-25 Years. *J Pediatr Adolesc Gynecol*, 34, 135-143, doi:10.1016/j.jpag.2020.11.007, (2021).

Campaign collateral – NTL release



NTL MEDIA RELEASE

TUESDAY, SEPTEMBER 26, 2023
FOR IMMEDIATE USE

Jana Pittman championing dialogue to drive diagnosis & treatment of heavy periods

*New research breaking the silence on a serious,
but treatable women's health condition*

More than one-in-two Australian women aged 35-52 years grappling with abnormally long or heavy periods are yet to discuss this serious, but treatable medical condition with their doctor, new research reveals.¹

To help address this public health issue, two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author and mother-of-six, Jana Pittman, 40, Sydney, is teaming with doctors and women nationwide today, to help champion dialogue, diagnosis, and treatment of heavy menstrual bleeding (HMB).

According to Jana, HMB is a significant and often overlooked health concern affecting Australian women.

The new Australian research involving 5,000 women aged 35-52 years reveals three-in-four (72 per cent) have experienced heavy periods, 28 per cent of whom experience heavy periods often and always.¹ Many of these women are "suffering in silence", and mistakenly accepting their symptoms as a normal part of being a woman.²⁻⁴

"By not openly discussing their period health, these women are at serious risk of under-diagnosis and under-treatment, ^{2,3} noting almost half (45 per cent) of the research respondents had no, or limited knowledge of HMB treatments,"¹ said Jana.

"It shouldn't be this "bloody difficult".

Campaign collateral – NTL release



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According to Jana, HMB is a significant and often overlooked health concern affecting Australian women.

The new Australian research involving 5,000 women aged 35-52 years reveals three-in-four (72 per cent) have experienced heavy periods, 28 per cent of whom experience heavy periods often and always.¹ Many of these women are "suffering in silence", and mistakenly accepting their symptoms as a normal part of being a woman.^{2,4}

"By not openly discussing their period health, these women are at serious risk of under-diagnosis and under-treatment,"^{2,3} noting almost half (45 per cent) of the research respondents had no, or limited knowledge of HMB treatments,¹ said Jana.

"It shouldn't be this 'bloody difficult'".

"We need to be each other's village, break the silence, talk about our period health, and raise community awareness on behalf of all Australian women and girls who are living with HMB," Jana said.

"All women and girls deserve dignity when it comes to their menstrual health. This means feeling in control of their bodies, and their bleeding.

"So many girls miss days of school with HMB and sadly, when they grow up, many continue to suffer in silence," said Jana.

"I've watched my patients and friends struggle immensely with heavy periods. They often unnecessarily suffer in silence and miss out on life. It's not okay to miss out on life due to your period.

"If you, a family member, or a friend are experiencing symptoms of HMB, get help. See your GP or a gynaecologist without delay," Jana said.

Importantly, Australians who have less knowledge of, and subsequent ability to manage their menstrual health, tend to experience a lower quality of life compared with those who are better informed.^{2,3}

HMB involves abnormally heavy, or long menstrual periods that compromise physical, emotional, social and daily activities, occurring alone or with other symptoms.⁵

Key symptoms of HMB reported by Australian women include feeling weak, lacking energy, having a pale appearance (59 per cent), being bothered by bleeding or pain (48 per cent), and needing to change pads or tampons every one to two hours (42 per cent).¹

Many Australian women have limited knowledge of menstrual health and when to seek medical help, explained Obstetrician and Gynaecologist Specialist and Founder and Director of Women's Health Road, Dr Talat Uppal, Sydney.

"Many women are unaware of what a normal period entails, including typical menstrual length, volume of blood loss, symptoms, and management options available."^{2,3}

"This lack of understanding and control over their periods means many women accept their HMB symptoms as normal, which ultimately delays their diagnosis,"² Dr Uppal said.

"These delays can cause women to needlessly endure the negative effects of HMB on many aspects of their lives, including their relationships, academic performance, work and fertility for an extended period of time."^{2,3}

Even when Australian women do recognise their symptoms as abnormal, and to be compromising their quality of life, many still choose not to seek help,^{1,3,6} noting 55 per cent of respondents are yet to speak with their GP about their menstrual health.¹ One-in-two respondents affected by heavy periods de-prioritise their own healthcare needs, while concerning, less than a quarter (22 per cent) of the research respondents have undergone treatment.¹

Treatment options for HMB include hormonal therapies, non-hormonal medications, slow hormone-releasing intrauterine devices (IUDs), removing the inner lining of the uterus (endometrial ablation), and surgically removing the uterus (hysterectomy).^{5,7}

The minimally invasive procedure, endometrial ablation, involves the use of heat to remove the uterine lining, to help reduce or stop menstrual bleeding.⁸

The new research found the main reason for women's reluctance to seek professional help is embarrassment, with 69 per cent of women with heavy periods reporting "embarrassing experiences", and the false belief that HMB simply comes with the territory of being a woman.¹ Women with persistently heavy periods most commonly described the condition as "depressing and miserable," and an overwhelming 92 per cent called for more open conversations around treating heavy periods.¹

Annie, 55, Sydney, endured severe cramps, iron deficiency, and exhaustion for a decade, mistakenly thinking they were normal period symptoms.

"I thought HMB was something I had to deal with. I was super busy, prioritising my business, and caring for my family, and chose not to prioritise my own health.

"I felt physically drained, iron deficient, and made regular visits to the bathroom to change sanitary protection, which made training for my ultra trails exceptionally challenging," said Annie.

"It was only when I was severely cramping one day, hurled over in pain, and unable to stand up, that I finally realised what I was going through wasn't normal."

According to CEO of Jean Hailes for Women's Health, Dr Sarah White, Melbourne, Australian women need to start engaging in conversations around menstrual health, to raise awareness of HMB as a treatable medical condition.

"Much like women in other countries around the world, many Australian women shy away from discussing their periods."^{1,3}

"Removing the taboos around discussing periods will help women know what's normal and what's not, and to search out information on menstrual health. That will help women get earlier diagnoses and earlier treatment, so that no one is experiencing the unnecessary physical pain and stress associated with HMB,"^{2,3} Dr White said.

Should you suspect you or a loved one are living with HMB, visit your doctor without delay.

For more information about HMB and treatment options, head to livecomfortably.com.au.

About the new Australian HMB research

Hologic commissioned a national online survey of 5,000 Australian women aged 35-52 years in February 2023, to capture their experiences, thoughts, and attitudes towards a common, but rarely discussed health issue — HMB. The research determined HMB remains a taboo topic, both worldwide, and in Australia, thereby preventing open discussions, and leading to poor menstrual health understanding and, therefore, consequences to women's health.^{1,4}

Campaign collateral – NTL release

About Hologic

Hologic Inc. is a global medical technology innovator focused on improving the health and well-being of women, their families, and communities through early detection and treatment. Its advancements include invention of the world's first commercial 3D mammography system to find breast cancer earlier; leadership in testing for cervical cancer, sexually transmitted infections, and respiratory illnesses; and minimally invasive surgical technologies for uterine fibroids, abnormal uterine bleeding, and paediatric procedures.

The company also champions women through the [Hologic Global Women's Health Index](#), which provides a science-backed data framework for improving women's well-being.

Forward-Looking Statements

This news release may contain forward-looking information that involves risks and uncertainties, including statements about the use of Hologic products. There can be no assurance these products will achieve the benefits described herein or that such benefits will be replicated in any particular manner with respect to an individual patient, as the actual effect of the use of the products can only be determined on a case-by-case basis. In addition, there can be no assurance that these products will be commercially successful or achieve any expected level of sales. Hologic expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any such statements presented herein to reflect any change in expectations or any change in events, conditions, or circumstances on which any such data or statements are based.

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Available for interview

HMB AMBASSADOR	
Jana Pittman, 40	Two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author and mother-of-six, SYDNEY
EXPERTS	
Dr Talat Uppal	Obstetrician & Gynaecologist, & Founder & Director of Women's Health Road, SYDNEY
Dr Lenore Ellett	Obstetrician & Gynaecologist, & Director of Gynaecology, Mercy Hospital for Women, MELBOURNE
Dr Brad Robinson	Obstetrician & Gynaecologist, Greenslopes Private Hospital, BRISBANE
Dr Simona Fisher	Obstetrician & Gynaecologist, & Founding Member of Adelaide Obstetrics & Fertility, ADELAIDE
Dr Jade Acton	Specialist Gynecologist & AGES Advanced Laparoscopic Surgeon, PERTH
PATIENT ADVOCACY REPRESENTATIVE	
Dr Sarah White	CEO, Jean Hailes for Women's Health, MELBOURNE
WOMEN LIVING WITH HMB	
Annie, 55	Women's business branding specialist, mentor & mother-to-five who battled with HMB for a decade, SYDNEY
Kama, 43	Accounting firm principal & mother-to-one grappling with HMB for the past decade, SYDNEY (IN ADELAIDE ON LAUNCH DAY)
Sarah, 39	Poet & mother-to-two who wrestled with HMB for two decades, SYDNEY
Yvonne, 49	Customer experience manager & mother-to-two who has wrestled with HMB since the age of 13, MELBOURNE
Kate, 39	Physiotherapist & mother-to-two who battled anaemia for four years due to HMB, BRISBANE
Natasha, 39	Freelance copywriter & mother-to-three whose HMB triggered a severe anxiety disorder, BRISBANE
Michelle, 46	ER Nurse, Life Coach & mother-to-three who wrestled with HMB for three years, GLADSTONE
Clare, 43	Digital marketing manager, avid runner & mum who endured an emotional rollercoaster to secure a diagnosis of HMB, PERTH
DIGITAL MEDIA KIT	www.heavyperiodsmekiakit.com.au
VIDEO NEWS RELEASE	https://www.heavyperiodsmekiakit.com.au/vnr-1
AUDIO NEWS GRABS	https://www.heavyperiodsmekiakit.com.au/anr

Campaign collateral – State-specific media releases

VIC MEDIA RELEASE



**TUESDAY, SEPTEMBER 26, 2023
FOR IMMEDIATE USE**

Jana Pittman championing dialogue to drive diagnosis & treatment of heavy periods

*New research breaking the silence on a serious,
but treatable women's health condition*

More than one-in-two Australian women aged 35-52 years grappling with abnormally long or heavy periods are yet to discuss this serious, but treatable medical condition with their doctor, new research reveals.¹

To help address this public health issue, two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author and mother-of-six, Jana Pittman, 40, Sydney, is teaming with doctors and women nationwide today, to help champion dialogue, diagnosis, and treatment of heavy menstrual bleeding (HMB).

According to Jana, HMB is a significant and often overlooked health concern affecting Australian women.

The new Australian research involving 5,000 women aged 35-52 years reveals three-in-four (72 per cent) have experienced heavy periods, 28 per cent of whom experience heavy periods often and always.¹ Many of these women are "suffering in silence", and mistakenly accepting their symptoms as a normal part of being a woman.²⁻⁴

"By not openly discussing their period health, these women are at serious risk of under-diagnosis and under-treatment, ^{2,3} noting almost half (45 per cent) of the research respondents had no, or limited knowledge of HMB treatments,"¹ said Jana.



QLD MEDIA RELEASE

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Campaign collateral – State specific media release



SA MEDIA RELEASE

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FOR IMMEDIATE USE

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WA MEDIA RELEASE

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Campaign collateral – Radio media release



PLEASE DOWNLOAD BROADCAST QUALITY RADIO GRABS HERE:

<https://www.heavyperiodsmekiakit.com.au/anr>

RADIO RELEASE

TUESDAY, SEPTEMBER 26, 2023
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Campaign collateral – Disease backgrounder

CONSUMER BACKGROUNDER

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

About Heavy Menstrual Bleeding (HMB)

About Heavy Menstrual Bleeding

- Heavy Menstrual Bleeding or 'HMB' is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹
- In Australia, HMB is defined as excessive blood loss during a period that compromises physical, emotional, social, and daily activities, occurring alone, or with other symptoms.^{2,3}
- The menstrual cycle or a "period" is a natural, hormone-regulated process occurring roughly every month, lasting between three and seven days.⁴
- During a period, the lining of the uterus (endometrium) sheds, which presents as bleeding through the vagina.⁴



Campaign collateral – Disease backgrounder

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- During a period, the lining of the uterus (endometrium) sheds, which presents as bleeding through the vagina.⁴



Symptoms

- It can be difficult to measure whether a period is normal or otherwise. Given periods are individual, someone who has always had a heavy period may consider their experience of HMB to be normal.³
- Common HMB symptoms reported by Australian women include:
 - feeling weak, lacking energy, or pale appearance (59 per cent);
 - being bothered by bleeding and pain (48 per cent); and
 - needing to change pads/tampons every one to two hours (42 per cent).⁵
- Other key symptoms of HMB include:^{1,3}
 - Losing more than five to six tablespoons of blood each period;
 - Bleeding for more than seven days;
 - Passing blood clots larger than a 50-cent coin;
 - Bleeding through clothing;
 - Iron deficiency; and
 - Pain or cramping in the pelvic region.

Causes and risk factors

- Many different factors can contribute to HMB, including:^{3,6}
 - Hormonal imbalances: Fluctuations in the levels of two important hormones, oestrogen and progesterone, can disrupt the menstrual cycle;
 - Blood clotting conditions, such as Willebrand disease, or platelet function disorders;
 - Pre-existing conditions, such as pelvic inflammatory disease, an underactive thyroid, or structural differences in the uterus, including abnormal growths (e.g., polyps and fibroids).

Impact on quality of life

- Social, professional, athletic, or sex life is compromised in one-in-three Australian women experiencing HMB.⁵
- Due to the pain and bleeding associated with HMB, women often miss work or school, and avoid social activities.^{5,7,8}
- Intimate relationships may also be affected due to HMB, as lack of libido and prolonged bleeding can compromise sexual activity.⁸
- HMB can take a toll on a woman's emotional well-being, causing anxiety, low mood, and lack of confidence.⁸ Embarrassment, stigma, and pressure to hide their HMB further compound the issue.^{5,8}

Diagnosis

- The first point of contact for those experiencing HMB is usually a GP,⁵ who assesses symptoms, medical history, effect on quality of life, and may perform a physical examination.¹
- Pregnancy and blood tests are also performed to rule out pregnancy, iron deficiency and anaemia.²

Management and treatment

- In Australia, one-in-four women aged 35-52 years will experience HMB, only a quarter of whom undertake treatment.⁵
- Concerningly, one-in-two Australian women who experience HMB have never spoken to a medical professional about their heavy periods, while only one-in-three of those who do visit a medical professional for help, are satisfied with their discussion.⁵
- HMB treatment options have evolved with IUDs and minimally invasive surgical procedures, such as endometrial ablation, reducing the need for hysterectomies (surgical removal of the uterus).²
- While a hysterectomy is still an option to address HMB, it is not the first choice due to less invasive alternatives, resulting in a global decline in hysterectomy rates since the 1990s.²
- Australia nonetheless, continues to rank third highest in the Organisation for Economic Co-operation and Development (OECD) for unnecessary hysterectomies to treat HMB.²
- The five main treatment options for HMB are:^{1,3}
 - Hormonal treatments, including pharmaceuticals and intra-uterine devices that mimic hormones, reducing bleeding;
 - Non-hormonal medications, such as tranexamic acid and anti-inflammatory painkillers, that decrease blood flow, thereby reducing cramping and pain;
 - A slow hormone-releasing (levonorgestrel) intrauterine device (IUD), which thins the lining of the uterus, acting as a contraceptive and reducing menstrual blood loss;⁹
 - Endometrial ablation, where heat is used to destroy the uterine lining; and
 - Hysterectomy.



To learn more about HMB, head to: www.livecomfortably.com.au

ends#

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Campaign collateral – Collated research backgrounder

RESEARCH BACKGROUND

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Summary of Recent Heavy Menstrual Bleeding (HMB) Research in Australia

Research findings

Despite a quarter of the world's population menstruating,¹ heavy menstrual bleeding (HMB) is still a taboo topic, both worldwide and in Australia, preventing open discussions, and leading to poor menstrual health understanding and, therefore, consequences to women's health.^{1,2}

This summary highlights the recent research on HMB and menstrual health in Australia, revealing **the combination of low menstrual health understanding and the normalisation of heavy menstrual bleeding and its associated symptoms, may result in a serious risk of under-diagnosis and under-treatment.**²

Australia's understanding of "normal" menstrual health

Research published this year shows Australians have difficulty discussing menstrual health across age groups and ethnic backgrounds.^{1,3} However, this lack of open dialogue is costing us, as many Australian women do not understand what constitutes a normal period.¹ Almost half (45 per cent) of Australian women reported no, or limited knowledge of treatments for HMB.³



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Importantly, **Australians who have less knowledge and control over their menstrual health tend to experience a greater negative effect on their quality of life, compared with those who are more informed.**^{1,2}

These effects can include not participating in everyday activities; depression, and a compromised social life, academic and work performance, fertility, and relationships.^{3,5}

Key indicators of poor menstrual health knowledge include not understanding:^{1,2}

- the length of a normal period;
- normal volume of blood loss during each period;
- normal period pain and symptoms; and
- available period management products.

Many Australian women have inadequate knowledge of menstrual health, leaving many unsure about what is considered "normal", and when to seek medical help. This knowledge gap keeps women trapped in a harmful cycle of ignorance, and prevents them from seeking appropriate treatment.

Stigma and embarrassment

Much like other countries, feelings of shame and a sense of secrecy towards menstruation are common in Australian women. These negative attitudes are linked to delays in accessing, or completely avoiding menstrual health information, contributing to late diagnoses.¹



Reluctance to seek professional help

Concerningly, research reveals even when women recognise their symptoms as abnormal, and significantly affecting their quality of life, many still choose not to seek medical help.^{1,3,4}

Half of Australian women living with HMB (55 per cent) have never discussed their heavy periods with a medical professional.³ In Australia, due to embarrassment, and the false belief that their HMB comes with the territory of being a woman, less than a quarter of HMB-affected women (22 per cent) undergo treatment.³

This may be also due, in part, to the widely accepted idea that having to endure menstrual symptoms, even if severe, is a normal part of womanhood.²

Under-diagnosis and under-treatment



Normalising heavy menstrual bleeding and its symptoms, combined with limited understanding and stigma surrounding menstrual health, leads to delays in seeking help, and subsequently, delayed diagnoses.^{1,2}

These delays can result in women unnecessarily enduring the negative effects of HMB on their social life, academic performance, work, fertility, and sexual relationships for extended periods of time.^{1,2}

Effective treatment programs may also be overlooked due to the lack of timely diagnosis.^{1,2}

ends#

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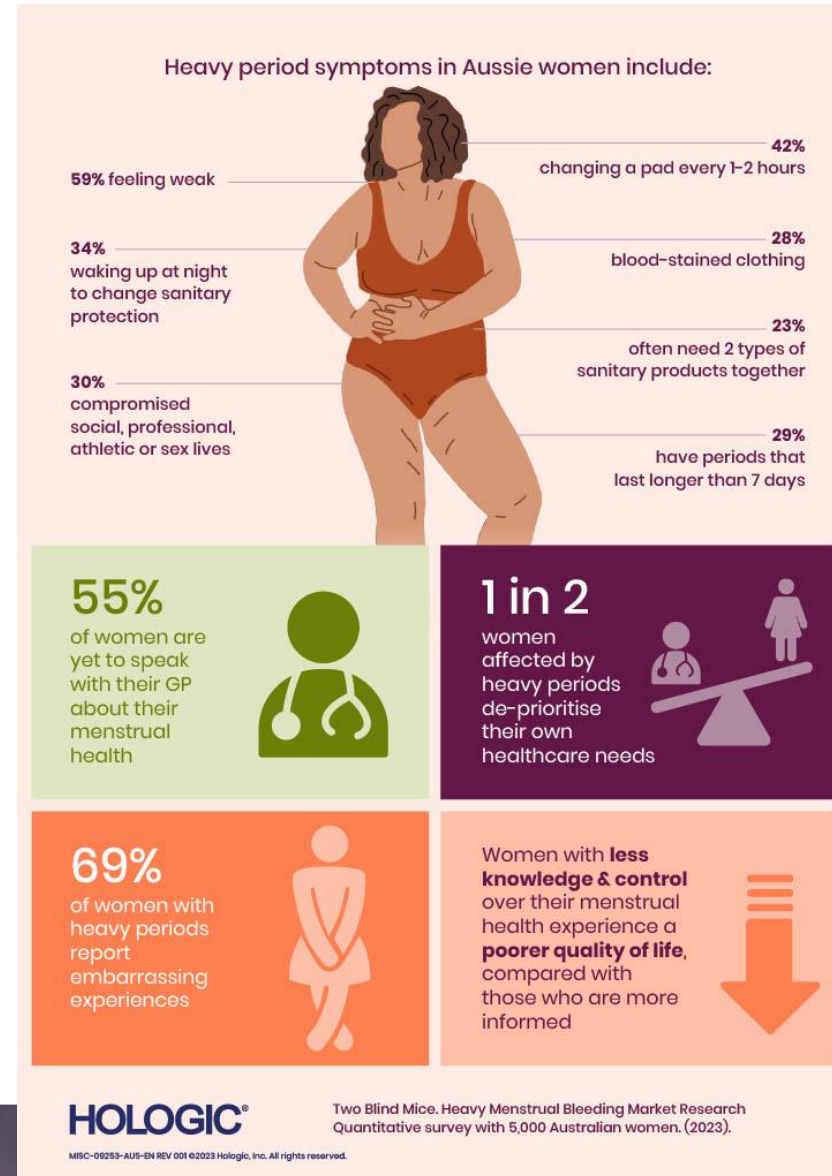
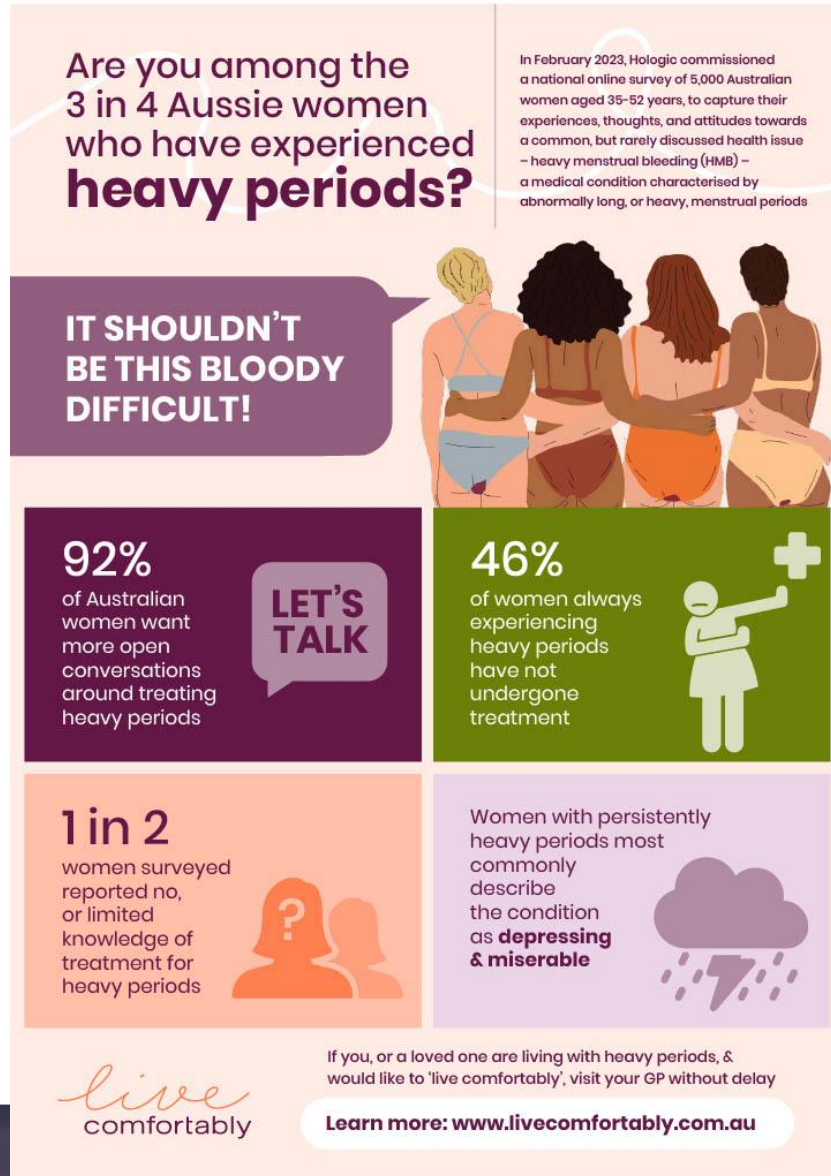
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Campaign collateral – Consumer infographic



Campaign collateral – Jana Pittman profile (celebrity influencer)

AMBASSADOR PROFILE

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Jana Pittman

Two-time athletics World Champion & four-time Commonwealth Champion, women's health doctor, author & mother-of-six, **SYDNEY**

Jana Pittman, 40, is a two-times athletics World Champion, a four-times Commonwealth Champion, a women's health doctor, author, and mother-of-six.

In 2000, Jana made history, becoming the **first woman to win both the 400m flat and hurdles at any World Athletics or International Olympic Committee championship after competing in Chile's World Junior Championship.** She is among the few athletes to have won a World Championship at an athletic event at youth, junior, and senior levels.

Jana went on to **clinch gold in the World Championships 400 metre hurdles, in 2003 and 2007, respectively. She also won four gold medals in the Commonwealth Games 400m hurdles and the 4x400m relay in 2002, and 2006.**

After retiring from athletics in 2012, Jana chose to pursue **bobsledding, acting as a brakeswoman for Australian pilot,**



Campaign collateral – Jana Pittman profile

AMBASSADOR PROFILE

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

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After retiring from athletics in 2012, Jana chose to pursue bobsledding, acting as a brakewoman for Australian pilot,



Astrid Radjenovic. The pair successfully scored Australia's best World Cup finish in seventh place during the Altenburg Bobsleigh World Cup in January 2013. Jana next competed with Radjenovic at the Sochi Winter Olympics in 2014, and by doing so, became the first woman to represent Australia in both the Summer and Winter Olympic Games.

Following her sporting career, Jana elected to pursue a new career in medicine.

She graduated with a Bachelor of Medicine and Surgery from Western Sydney University (WSU) in 2019, and a Master of Reproductive Medicine from the University of New South Wales (UNSW) in 2021. She is currently undertaking a PhD in uterus transplant at UNSW, and has just qualified as a Gynaecology Registrar.

Jana appeared in the second season of the reality television show, SAS Australia, and starred in an episode of Australian Story, titled 'The Last Hurdle', in 2021. She further competed in the seventh season of 'The Amazing Race Australia' with her son, Cornelis, in 2023.



Jana has authored two autobiographies – 'Just Another Hurdle', and 'Enough' – reflecting on the various highs and lows of her life journey to date, and currently authors a monthly column for New Idea magazine.



Since her athletic career, Jana has spoken openly about heavy menstrual bleeding (HMB), and has been instrumental in challenging the shame and stigma surrounding periods for female athletes, which has also prevented many women from participating in sport. She has further shared how her fear and anxiety of leaking during her period, compromised her concentration on the track.

Today, Jana is championing dialogue on HMB, to drive diagnosis and effective treatment.

"I have regularly experienced heavy, irregular menstrual bleeding. My periods often catch me by surprise, and tend to be very heavy during the first few days," said Jana.

Jana has further witnessed the profound affect of HMB on her patients, and her friends' quality of life, which has fuelled her ongoing commitment to generating awareness, and understanding of this serious, but treatable, health condition.

"We need to be each other's village, and to break the silence, talk about our period health, and raise community awareness on behalf of all of the Australian women and girls who are living with HMB.

"I've watched my patients and friends struggle immensely with their HMB. They often unnecessarily suffer in silence, and miss out on life," Jana said.

"HMB is not a normal part of being a woman.¹ It's not okay to miss out on life due to your period.

"All women and girls deserve dignity when it comes to their menstrual health. They deserve to feel in control of their bodies, and their bleeding," Jana said.

"Importantly, if you, a family member, or friend are experiencing symptoms of HMB, get help. See your GP or a gynaecologist without delay."

To learn more about HMB, head to www.livecomfortably.com.au.

ends#

To coordinate an interview with Jana Pittman, please contact:

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Reference

1. Two Blind Mice, Heavy Menstrual Bleeding Market Research Quantitative survey with Australian women. (2023). Available at: www.livecomfortably.au.

Campaign collateral – Jana Pittman social media posts

Jana Pittman social media post for Instagram x1

– Please leverage on Launch Day (Tuesday 26th September)

Have you ever experienced heavy menstrual bleeding (HMB)?

HMB is excessive blood loss during your period which impacts your quality of life.

An estimated **three-in-four** Australian women have experienced HMB and one-in-four do so often or always. Yet only a small proportion of these women seek help and treatment, according to a new survey of 5,000 Australian women aged 32-52 years.

HMB is a topic close to my ❤️. During my twenties, I had extremely heavy periods. During the first two-to-three days of my period, I would regularly bleed through my clothes. It was embarrassing, but I didn't realise it was abnormal at the time, because no one spoke about it.

Although uncomfortable, I never let my periods stop me from competing.

I wanted to prove I could compete with my period, but worried a lot about bleeding when competing, often in front of a hundred thousand people.

Alarming, **46% of women who experience HMB** are yet to seek treatment or speak to anyone about it. We really need to educate women to better understand their bodies, and to teach them the difference between normal and HMB bleeding, and how to quantify it.

Sadly, menstrual cycles are stigmatised, considered unhygienic and dirty. We need to break the taboo to encourage normality around periods, so our boys and girls understand when growing up, that it's a normal process of life.

Much like thousands of women worldwide, many Australian women shy away from discussing their periods. We want our women to feel comfortable enough to discuss their menstrual health, and seek treatment with their GP, especially if their bleeding is impacting their life, because effective treatment is available.

Stand with me to raise awareness and generate conversations about heavy menstrual bleeding!

To learn more, head to: www.livecomfortably.com.au

#heavymenstrualbleeding #HMB #heavymenstrualbleedingawareness #awareness
#menstrualhealth #womenshealthambassador #womenshealth #periods
#livecomfortably

If you could use your piece to camera for this post on the day!

Jana Pittman social media post for Facebook x2

– Please leverage on Launch Day (Tuesday 26th September)

Have you experienced heavy menstrual bleeding (HMB)?

HMB involves excessive blood loss during your period which dramatically affects your quality of life.

Did you know an estimated **three-in-four** Aussie women have experienced HMB? And one-in-four do so often or always. However, only a small proportion of these women seek help and treatment, according to a new survey of 5,000 women aged 32-52 years.

HMB is a topic close to my ❤️. During my 20s, I often struggled with HMB during the first few days of my period, regularly bleeding through my clothes. I used to worry about it a lot, especially when I was competing.

But I never let my heavy periods stop me from competing. Other girls I knew, chose to stop all forms of sport when they had their period.

I never knew my periods were abnormal for a really long time, because we women don't tend to talk openly about this topic. It's not something that comes up over ☺️!

Alarming, **46% of women who experience heavy periods** are yet to seek treatment or speak to anyone about it. This is because women don't realise their HMB is abnormal, and think it comes with the territory of being a woman.

Sadly, menstrual cycles are stigmatised, considered unhygienic, and dirty. Sadly, people don't see periods as a natural and beautiful part of being a woman, and necessary to preparing the womb for a baby.

As women, we need to prioritise our health, and listen to our bodies. We should feel comfortable discussing our periods and visit our GP for advice if we suspect our bleeding is abnormal and its impacting our quality of life, because effective treatment is available.

Today I urge you to stand with me, to raise awareness and generate conversations about HMB!

To learn more, head to: www.livecomfortably.com.au

#heavymenstrualbleeding #HMB #periods #heavymenstrualbleedingawareness
#awareness #menstrualhealth #womenshealthambassador #womenshealth
#periodpower #periodtalk #livecomfortably

If you could use your piece to camera for this post on the day!

Jana Pittman social media post for Instagram x2

Instagram:

I've achieved many things in my life to date – becoming an Olympian, a mother to my 6 beautiful, wonderful kids, and most recently, becoming a doctor.

My goal now is being an advocate for women's health.

I want women to get the best out of their lives, and that starts with prioritising their own health so they can then better support others.

How many of you have experienced heavy menstrual bleeding, and how many of you have spoken to your GP about it?

I was one of those women who thought my periods were normal, because it's not a conversation that you speak about with your friends or family. Most of my adult life, I thought my periods were normal, despite going through a crazy number of menstrual products.

Isn't it strange that we experience heavy bleeding, embarrassment, and worry a lot about our periods, but don't question whether our periods are normal?

What's normal? What's abnormal?

Having heavy periods is not a normal part of being a woman. It's not something we need to 'put up with' as women. There are treatments available and you don't need to suffer in silence.

Let's help women, help themselves by spreading awareness of heavy periods.

If you think your periods are abnormal and are causing impact to your life, see your GP and take control of your periods! So you can live more comfortably.

To learn more, head to: www.livecomfortably.com.au

#womenshealth #heavybleeding #heavyperiods #normalbleeding
#womenshealthambassador #raiseawareness #periodpower #periodtalk
#livecomfortably



Campaign collateral – Jana Pittman social media posts

Jana Pittman social media post for Facebook x2

Facebook:

During my lifetime, I've achieved many things – becoming an Olympian, a mother to my 6 beautiful kids, and more recently, becoming a doctor.

My goal now is being an advocate for women's health.

Women need to start prioritising themselves, including their own health, before prioritising others.

I want women to get the best out of their lives, and that starts with prioritising their own health so they can better support others.

How many of you have experienced heavy menstrual bleeding, and how many of you have spoken to your GP about it?

How many of you feel comfortable enough to talk to your GP about it?

Heavy menstrual bleeding is something I struggled with for most of my adult life. I thought my periods were normal, even when going through a crazy number of menstrual products. As women, we don't talk enough about our periods. It's not an easy conversation for most.

Isn't it strange that we experience heavy bleeding, embarrassment, and worry a lot about our periods, but don't question whether our periods are normal?

Heavy periods are not a **normal** part of being a woman. There are effective treatments available for every woman, so there is no need to suffer in silence, or simply put up with it.

It's time we generate more conversation about periods and spread awareness of heavy periods.

If you suspect you are bleeding more than 'normal' or your periods are impacting your quality of life, visit your GP and ask for a treatment option that may be suitable for you.

To learn more, head to: www.livecomfortably.com.au

#womenshealth #heavyperiods #womenshealthambassador #normalbleeding #awareness #periodtalk #periodpower #livecomfortably



Jana Pittman social media post for Instagram x4 –

Please feel free to use any of the tiles at the bottom of this document as swipe images on an Instagram post.

Instagram

Today I'd like to take a moment to express my appreciation for all women.

We females tend to be the unsung heroes. We represent 51% of the AUS population, work incredibly hard, and regularly put the needs of others before our own.

Too often, so many women downplay their health issues and put on a brave face, we need to speak up.

According to a new survey involving 5,000 women aged 32-52 years, 3-in-4 Aussie women have experienced heavy menstrual bleeding.

Are you one of these women?

Admittedly, I was one of these women for much of my adult life. I would regularly bleed through my clothes during the first few days of my period.

Let me ask you... Do you know what a normal period is? Do you know how to quantify heavy menstrual bleeding?

As women, we're not always great at prioritising our own health, particularly our menstrual health.

But this needs to change.

It's time that we raise awareness of this common, and serious health condition, and normalise period talk with our friends, our GPs, and the broader community.

Effective treatment options are available for heavy menstrual bleeding, so be sure to discuss them with your doctor today.

#heavyperiods #heavymenstrualbleeding #periods #womenshealth #women #periodproblems #periodtalk #periodpower #livecomfortably



Jana Pittman social media post for Facebook x4

Did you know... **three-in-four** Aussie women have experienced heavy menstrual bleeding regularly, according to a new survey of 5,000 women aged 32-52 years?

Are you one of these women?

Admittedly, I was one of these women for much of my adult life. I would regularly bleed through my clothes during the first few days of my period.

During my professional athletics career, I was constantly lethargic, and anaemic, which my heavy periods largely contributed to.

For how long have you believed your heavy bleeding is normal and just part of being a woman?

And what is normal?

How do we quantify the volume of blood loss associated with heavy menstrual bleeding?

As women, we're not always great at prioritising our own health, particularly our menstrual health.

But this needs to change.

We need to break the taboo around periods, and to discuss our menstrual cycles with our GP if we suspect we have an issue.

This new Aussie research reinforces just how serious an issue heavy menstrual bleeding is for women.

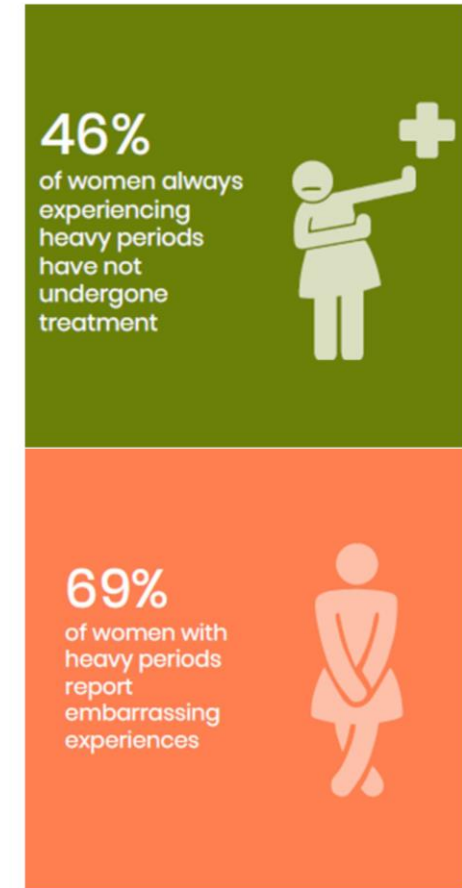
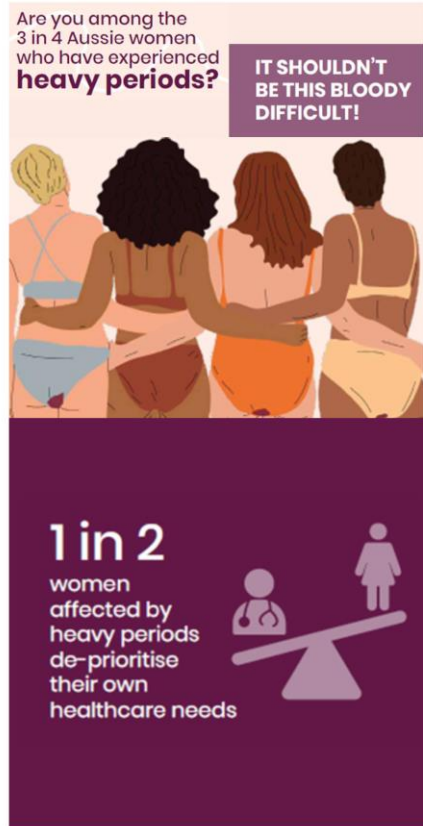
It's time that we raise awareness of this common, and serious health issue, and normalise period talk with our friends, our GPs, and the broader community.

Effective treatment options are available for heavy menstrual bleeding, so be sure to discuss them with your doctor today.

#heavyperiods #heavymenstrualbleeding #periods #womenshealth #women #periodproblems #periodtalk #periodpower #livecomfortably



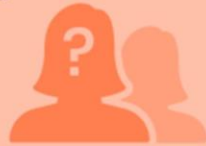
Campaign collateral – Jana Pittman social media posts



Campaign collateral – Jana Pittman social media posts

1 in 2

women surveyed
reported no,
or limited
knowledge of
treatment for
heavy periods



Women with **less
knowledge & control**
over their menstrual
health experience a
poorer quality of life,
compared with
those who are more
informed



92%

of Australian
women want
more open
conversations
around treating
heavy periods



live
comfortably

If you, or a loved one are living with heavy periods, &
would like to 'live comfortably', visit your GP without delay

Learn more: www.livecomfortably.com.au

In February 2023, Hologic commissioned
a national online survey of 5,000 Australian
women aged 35-52 years, to capture their
experiences, thoughts, and attitudes towards
a common, but rarely discussed health issue
– heavy menstrual bleeding (HMB) –
a medical condition characterised by
abnormally long, or heavy, menstrual periods

HOLOGIC Two Blind Mice. Heavy Menstrual Bleeding Market Research
Quantitative survey with 5,000 Australian women. (2023).

Campaign collateral – Expert profiles

EXPERT PROFILE

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Dr Brad Robinson

MBBS, FRANZCOG, MMed, BBus, Grad Dip Comms
Obstetrician-Gynaecologist, Greenslopes Private Hospital, **BRISBANE**

Dr Brad Robinson is an Obstetrician and Gynaecologist at Greenslopes Private Hospital in Brisbane. Dr Robinson is also engaged with the online community, and is a media commentator, making regular appearances on local radio and online news media.

Dr Robinson attained his Bachelor of Medicine, Bachelor of Surgery (MBBS) in 1994 from the University of Queensland (UQ), Brisbane.

After completing his specialist training in obstetrics and gynaecology, he undertook two years of specialised gynaecology training in Adelaide, dedicated to urogynaecology and advanced laparoscopic surgery.

During this time, Dr Robinson achieved his Masters in Reproductive Medicine at the University of New South Wales (UNSW), Sydney. This armed him with specialised knowledge in managing infertility in couples, menopause, and polycystic ovarian syndrome (PCOS).

In 2009, Dr Robinson was awarded the prestigious Crown Street Medal for the best original research by a Registrar or Fellow for his study into the detection of threatened pre-term labour.

Dr Brad Robinson's research interests include advanced laparoscopic surgical procedures, pelvic organ prolapse, and urinary incompetence. He aims to offer his patients the most minimally invasive treatments possible.

He also regularly contributes to popular websites, such as Mamamia and Newbornbaby.com.au, and frequently appears on 97.3FM. On these media platforms, Dr Robinson shares his passion for pregnancy and women's health issues.

"New research shows that one in two Australian women have very little knowledge, or no knowledge of what they can do to treat heavy menstrual bleeding.

"Women are not having the conversations that they should be having with their GP or healthcare provider. If women don't know what the symptoms of heavy menstrual bleeding are, then they're really not empowered to be able to seek treatment," said Dr Robinson.

"I think the time has come when we should lift the veil. We should expose heavy menstrual bleeding for the problem that it is, and we should help women to stop suffering in silence."

ends#

To coordinate an interview with Dr Brad Robinson, please contact:

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EXPERT PROFILE

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Dr Talat Uppal

MBBS, FRANZCOG, DDU, FAAQHC, FACHSM
Obstetrician & Gynaecologist, &
Founder & Director of Women's Health Road, **SYDNEY**

Dr Talat Uppal is an Obstetrician and Gynaecologist who works at the Northern Beaches and Hornsby Ku-rin-gai Hospitals, Sydney, as a Visiting Medical Officer (VMO).

Dr Uppal is formally trained in ultrasound, having obtained her DDU sonographic qualification in 2010. She is also a Clinical Senior Lecturer in Obstetrics and Gynaecology at Macquarie University.

Dr Talat Uppal has held positions as the Senior Obstetrics Staff Specialist and Clinical Director of Women's, Children & Family Health at Manly and Mona Vale Hospitals, respectively. She is also a past Chair of both the NSW State Reference Committee and NSW Royal Australian and New Zealand College of Obstetricians and Gynaecologists (RANZCOG) Education sub-committee.

Dr Uppal is passionate about women's health. She is the Founder and Director of Women's Health Road – an innovative, digitally integrated, multidisciplinary obstetrics and gynaecology centre. She is a Fellow of the Australian Association for Quality in Health Care, and a Fellow of the Australasian College of Health Service Management. She is a past coordinator of the RANZCOG Diploma OSCE examination, as her special clinical education interest lies in supporting the role of General Practitioners within women's health. She is also a RANZCOG media spokesperson.

"Heavy menstrual bleeding is a common condition and is really a problem with many solutions, and I encourage women to proactively seek medical care, for such a fixable issue.

"I consider it one of the biggest energy vampires robbing women of their quality of life. I constantly hear regret as to why some of the best years of life were compromised for want of not knowing about the various treatments available or inertia to seek help in a timely way," said Dr Uppal.

"Please see your general practitioner or a gynaecologist for assistance, and do not live with this anymore. It is our job to understand your individual philosophy and management preferences to work towards a solution for Heavy Menstrual Bleeding/HMB. Let's have the much-needed conversations so this no longer remain a hidden issue."

ends#

To coordinate an interview with Dr Talat Uppal, please contact:

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EXPERT PROFILE

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Dr Lenore Ellett

MBBS (Hons), FRACGP, FRANZCOG, AGES
Obstetrician & Gynaecologist, & Director of Gynaecology,
Mercy Hospital for Women, **MELBOURNE**

Dr Lenore Ellett is Director of Gynaecology, at Mercy Hospital for Women.

Dr Ellett completed her Bachelor of Medicine, Bachelor of Surgery (MBBS) in 1998 at Monash University, Melbourne, next trained as a general practitioner (GP) with an interest in women's health, and shortly after moved to the Mercy Hospital for Women to train in Obstetrics and Gynaecology.

She has a keen interest in minimally invasive gynaecology (keyhole surgery) and has completed a two-year Australian Gynaecological Endoscopy and Surgery Society (AGES) accredited Fellowship in advanced laparoscopic surgery.

In addition, Dr Ellett has an ongoing interest in medical research and teaching. She is a member of the Human Research and Ethics Board at Mercy Hospital for Women. She is an active member of the endometriosis research team at Mercy Hospital for Women, and a regular speaker at Gynaecology Conferences. She is published in peer-reviewed journals, including ANZJOG, Gynaecology Surgery, JMIG, Australian Psychologist and Human Reproduction.

"Heavy menstrual bleeding is a serious condition and has had a huge influence on my reasons for studying Gynaecology," said Dr Ellett.

"Heavy periods affect women of all ages. I recall the story of a woman who experienced her last period at her son's wedding. Her bleeding was so heavy that it flooded the chair she was seated at, leading her to feel so, she was unable to stand up for the rest of the wedding," Dr Ellett said.

"It saddens me as a gynaecologist that so many women think their heavy periods are normal and that they should just put up with them. I have met patients who are reliant on oral iron and serial iron or blood transfusions. There are so many helpful treatments available – hormonal, non-hormonal and surgical."

ends#

To coordinate an interview with Dr Lenore Ellett, please contact:

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Campaign collateral – Expert profiles

EXPERT PROFILE

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Dr Simona Fischer BHB, MBCHM, FRANZCOG
Obstetrician & Gynaecologist, & Founding Member of
Adelaide Obstetrics & Fertility, **ADELAIDE**

Dr Simona Fischer is an Obstetrician-Gynaecologist at Ashford Hospital, Adelaide, and a co-founder of Adelaide Obstetrics and Fertility, where she aims to provide inclusive expert care.

In practice for more than two decades, Dr Fischer has earned herself a reputation as one of South Australia's prominent Obstetrics, Gynaecology and Fertility specialists, providing her patients with gynaecological surgical expertise, extensive obstetric knowledge, and guidance in the fertility field.

Dr Fischer completed her Bachelor of Medicine, Bachelor of Surgery/Chirurgery (MBCHM) at The University of Auckland, New Zealand. She next completed her training at New Zealand's leading Women's Health Hospital, Auckland.

Wishing to further advance her skills, Dr Fischer relocated to Adelaide in 2008, where she developed expertise in fertility, high risk obstetrics, and laparoscopic surgery. She has since made South Australia her home. Her proudest achievements are her family, and her medical practice.

Dr Fischer is passionate about women's health and women's-centric care. Her expert opinion has been requested on subjects such as heavy menstrual bleeding, birth trauma, and solo mums.

According to Dr Fischer, "Heavy menstrual bleeding affects at least one-third of all women at some stages of their menstrual cycle history.

"Why would anyone put up with this, in this day and age? Surely seeing a healthcare professional to discuss your personal needs, should become a priority," said Dr Fischer.

ends#

To coordinate an interview with Dr Simona Fischer, please contact:

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EXPERT PROFILE

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Dr Jade Acton
MBBS, FRANZCOG, GDipSurgEd, AGES
Specialist Gynaecologist &
AGES Advanced Laparoscopic Surgeon, **PERTH**

Dr Jade Acton is a Specialist Gynaecologist and Advanced Laparoscopic Surgeon at St John of God Subiaco Hospital, Perth.

Dr Acton graduated with a Bachelor of Medicine, Bachelor of Surgery (MBBS) at James Cook University, Townsville, in 2006. She then undertook six years of specialist training in Obstetrics and Gynaecology through King Edward Memorial Hospital Perth.

In 2016, Dr Acton was awarded a Fellowship of the Royal Australian and New Zealand College of Obstetricians and Gynaecologists (FRANZCOG).

She next completed a two-year Australasian Gynaecologic and Endoscopy and Surgery Society (AGES) Accredited Fellowship in Advanced Laparoscopic Surgery.

Dr Acton's clinical interests include endometriosis and complex laparoscopic surgery. She is highly involved in surgical teaching and training, and has completed a Master's degree in Surgical Education. In addition, she is engaged in clinical research, and has multiple publications in the gynaecological field, particularly on Laparoscopic Hysterectomy and trainee obstetrics, as well as gynaecology trainees in Australia and New Zealand.

Dr Acton has previously served on the AGES board and Education Committee and is currently a member of the **National Endometriosis Clinical and Scientific Trials (NECST) Network Steering Committee.**

"Heavy menstrual bleeding is a common issue that affects all aspects of women's lives, including their work, their families, their other medical conditions and their mental health.

"Its impact is underestimated by both the general public and often health professionals," said Dr Acton.

"Women often ignore their extremely debilitating symptoms because they are busy caring for the rest of the family and because they don't realise that what they are experiencing is not normal.

"Treatment of heavy menstrual bleeding can change a woman's life, and I am often told this by patients at their follow up appointments!" Dr Acton said.

ends#

To coordinate an interview with Dr Jade Acton, please contact:

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EXPERT PROFILE

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Dr Sarah White PhD
Chief Executive Officer,
Jean Hailes for Women's Health, **MELBOURNE**

Dr Sarah White is the Chief Executive Officer (CEO) of Jean Hailes for Women's Health – a national not-for-profit organisation dedicated to improving the health and wellbeing of women and girls. Dr White is a strong advocate for women's health. She has a wealth of knowledge in public advocacy, medical research, and policy development. She has played a fundamental role in shaping partnerships between government, the public sector, and not-for-profit organisations.

Founded in 1992, Jean Hailes is Australia's most trusted source of health information for women's health issues. As Jean Hailes CEO, Dr White is challenging outdated health practices and training, and also community attitudes, to improve the health and wellbeing of women and girls.

Dr White is also member of the National Women's Health Advisory Council (NWHAC) which is providing guidance and direction to the Government on systemic biases in research and medicine.

Dr White obtained her Doctor of Philosophy (PhD) in Paediatric Genetics at the University of Melbourne (UoM) in 1998. She next completed her Postdoctoral Fellowship in cancer research at the Ludwig Institute for Cancer Research's University College London Branch, UK. Alarmed by the then lack of available, and accurate public health information, Dr White changed the trajectory of her career, and re-trained in Public Relations at the UK Institute for Public Relations, in order to spearhead impactful consumer-facing science communications.

Soon after, Dr White was appointed Director of Communications for the global Ludwig Institute for Cancer Research, based in New York, from 2003 – 2009. Upon returning to Australia, she was Director of Communications at the Royal Women's Hospital, Melbourne, from 2010 – 2014.

Between November 2014 and October 2022, Dr White headed Quit – Australia's most recognised and comprehensive tobacco control organisation. During her eight-year-long term, Dr White was instrumental in advocating for policy and legislative changes to reduce both smoking and vaping.

"Many Australian women shy away from discussing their periods.

"Removing some of the taboos around discussing periods will help women come to understand what's normal and what's not, and to search out information on menstrual health. This should help women get earlier diagnoses and treatment, so that no one has to endure the unnecessary physical pain and stress associated with HMB without help," said Dr White.



Campaign collateral – Patient case studies

CASE STUDY

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Annie, 55

Women's business branding specialist, mentor & mother-to-five who battled with heavy menstrual bleeding for a decade, SYDNEY

CEO, women's business branding specialist, mentor, and mother-to-five (including to two sets of twins born only 26 months apart), Annie, 55, Sydney, wrestled with heavy menstrual bleeding (HMB) symptoms for 10 years.

HMB is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹ In Australia, HMB is defined as excessive blood loss during a period that affects a person's physical, emotional, social, and daily activities.^{2,3}

At 42 years of age, Annie developed extraordinarily heavy periods and severe cramps that she endured for the ensuing decade.

Her periods grew progressively heavier, and more troublesome over the years, paired with severe cramping, pelvic congestion, and fatigue.

Annie felt physically exhausted and iron deficient, which compromised her multiple roles as a business owner, a mother, and passionate mountain hiker.

Despite the abnormally heavy periods she was enduring, Annie chose to accept her health problems for what they were, and to get on with life.

In 2020 she was finally diagnosed with endometriosis and HMB by her gynaecologist. Together, they discussed treatment options that would most effectively manage her condition.

Today, Annie strives professionally to empower women to seek the help they require. She urges those living with HMB, to also do so, without delay.

Annie has chosen to share her story, to raise community awareness of HMB, and to encourage women, and girls nationwide, to prioritise their health. She reinforces that those who are affected by HMB, are not alone, and do not need to unnecessarily suffer in silence.

This is Annie's story.

Annie bore five children relatively young and had relatively normal periods up until 40 years of age.

"When I was working as the CEO at a glaucoma charity, I experienced severe cramping and extremely heavy bleeding each month, that would last for six days – twice as long as the periods I used to have.

"Over a few years my period became heavier, and then extremely painful, and I began to haemorrhage every month," said Annie.

"I used to wake up every few hours – I couldn't sleep properly. I was really sleep deprived whenever I had my period.

"My HMB also severely affected my five-day-long hikes and mountain climbs, when I was in the middle of nowhere, and there were very few, if any, toilets. I had to wear multiple sanitary products at once," Annie said.



1

CASE STUDY

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Kama, 43

Accounting firm principal & mother-to-one grappling with heavy menstrual bleeding for the past decade, SYDNEY

Accounting firm principal and mother-to-one, Kama, 43, Sydney, has wrestled with heavy periods for the past decade.

HMB is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹ In Australia, HMB is defined as excessive blood loss during a period that affects a person's physical, emotional, social, and daily activities.^{2,3}

Despite living with heavy periods from her teens, Kama's symptoms escalated about 10 years ago.

Suddenly, Kama began to experience three-day-long migraines, excruciating lower back pain, and an "eye-watering" burning, aching feeling in her uterus.

Reeling from pain, Kama's HMB started to pervade all aspects of her life – from a physical, mental, professional, and social perspective. Yet Kama still failed to recognise her HMB symptoms were abnormal, and concerning, chose to push through her pain.

Fortunately, three years ago, armed with invaluable knowledge, care and support from her gynaecologist, Kama chose to finally address her HMB.

Today she is sharing her personal journey with HMB, to inspire other Australian women and girls who may be "suffering in silence", to proactively seek diagnosis, and effective treatment for their condition, without delay.

This is Kama's story:

Kama has lived with heavy periods since her teenage years. The intensity of her periods, however, took a turn for the worse over the past decade.

"I always felt heavy, worn out, and struck down by bad headaches during the first few days of my period.

"However, my symptoms grew much more severe 10 years ago. My headaches developed into three-day-long migraines that were so debilitating, they left me bedridden for days," said Kama.

"I also experienced agonising lower back pain, and a burning, achy feeling in my lower abdomen and uterus.

"The most severe pain I experienced was toward the end of my periods, when I was suddenly hit with eye-watering uterus pain," Kama said.

"The pain was similar to that which I experienced during the birth of my son."

Despite wrestling with symptoms of HMB for years, Kama had no knowledge of HMB as a genuine, serious, but preventable, health condition.



1

CASE STUDY

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Sarah, 39

Poet & mother-to-two who wrestled with heavy menstrual bleeding for two decades, SYDNEY

Poet and mother-to-two, Sarah, 39, Sydney, struggled to find a suitable treatment for her heavy menstrual bleeding for two decades.

HMB is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹ In Australia, HMB is defined as excessive blood loss during a period that affects a person's physical, emotional, social, and daily activities.^{2,3}

At as early as 18 years of age, in a bid to control her "unpredictable and heavy periods", Sarah began searching for an effective treatment for her HMB, to prevent her heavy periods from further compromising her active, and adventurous lifestyle.

Despite the substantial impact of her heavy periods, for many years Sarah mistakenly assumed that what she was experiencing, was normal. In retrospect, she now attributes her lack of period knowledge to both her mother's and her former school's failure to broach the topic.

Fortunately, Sarah has recently found a treatment that works for her.

Today, Sarah wishes to share her story, to raise community awareness of HMB, and to inform women and girls nationwide that there are a range of effective treatment options available to explore.

This is Sarah's story.

During her adolescence, Sarah was never afforded the opportunity to learn about period health.

"My mum and I never spoke about personal things like having your first period. There was no talk about it, or celebration of this life milestone.

"Mum just assumed my school would educate me. But my school never did, and I was left in the dark," said Sarah.

Unfortunately, Sarah's inadequate period knowledge left her in the dark when she finally developed her period.

"My period just happened, and I felt so confused.

"I didn't know what volume of blood loss was normal each month. But what I did know, was that I had to be prepared for it. I always carried an extra pad or a pair of trousers with me," Sarah said.

Despite the fact that Sarah's period symptoms impaired her quality of life, for many years Sarah mistakenly assumed her heavy periods were "normal".

"My periods were so heavy that I couldn't leave the house for three or four days.

"I experienced a lot of cramping. That was my most debilitating symptom. I couldn't move because I was crippled in pain," said Sarah.

"My heavy periods caused me so much embarrassment, especially, when travelling, which presented an extra layer of difficulty.

"Whenever I was on a boat, swimming or diving, in the middle of nowhere, I found it really hard to manage my period when it showed up unexpectedly," Sarah said.

Sarah's periods not only hindered her adventurous pursuits, but further prevented her from becoming the mum she aspired to be.

1

Campaign collateral – Patient case studies

CASE STUDY

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Kate, 39

Physiotherapist & mother-to-two who battled anaemia for four years due to heavy menstrual bleeding, **BRISBANE**

Cardiorespiratory physiotherapist and mother-to-two, Kate, 39, Brisbane, wrestled with heavy menstrual bleeding (HMB) symptoms for four years, which resulted in severe anaemia, and compromised her mental health.

HMB is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹ In Australia, HMB is defined as excessive blood loss during a period that affect's a person's physical, emotional, social, and daily activities.^{2,3}

A year after the birth of her second child Lucy, at age 35, Kate began to experience debilitating periods, which caused severe anaemia and fatigue, and rendered her 'cognitively fuzzy' and not herself for the ensuing four years.

Her periods were extremely heavy each month, which left her feeling exhausted for the remainder of the month, even when she wasn't menstruating.

Before seeking medical advice, Kate felt like she was losing her mind. She began to feel overwhelmed both at work and at home, and started to question why she wasn't coping.

For some time, Kate mistakenly regarded her heavy periods to be normal, given her age, and the fact she was likely approaching early menopause.

Concerned about her health and wellbeing, this year Kate finally chose to visit her general practitioner (GP) for medical advice. She also met with her trusted obstetrician and gynaecologist, who delivered both of her babies, and was subsequently diagnosed with HMB.

After discussing treatment options with her obstetrician and gynaecologist, she settled on a treatment that best suited her. Shortly after, Kate noticed a drastic change to her emotional wellbeing.

Today, Kate is urging other women who too, may be wrestling silently with the symptoms of HMB, to see their doctor, and secure both an accurate diagnosis, and effective treatment, without delay.

Kate has chosen to share her story, to raise community awareness of HMB, and to encourage women, and girls nationwide, to prioritise their personal health.

This is Kate's story.

Kate always had light periods, even after giving birth to her first child, Billy. However, following the birth of her second child, Lucy, Kate developed HMB.

"I was an extremely active person before children. But after I gave birth to my second child, and having to endure HMB every month, I barely had any time for myself, let alone time or energy to exercise.

"I put up with HMB for three years, mistakenly thinking it was part of my body changing, and simply being a woman," said Kate.

"I was changing my sanitary products every two hours, and sometimes more. I'm environmentally conscious, but it was hard to manage with a menstrual cup because the blood loss was just too great.



1

CASE STUDY

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Natasha, 39

Freelance copywriter & mother-to-three whose heavy menstrual bleeding triggered a severe anxiety disorder, **BRISBANE**

Freelance copywriter and mother-to-three, Natasha, 39, Brisbane, battled extremely heavy periods for over 25 years which in turn, triggered Premenstrual Dysphoric Disorder (PMDD) – an anxiety related condition that causes severe mood shifts prior to menstruation.

Heavy Menstrual Bleeding (HMB) is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹ In Australia, HMB is defined as excessive blood loss during a period that affect's a person's physical, emotional, social, and daily activities.^{2,3}

Living with heavy, but tolerable periods from 12 years of age, Natasha's symptoms escalated after the birth of her first child in 2013.

She developed stomach bloating, extreme fatigue, mood swings and heavy bleeding, which worsened following the birth of her second and her third child.

Next, Natasha was diagnosed with PMDD, which, together with her HMB symptoms, began to pervade all aspects of her life – from a physical, mental, professional, and social perspective.

Fortunately, armed with invaluable support from her gynaecologist, Natasha found an effective treatment for her HMB 3 years ago.

Today, she encourages all women living with symptoms of HMB, to research all available treatment options without delay.

This is Natasha's story:

Natasha struggled with HMB from the start of her periods at 12 years of age.

"When I was younger, my periods were heavy and uncomfortable. I experienced a lot of cramping and often had to miss school just to lie down," said Natasha.

However, it wasn't until 2013, when Natasha had her first child at age 29, that her periods took a turn for the worse.

"My periods came back with a vengeance – they were next level!

"I got diarrhoea, mood swings, and bloating, and had to change my tampon every hour," Natasha said.



1

CASE STUDY

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Michelle, 46

ER Nurse, Life Coach & mother-to-three who wrestled with heavy menstrual bleeding for three years, **GLADSTONE**

Emergency room (ER) and critical care nurse of 25 years, life coach and mother-to-three, Michelle, 46, Gladstone, wrestled with heavy menstrual bleeding (HMB) symptoms for three years, that compromised her professional and personal life.

HMB is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹ In Australia, HMB is defined as excessive blood loss during a period that affects a person's physical, emotional, social, and daily activities.^{2,3}

Michelle had no issue managing her periods up until three years ago, when they took a turn for the worse. She began to endure extremely heavy menstrual bleeding each month, which affected her ability to function.

The five-times-a-week gym junkie was suddenly unable to exercise, which over time, began to impact her mental health.

Concerned about her heavy periods, Michelle sought medical advice. She was, however, informed that her HMB was potentially due to her "age, and early menopause".

Armed with this medical advice, Michelle further turned to her colleagues for information and advice, and surprisingly found that they too, were experiencing similar symptoms each month.

After enduring HMB symptoms for the ensuing year and growing increasingly concerned about her personal health and wellbeing, Michelle visited gynaecologists on three additional occasions and underwent multiple tests to determine the root cause of her HMB. On her final visit, she discussed treatments with her clinician, but left feeling inadequately informed about all potential, available treatment options.

Eventually Michelle found an effective treatment that has proven "life-changing" for her. Today, she encourages other women who too, may be enduring symptoms of HMB, to seek medical advice, and possibly a second or third opinion, without delay.

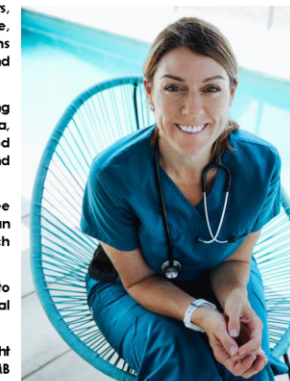
This is Michelle's story.

Michelle always had "manageable periods" up until three years ago, when she first experienced an unusually heavy period.

"I thought it was a once-off, but then my periods remained consistently heavy thereafter," said Michelle.

"In the past decade I became an early riser and threw myself into the gym and surf lifesaving.

"But three years ago, I started to burn out from 25 years of nursing, and pouring everything into my work and family," Michelle said.



1

Campaign collateral – Patient case studies

CASE STUDY

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Yvonne, 49

Customer experience manager & mother-to-two who has wrestled with heavy menstrual bleeding since the age of 13, MELBOURNE

Customer experience manager and mother-to-two, Yvonne, 49, Melbourne, has been battling heavy menstrual bleeding (HMB) symptoms since the age of 13.

HMB is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹ In Australia, HMB is defined as excessive blood loss during a period that affects a person's physical, emotional, social, and daily activities.^{2,3}

Yvonne recalls experiencing significantly heavier periods than her fellow classmates in her teens, accompanied by painful cramps, tiredness, iron deficiency and severe leakage.

On many occasions her heavy periods caused her extreme embarrassment and in general, compromised the quality of her life, from a physical, social, and professional perspective.

Yet, Yvonne mistakenly accepted her health condition as relatively normal, and "got on with life".

Only over the past three years has Yvonne finally realised that women should "not have to live with HMB".

Fortunately, she found a treatment for her HMB two years ago, that has worked for her.

Today, she is encouraging all women who are "suffering in silence" to see their doctor without delay, and to explore effective HMB treatments.

This is Yvonne's story.

Yvonne has been grappling with heavy periods since the tender age of 13.

"I've always had heavy periods and have had to be very mindful of flooding.

"Over the years, I've been forced to wear two pads and a tampon for protection, yet I'd still end up flooding through them," said Yvonne.

"Sleeping through the night was not an option for me, because I knew I would have to get up and change [sanitary protection].

"My [blood] clots were horrendous. It made me wonder whether I was going through after-birth," Yvonne said.

"But the worst symptoms were my cramps. They would start a week before my period, and taper off towards the end of it.

"Because my symptoms were so severe, I would usually only get two-and-a-bit weeks reprieve each month," said Yvonne.

Unfortunately, Yvonne's symptoms did not stop there.

"I lost so much blood with my periods that I became iron deficient, and had to have iron transfusions.



CASE STUDY

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Clare, 43

Digital marketing manager, avid runner & mum who endured an emotional rollercoaster to secure a diagnosis for her heavy menstrual bleeding, PERTH

Digital marketing manager, avid runner, mother-to-one and step mum-to-two, Clare, 43, Perth, wrestled with symptoms of heavy menstrual bleeding (HMB) following the birth of her son in 2012.

HMB is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹ In Australia, HMB is defined as excessive blood loss during a period that affects a person's physical, emotional, social, and daily activities.^{2,3}

Clare experienced heavy, yet tolerable periods from 13 years of age. After the birth of her first child however, Clare began to feel "sluggish and foggy", as her periods grew heavier and more pronounced.

Her symptoms worsened over time, with the depletion of her iron levels. In turn, Clare found it increasingly challenging to participate in social activities that she had always loved, such as camping and hiking.

The experienced runner began to feel "wiped out" and light-headed after completing a simple run or working out in the gym.

At work, she began to "spiral into negative self-thought" when her "scattered brain" left her second-guessing whether she had forgotten to raise important items during her training sessions with new employees.

What troubled Clare the most however, was that her HMB was interfering with her life, and preventing her from creating lifelong memories with her then 11-year-old son.

Clare subsequently set off on an emotional quest to secure a diagnosis for her medical condition.

Fortunately, her perseverance paid off, and a year later, Clare was diagnosed with HMB by the third GP who she had seen.

Today, Clare encourages all women who suspect they may be living with HMB, to see their doctor, and to leave no stone unturned in securing an accurate diagnosis, and effective treatment plan.

This is Clare's story.

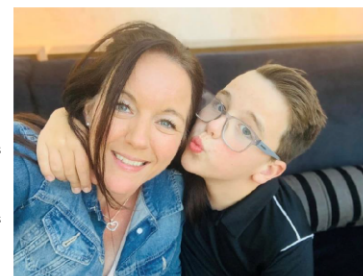
After the birth of her son, Clare noticed her body progressively changing.

"I started to feel different. I knew something wasn't right. I felt wiped out, heavy and lethargic," said Clare.

"I had no clarity of thought. I developed heart palpitations and began to constantly shiver."

These changes accompanied Clare's heavy periods.

"I had to change a maxi tampon every hour. A regular tampon would only last me 15-minutes. It became no longer feasible for me to wear a tampon alone due to the likelihood of leaking," Clare said.



Campaign collateral – ANR

AUDIO GRABS TRANSCRIPT

EMBARGOED: TUES, SEPT 26, 2023

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**Jana Pittman championing dialogue to
drive diagnosis & treatment of heavy periods**
**New research breaking the silence on a serious
but treatable women's health condition**

Jana Pittman, 40

**Two-time athletics World Champion,
four-time Commonwealth Champion,
women's health doctor, author and
mother-of-six, SYDNEY**

**Can you reflect on your periods during your 20s as
a competitive athlete?**

So, I had a really interesting history through my twenties. I was an athlete, but in the off season I'd have heavy menstrual bleeding, then I would compete, my body weight would drop a little bit and my periods would lighten off. So, it was so confusing to me about my own body. But then when I was a normal weight and post-sport, I would bleed for four or five days, but very, very heavy.



Campaign collateral – ANR

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Jana Pittman championing dialogue to drive diagnosis & treatment of heavy periods New research breaking the silence on a serious but treatable women's health condition

Jana Pittman, 40
Two-time athletics World Champion,
four-time Commonwealth Champion,
women's health doctor, author and
mother-of-six, SYDNEY



Can you reflect on your periods during your 20s as a competitive athlete?

So, I had a really interesting history through my twenties. I was an athlete, but in the off season I'd have heavy menstrual bleeding, then I would compete, my body weight would drop a little bit and my periods would lighten off. So, it was so confusing to me about my own body. But then when I was a normal weight and post- sport, I would bleed for four or five days, but very, very heavy.

Did your heavy periods ever affect your athletics career?

I was always such a strong ambassador that you run, whether you're menstruating or not. Whereas I have a lot of young friends who would stop sport, when they had their cycles. And I was always like, there is no way my period's getting in the way of my competition. So, I've raced, I won the World Championships, while I was menstruating. So, I tried to prove that a lot of it's psychological as well as, I'm well aware, that my body was uncomfortable in that space, but I wanted to prove that women could do it anyway.

Why is it so important for women to understand the norms of heavy menstrual bleeding?

Heavy menstrual bleeding is not a normal part of being a woman.

That we need women to understand that they need to get help, that there are treatment options out there to really improve their quality of life and that they aren't going to get them unless they raise their voice and speak to someone, hopefully their GP, around what those options are.

1

What are your thoughts on the new Australian research on heavy menstrual bleeding involving 5,000 women aged 35-52 years?

The new Australian research that's recently come out... around 5,000 Australian women that have contributed information around their bleeding profile... So how much are they actually bleeding? And it's quite alarming to think that 72% of those women reported that they've, at least once in their life, experienced heavy menstrual bleeding, and one in four of those unfortunately experienced it on a regular occurrence.

According to the new research, 1 in 4 Australian women experience heavy menstrual bleeding often, or always. Yet so many women continue to suffer in silence. Why is this the case?

Sadly, we know that one in four women experience heavy menstrual bleeding on a regular occurrence, which is really heart breaking. And we also know that 50% of those unfortunately haven't sought treatment or spoken to someone about their heavy menstrual bleeding. Now, I think largely that's because they often don't recognise that they have it. They think their bleeding is quite normal and it's not until they discuss their symptoms of fatigue or psychological stress that's associated with feeling so tired as a result of the bleeding, that someone might suggest for them to get help. So, I think this research is really alarming and it really highlights the fact that we need to encourage our women to educate themselves on what normal bleeding is.

What is your message to Australian women and girls living with heavy menstrual bleeding?

There is no time where a girl should be thinking that heavy menstrual bleeding is something that is normal. Women should not be going through that experience, and we need to make sure that they have that empowerment to go out and get help.

It's time to stop suffering in silence. You need to go and see your GP. No woman should ever feel like their periods are getting in the way of their life, be it psychologically and their career and their family life. It's time to break that taboo, to start talking to your family and friends. Encourage that conversation, because you might actually find someone else in your group also has heavy menstrual bleeding, and you need to encourage them to go and see their GP as well. There are so many options out there to really help with this really unfortunate situation, and it's time to action that.

2

Dr Brad Robinson,
Obstetrician & Gynaecologist,
Greenslopes Private Hospital, BRISBANE



What is heavy menstrual bleeding?

Heavy menstrual bleeding is blood loss that is excessive in a woman's period, and it's excessive to the point that it causes a compromise in the quality of her life, either her physical life, her emotional life, her social life, or her sexual life.

What was the aim of the new, Australian, heavy menstrual bleeding research involving 5,000 Australian women aged 35 to 52?

The aim of the new Australian heavy menstrual bleeding research involving 5,000 Australian women aged between 35 and 52 is really to break that silence behind what is a very serious but treatable condition.

What percentage of women surveyed want more open conversations around treating heavy periods and what are the implications of this?

The research shows that 92 per cent of Australian women want to have more open, transparent communication about this problem, and that's actually a pretty sad indictment on the way things currently are.

According to the new Australian research, why are women mistakenly accepting their heavy menstrual bleeding symptoms as normal?

The research shows that one in two Australian women have very little knowledge or no knowledge of what they can do to treat heavy menstrual bleeding. So that means that these women are continuing to suffer in silence. They're not having the conversations that they should be having with their GP or healthcare provider, and if women don't know what the symptoms of heavy menstrual bleeding are, then they're really not empowered to be able to seek treatment for that.

Why is it so important for women to be informed about period health?

I think the times come when we should lift the veil. We should expose heavy menstrual bleeding for the problem that it is, and we should help women to stop suffering in silence.

Why are so many women not seeking treatment?

The new Australian research sadly shows that only one in four Australian women have sought treatment for heavy menstrual bleeding. I think that women really need to feel empowered to seek information from their health provider to go to their GP and not to feel like this is just something that they should put up with.

3

Campaign collateral – ANR

Dr Talat Uppal,

**Obstetrician & Gynaecologist, & Founder
& Director of Women's Health Road,
SYDNEY**



What is heavy menstrual bleeding?

Heavy menstrual bleeding is excessive menstrual loss, which affects the woman's quality of life. This could be physical, this could be emotional, could be social, could be, and or her material quality of life.

According to the new Australian research how many women aged 35 to 52 years are experiencing heavy periods?

According to the new research, looking at women between 35 and 52 years of age, three-quarters of women have experienced heavy menstrual bleeding in the past, whereas one quarter of women are experiencing it often or always.

What percentage of women surveyed want more open conversations around treating heavy periods and what are the implications of this?

In this new Australian research, 92% of women articulated that they want more conversations and more dialogue around heavy menstrual bleeding. And this is such a powerful message for us. The new Australian research has shown that by not discussing openly about women's menstrual health, they might have less knowledge about this condition, and so that then leads to underdiagnosis undertreatment and less confidence to seek care for the condition because they're not aware that there are all these options available for them.

Why is it so important for women to be informed about period health?

It's so important to be aware of your menstrual health because it allows you to seek timely medical assistance if there is a change, or if these cycles are so heavy that they can benefit from medical support.

How treatable is heavy menstrual bleeding and what options are currently available?

Heavy menstrual bleeding is absolutely treatable and there are multiple options available for women.

What is your message to Australian women aged 35-52 years who are living with heavy menstrual bleeding?

My message to women who are experiencing heavy menstrual bleeding is that please don't put up with it. Please seek timely care with your general practitioner. This is a problem that is treatable. Please allow us to help you in this space.

Kate, 39

**Physiotherapist & mother-to-two who
battled anaemia for four years due to
HMB, BRISBANE**



When did you realise your heavy menstrual bleeding symptoms were not normal?

When I, um, started having a lot of problems with anaemia related to heavy menstrual bleeding, uh, and the fact that I couldn't then supplement my iron appropriately, um, that's when I realised this isn't normal to be dealing with this level of symptoms and this level of fatigue and exhaustion, um, and this level of blood loss really, um, that's abnormal. I shouldn't, I shouldn't have this. Um, and I probably need to talk to someone about this.

How did you feel when you were diagnosed with heavy menstrual bleeding?

I was relieved to get a diagnosis related to my heavy menstrual bleeding and my anaemia. Um, it got to the point where it was affecting my mental health and I thought, why am I not coping with this? So to have someone give me a diagnosis that fit my symptoms where I could then seek treatment was, was life changing.

Why do you think so many women do not realise that heavy menstrual bleeding is treatable, and that a range of effective treatments are available?

I think a lot of women don't know, uh, the options that are available out there because we don't necessarily have these conversations. We don't have them with our families, we don't have them with our friends, and we certainly don't have them with the people we should, be our doctor, uh, because of the stigma around talking about your periods, unfortunately.

What is your message to other Australian women living with heavy menstrual bleeding?

My message to other women who are experiencing heavy menstrual bleeding would be to talk about it, to talk openly about it with your family and friends, and definitely make sure you have a good GP and talk to your GP about it so that you can get the treatment that you need.

Can you reflect on the treatment that you underwent to control your heavy menstrual bleeding?

So having an endometrial ablation for my heavy menstrual bleeding has been life changing for me. Um, I have no longer have any of the symptoms related to heavy menstrual bleeding. I have energy again, I'm able to get back in the gym, play with my kids, um, work and have a normal life.

What should women be doing in order to live comfortably?

I think we know now as women that we don't have to put up with these severe symptoms of heavy menstrual bleeding, um, and we can live comfortably and live a better life.

Annie, 55

**Women's business branding specialist,
mentor & mother-to-five who battled
with HMB for a decade, SYDNEY**



Why did you accept your heavy menstrual bleeding symptoms as being normal?

I was just busy. I was busy with life. I was busy growing my career. I was busy raising my family of five children. I was busy getting into sport and having more opportunities to do things for myself that I hadn't done when I was parenting all my littlies. And so, it was probably a, a, a time that I just didn't focus in on, is this normal, and how badly is it affecting my day-to-day life?

When did you realise your heavy menstrual bleeding symptoms were not normal?

I remember the exact day where I was actually in my home, and I was just overcome with cramps. I couldn't even stand up straight. And I'm thinking, oh my gosh, this is just crazy. You know, here I am in this terrible situation. I was bleeding heavily. I couldn't stand up. And I thought, right, today is the day that I am going to book an appointment and get this investigated.

How long did it take for you to realise that your heavy menstrual bleeding was treatable, and that effective treatment options were available?

It took me 10 years to realise that heavy menstrual bleeding is treatable. I remember being at that first consultation with a gynaecologist who then suddenly said, Annie, you have been a soldier. You have been putting up with this for 10 years. We can definitely start treatment today.

Why do you think so many women do not realise that heavy menstrual bleeding is treatable, and that a range of treatment options are available?

I think so many women don't realise that heavy menstrual bleeding is not normal and that there are treatment options available because it's a conversation that we never have with each other. We might not have had that with our mothers. Uh, we certainly don't have it with our girlfriends. And so if this hasn't been an area that know someone like myself who actually then starts talking about it, you're unaware of how important it is to have those conversations and that you need to seek medical assistance.

Do you think there is a period stigma?

I think there still is a period stigma, uh, a conversation that we just don't have. You know, it's something that you privately have monthly. That's just part of being a woman, but it's not in the open conversation. And so we need to actually turn around that stigma and actually start having those conversations, because this is actually just part of our normal, normal health.

What is your message to other Australian women living with heavy menstrual bleeding?

My message to other Australian women living with heavy menstrual bleeding is to actually realise that it's not normal. That there are a range of treatment options available, and they should seek those out with a health professional. And so it's no, not a time to then just soldier on. It's not a time to avoid it. It's not a time to be too busy like I was. It's a time to value your own health, make it a number one priority, and have that conversation with a health professional because there are treatment options available.

ends#

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VNR TRANSCRIPT

EMBARGOED: TUES, SEPT 26, 2023

DOWNLOAD BROADCAST QUALITY VISION HERE:

<https://www.heavyperiodsmeki.com.au/vnr-1>

FULL VNR RUN TIME = 48.48 mins

**Jana Pittman championing dialogue to
drive diagnosis & treatment of heavy periods**

**New research breaking the silence on a serious
but treatable women's health condition**

Jana Pittman, 40

**Two-time athletics World Champion,
four-time Commonwealth Champion,
women's health doctor, author and
mother-of-six, SYDNEY**



(00:30-00:36)

Please briefly introduce yourself.

My name's Jana Pittman. I was an Olympic athlete for many years for Australia. I'm now a mother of six beautiful children and I'm a medical doctor.

(00:39-01:10)

What were your three life goals that you set before 10 years of age?

As a young kid, I don't know why, but I already had the goals of being a mum to multiple children, becoming a doctor and winning the Olympics. So, they were my three life goals that I set well before I was 10 years of age.

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Ultimately, if you fall apart, it means your whole family can't go on without you. So, it's one of those situations where you need to make sure you know what your priorities are with yourself.

(01:37-01:52)

Why do women tend not to prioritise themselves?

Our whole lives, women continuously prioritise other people, and their family, and their networks around them. And so, we have to change that message. We need women to know that you can't function if you're not well functioning yourself. So, if our bodies aren't working, how can we then prioritise others?

(01:56-02:32)

Have you ever experienced heavy periods, and if so, do they catch you by surprise?

I was definitely one of those women who thought my heavy periods were normal – probably because it's not a conversation you have with your friends every day. "How often do you change your tampon?" is not something that comes up over coffee. So, for many years, for most of my adult life, I thought I had very normal periods and just went through crazy amounts of packets of menstrual products.

So, I think it was really only the last four or five years once I've got into medicine, that I realised that I really had quite heavy bleeding, and for prolonged periods of time, and I was one of the women who didn't go and talk to anyone about it. So, I didn't go and see my GP or anyone who I was involved with around what solutions could be available for my comfort.

(02:35-03:15)

Can you reflect on your periods during your 20s as a competitive athlete?

So, I had a really interesting history through my twenties. I was an athlete, but in the off season I'd have heavy menstrual bleeding, then I would compete, my body weight would drop a little bit and my periods would lighten off. So, it was so confusing to me about my own body. But then when I was a normal weight and post- sport, I would bleed for four or five days, but very, very heavy.

So, the first two or three days I would regularly bleed through my clothes, and it would always catch me unaware. I'd be out training, and I'd be having blood through my pants. At work, I wear very light scrubs and I regularly would have a spot on my clothes and be like, 'oh my God, how embarrassing. Did anybody notice?' So, I didn't know that was abnormal though. So, it wasn't until I started talking to people around what their period experience was that I realised mine are really, really heavy.

(03:18-03:38)

Did you heavy periods ever affect your athletics career?

I was always such a strong ambassador that you run, whether you're menstruating or not. Whereas I have a lot of young friends who would stop sport, when they had their cycles. And I was always like, there is no way my period's getting in the way of my competition. So, I've raced, I won the World Championships, while I was menstruating. So, I tried to prove that a lot of it's psychological as well as, I'm well aware, that my body was uncomfortable in that space, but I wanted to prove that women could do it anyway.

(03:41-04:27)

Why is it so important for women to understand the norms of heavy menstrual bleeding?

We need women to understand the norms of bleeding, so that they can then get assistance, when things don't go the way that they should.

For so many years I had it, and didn't even know, and that to me says that so many women are going to be in the same boat as me. They're not going to understand what their body's going through. So that's a huge problem.

We need women to understand their bodies better, but also to break the taboo. So, if someone like me, whose well known, is happy to talk about their bleeding and put it out in the public and encourage discussion between women and families, then that's a fantastic thing, and that's what needs to be done. It's really important to highlight that heavy menstrual bleeding is not a normal part of being a woman.

That we need women to understand that they need to get help, that there are treatment options out there to really improve their quality of life and that they aren't going to get them unless they raise their voice and speak to someone, hopefully their GP, around what those options are.

(04:32-04:58)

What are your thoughts on the new Australian research on heavy menstrual bleeding involving 5,000 women aged 35-52 years?

The new Australian research that's recently come out... around 5,000 Australian women that have contributed information around their bleeding profile... So how much are they actually bleeding? And it's quite alarming to think that 72% of those women reported that they've, at least once in their life, experienced heavy menstrual bleeding, and one in four of those unfortunately experienced it on a regular occurrence.

So, that's really hard to think that, that many women are unfortunately are having to experience that bleeding. And we know only a small portion of them are seeking help.

(05:03-05:37)

According to the new research, 1 in 4 Australian women experience heavy menstrual bleeding often, or always. Yet so many women continue to suffer in silence. Why is this the case?

Sadly, we know that one in four women experience heavy menstrual bleeding on a regular occurrence, which is really heart breaking. And we also know that 50% of those unfortunately haven't sought treatment or spoken to someone about their heavy menstrual bleeding. Now, I think largely that's because they often don't recognise that they have it. They think their bleeding is quite normal and it's not until they discuss their symptoms of fatigue or psychological stress that's associated with feeling so tired as a result of the bleeding, that someone might suggest for them to get help. So, I think this research is really alarming and it really highlights the fact that we need to encourage our women to educate themselves on what normal bleeding is.

(05:42-06:03)

You've previously said that all women deserve dignity when it comes to their menstrual health. Can you reflect on this?

All women and girls deserve dignity when it comes to their menstrual health. So that's in relation to having adequate products to look after their menstrual health, that's making sure that they have education and awareness of what is normal bleeding, and then access to treatment and help if their bleeding becomes abnormal. So that might be heavy, it might be painful, it might be that they're feeling symptoms around that cycle, when it comes to their mood, that also need to be addressed.

(06:08-07:08)

Can you reflect on the stigma associated with heavy menstrual bleeding?

It's an incredibly beautiful thing that women do, because it allows them to have children, and that's obviously, the process is that you shed that endometrial lining so that your womb can be ready for the potential baby that might be coming. But for some reason we don't see it like that. We see it as a lot of women see it as a stigma of being dirty or bleeding, and in the past, generations ago, women would stay at home and be locked away and it would be considered hysteria around that time of the month. The vast majority of women have experienced an embarrassing episode, when it comes to their periods. That might've been the first period back in high school and they still vividly remember getting their first menstrual cycle and how mortifying that was in front of the boys. Or it might be like me, who experienced it in a race, where I remember getting my period halfway through my racing at a major

championship and having blood on my leg and thinking, "oh my God, has the crowd noticed?" So, we need to openly have that discussion so that people have these experiences and go, "oh, how funny! It's just my menstrual cycle." Rather than going, "oh my God, did somebody notice?" And "what is that going to mean for me?"

(07:13-07:49)

What is your message to Australian women and girls living with heavy menstrual bleeding?

There is no time where a girl should be thinking that heavy menstrual bleeding is something that is normal. Women should not be going through that experience, and we need to make sure that they have that empowerment to go out and get help.

It's time to stop suffering in silence. You need to go and see your GP. No woman should ever feel like their periods are getting in the way of their life, be it psychologically and their career and their family life. It's time to break that taboo, to start talking to your family and friends. Encourage that conversation, because you might actually find someone else in your group also has heavy menstrual bleeding, and you need to encourage them to go and see their GP as well. There are so many options out there to really help with this really unfortunate situation, and it's time to action that.

Campaign collateral – VNR transcript + shot list

Dr Brad Robinson,

Obstetrician & Gynaecologist,
Greenslopes Private Hospital, BRISBANE

(07:58-08:12)

What is heavy menstrual bleeding?

Heavy menstrual bleeding is blood loss that is excessive in a woman's period, and it's excessive to the point that it causes a compromise in the quality of her life, either her physical life, her emotional life, her social life, or her sexual life.



(08:15-08:31)

What contributes to a woman's risk of experiencing heavy menstrual bleeding?

There are a lot of different things that can contribute to a woman having heavy periods. It can range from platelet dysfunction to hormone imbalances, to blood clotting disorders, to thyroid dysfunction, to fibroids, endometriosis, adenomyosis.

(08:34-08:48)

What was the aim of the new, Australian, heavy menstrual bleeding research involving 5,000 Australian women aged 35 to 52?

The aim of the new Australian heavy menstrual bleeding research involving 5,000 Australian women aged between 35 and 52 is really to break that silence behind what is a very serious but treatable condition.

(08:51-09:12)

What did the new Australian research on heavy menstrual bleeding reveal?

The new Australian research on heavy menstrual bleeding revealed that this is a really serious issue. Three in four women have heavy menstrual periods and one in four have heavy menstrual periods always, and often. Of those women that have heavy menstrual periods always and often, they describe their lives as being miserable and they're depressed.

(09:15-09:40)

According to the new Australian research what are the major heavy menstrual bleeding symptoms experienced by women?

The new Australian research shows that the major symptoms faced by women with heavy menstrual bleeding include feeling weak, feeling bothered by the volume of menstrual loss or pain, having to change sanitary products more than every one to two hours, sometimes having to wear more than one sanitary product at a time, having to change products at night, passing of clots, and also having flooding of blood.

(09:44-10:11)

What percentage of women surveyed want more open conversations around treating heavy periods and what are the implications of this?

The research shows that 92 per cent of Australian women want to have more open, transparent communication about this problem, and that's actually a pretty sad indictment on the way things currently are... Because I think it reflects that women for so long have been made to feel by society, potentially by the medical profession, that heavy menstrual bleeding is normal, that periods are normal, and therefore heavy periods are normal as well, and that is just not the case.

(10:15-10:42)

According to the new Australian research, why are women mistakenly accepting their heavy menstrual bleeding symptoms as normal?

The research shows that one in two Australian women have very little knowledge or no knowledge of what they can do to treat heavy menstrual bleeding. So that means that these women are continuing to suffer in silence. They're not having the conversations that they should be having with their GP or healthcare provider, and if women don't know what the symptoms of heavy menstrual bleeding are, then they're really not empowered to be able to seek treatment for that.

(10:46-11:01)

According to the new research, how many Australian women affected by heavy periods de-prioritise their own healthcare needs, and why is this the case?

The new research shows that one in two Australian women don't prioritise their own healthcare needs, so don't look after this issue. They do what most women do, and that is put the needs of other members of their family before themselves.

(11:04-11:33)

What role does stigma play in delaying the diagnosis of heavy menstrual bleeding?

Unfortunately, the main reason heavy menstrual bleeding is undertreated in Australia is because women have been forced to consider that all menstrual bleeding is normal. They have been made to feel like they can't prioritise their own health and they can't raise as an issue, things that are concerning them. So many women feel like, oh, I can't complain about that. That's just the way it is. I have to put up with that. And those that do seek to get attention for it feel like whingers or complainers.

(11:36-11:46)

Why is it so important for women to be informed about period health?

I think the times come when we should lift the veil. We should expose heavy menstrual bleeding for the problem that it is, and we should help women to stop suffering in silence.

(11:49-12:09)

How does heavy menstrual bleeding affect a woman's overall quality of life?

Women that have heavy menstrual periods that aren't having them treated, have undoubtedly a lower quality of life. They're fearful about an upcoming period, when they get their period, they're fearful of doing things they would normally do. They're potentially worried about embarrassing situations. They're concerned about being able to be intimate with their partner.

(12:13-12:29)

What are the psychological implications of living with heavy menstrual bleeding?

The mental implications of living with heavy menstrual bleeding include things like stress, low confidence, anxiety. In fact, the research shows that women that have heavy menstrual bleeding can say that the psychological impacts are worse than the physical impacts.

(12:32-12:54)

How treatable is heavy menstrual bleeding and what options are currently available?

There are a whole range of options that a woman can employ in order to reduce the burden of her period. We can start off with non-hormonal medications. We can then move into hormonal medications like the contraceptive pill. Then there are intrauterine devices that can be employed. And then there's surgical treatments available that include things like endometrial ablations or hysterectomies.

(12:58-13:14)

What is endometrial ablation?

Endometrial ablation is a surgical procedure whereby a device is used and put inside a woman's uterus. It generates sound waves and heat, which essentially sears the inside lining of the uterus to either reduce, or stop a woman's menstrual bleeding.

(13:18-13:35)

Why are so many women not seeking treatment?

The new Australian research sadly shows that only one in four Australian women have sought treatment for heavy menstrual bleeding. I think that women really need to feel empowered to seek information from their health provider to go to their GP and not to feel like this is just something that they should put up with.

Campaign collateral – VNR transcript + shot list

Dr Talat Uppal,

**Obstetrician & Gynaecologist, & Founder
& Director of Women's Health Road,
SYDNEY**



(13:43-14:00)

What is heavy menstrual bleeding?

Heavy menstrual bleeding is excessive menstrual loss, which affects the woman's quality of life. This could be physical, this could be emotional, could be social, could be, and or her material quality of life. And heavy menstrual bleeding can be alone, or it can be associated with other symptoms.

(14:04-14:16)

What was the aim of the new, Australian, heavy menstrual bleeding research involving 5,000 Australian women aged 35 to 52?

The aim of the new Australian research on heavy menstrual bleeding involving 5,000 women between the ages of 35 and 52, was to break the silence on this common but very treatable condition.

(14:19-14:35)

According to the new Australian research how many women aged 35 to 52 years are experiencing heavy periods?

According to the new research, looking at women between 35 and 52 years of age, three quarters of women have experienced heavy menstrual bleeding in the past, whereas one quarter of women are experiencing it often or always.

(14:39-14:53)

According to the new Australian research, how do women living with heavy menstrual bleeding describe their condition?

Women with persistent heavy menstrual bleeding described their condition in very negative terms, so they found it depressing and miserable, and that is understandable, because it does rob them of their best quality of life.

(14:55-15:19)

According to the new Australian research, what are the major heavy menstrual bleeding symptoms experienced by women?

According to the new Australian research around heavy menstrual bleeding, some of the major symptoms women report include feeling weak, changing their sanitary protection, one to two hourly bloodstained clothing affecting their quality of life, whether it's their work or their, uh, athletic life or their relationships, or, um, they might be passing clots.

(15:22-15:56)

What percentage of women surveyed want more open conversations around treating heavy periods and what are the implications of this?

In this new Australian research, 92% of women articulated that they want more conversations and more dialogue around heavy menstrual bleeding. And this is such a powerful message for us. The new Australian research has shown that by not discussing openly about women's menstrual health, they might have less knowledge about this condition, and so that then leads to underdiagnosis, undertreatment and less confidence to seek care for the condition because they're not aware that there are all these options available for them.

(15:59-16:34)

According to the new Australian research, why are women mistakenly accepting their heavy menstrual bleeding symptoms as normal?

According to the new Australian research, women are continuing to suffer in silence. And one in two women reported that they had little or no knowledge about the treatment of heavy menstrual bleeding. And similarly, just over half of women surveyed said that they're yet to see their general practitioner for medical advice. These are quite profound statistics, and women need to have an idea of how long a period normally is or how heavy the flow should be, so that when it deviates from normal, they're able to flag that and seek timely assistance.

(16:37-17:02)

What role does stigma play in delaying the diagnosis of heavy menstrual bleeding?

Stigma is a very complex space, and women's health is riddled with taboo and with stigma, unfortunately even now. And the impact that has, is that women then often don't seek care or they're not confident to speak to either their peers, their friends, their family, or particularly importantly, um, a, a health professional because they are ashamed of this condition, unfortunately.

(17:05-17:20)

Why is it so important for women to be informed about period health?

It's so important to be aware of your menstrual health because it allows you to seek timely medical assistance if there is a change, or if these cycles are so heavy that they can benefit from medical support.

(17:23-17:41)

How can we break the stigma and shame associated with heavy menstrual bleeding?

There is significant stigma and shame associated with heavy menstrual bleeding. It is so crucial that women start having conversations with their friends, with their schoolmates, with their, um, work at, work at, with their family and friends, so that there is more and more acceptance that this is normal.

(17:45-17:59)

How does heavy menstrual bleeding affect a woman's overall quality of life?

Heavy menstrual bleeding can have a huge negative impact on women's quality of life, and this can be on different facets of their life. It could be time off work, it could be time off school. It could be their, um, leisure activities that they had planned or sport.

(18:02-18:21)

How does heavy menstrual bleeding affect a country's productivity?

Heavy menstrual bleeding has a huge impact on productivity and to the cost of the nation because women are such an important and valued part of our workforce. If they're unable to come to work or they're having to reduce their hours or they're not feeling their personal best or living their best quality of life, it has a direct impact on that.

(18:24-18:39)

What are the mental implications of living with heavy menstrual bleeding?

There can be variable mental health implications of living with heavy menstrual bleeding, and these can include heightened anxiety, it can include a low mood, it can include low confidence to reach out and do you know, things that, because their quality of life is compromised.

(18:43-18:49)

How treatable is heavy menstrual bleeding and what options are currently available?

Heavy menstrual bleeding is absolutely treatable and there are multiple options available for women.

(18:52-19:17)

What is endometrial ablation?

Endometrial ablation is a minimally invasive procedure available for women as an option. It's suitable for some women. And the good thing about it is that, it's of, it's a day surgical procedure. It has a high success and a high satisfaction rate, and it's relatively easy for women to have and a procedure that I generally encourage patients to seriously consider as one of the options available to them.

(19:20-19:38)

Why are so many women not seeking treatment?

Sometimes women do seek care, but don't, they're not being made aware of all the options available for them. So, it's really important for us to have these open conversations and that for healthcare professionals, to proactively inquire about menstrual health as part of their review.

(19:41-19:54)

What is your message to Australian women aged 35-52 years who are living with heavy menstrual bleeding?

My message to women who are experiencing heavy menstrual bleeding is that please don't put up with it. Please seek timely care with your general practitioner. This is a problem that is treatable. Please allow us to help you in this space.

Campaign collateral – VNR transcript + shot list

Kate, 39
Physiotherapist & mother-to-two who battled anaemia for four years due to HMB, BRISBANE

(20:03-20:12)
For how long do you suspect you were living with heavy menstrual bleeding?

I've been struggling with heavy menstrual bleeding for approximately four years. Um, pre-children, no issues with heavy bleeding, but post- children, it became a big issue for me.

(20:15-20:33)
What were your heavy menstrual bleeding symptoms?

My symptoms of heavy menstrual bleeding were, um, obviously a lot of blood loss where I was having to change, um, uh, pads and sanitary products. Every couple of hours, my periods became closer together and the really big problem for me was the severe, um, fatigue and exhaustion associated with the anaemia that I developed over that time as well.

(20:37-20:56)
How does it feel to live with heavy menstrual bleeding?

Living with heavy menstrual bleeding has been really challenging over the last four years. Um, and I think a lot of it is because we have this idea as women that we have to suffer in silence, um, because, uh, this is part of having children and this is part of approaching menopause, but I think there's obviously a line where this is not normal and this is irregular bleeding and it's too much.

(20:59-21:15)
Why do you think heavy menstrual bleeding is still considered a sensitive, taboo topic?

I think there's still very much a stigma in talking about heavy menstrual bleeding. Uh, I think if you were a woman who didn't have a doctor who, uh, or a doctor who is dismissive about these symptoms, it would be very hard to push this conversation to be able to get the help that you need for the symptoms you're experiencing.

(21:18-21:42)
What roles should GPs be playing when it comes to discussing heavy menstrual bleeding with their patients?

I feel it's essential that GPs are having this conversation with their patients, um, particularly post-childbirth, um, and as their patients are getting older, um, because there is a, a likelihood that they're gonna be experiencing some of these symptoms related to heavy menstrual bleeding. And I think the onus is really on them as GPs to make sure that, um, they're the gateway to be able to get the help that we need, um, as women who are having problems with heavy menstrual bleeding.

(21:46-22:16)
For how long did you mistakenly accept your heavy menstrual bleeding symptoms as simply "a normal part of being a woman"?

So, it was probably about four years where, that I was having quite, quite severe, uh, heavy bleeding, um, related to heavy menstrual bleeding, and I just assumed this was normal. I thought, oh, well, my body has changed having had children and this is my lot, um, and I just have to deal with this. I suppose the catch there though is that I'm only 39 and it's probably, menopause is probably still another 10



years away. And, and it just then became, I don't think I can do 10 more years if this, this is, this is not possible.

(22:19-22:43)
When did you realise your heavy menstrual bleeding symptoms were not normal?

When I, um, started having a lot of problems with anaemia related to heavy menstrual bleeding, uh, and the fact that I couldn't then supplement my iron appropriately, um, that's when I realised this isn't normal to be dealing with this level of symptoms and this level of fatigue and exhaustion, um, and this level of blood loss really, um, that's abnormal. I shouldn't, I shouldn't have this. Um, and I probably need to talk to someone about this.

(22:46-23:05)
What prompted you to finally seek medical attention, and when did you do so?

After four years of, of heavy bleeding, um, then and becoming anaemic, um, and then not being able to tolerate my iron supplements anymore, I had an allergic reaction to them. Uh, that was when I decided that it was time to talk to someone, um, to see if there were other options out there, um, that could help with this level of heavy menstrual bleeding.

(23:08-23:13)
When were you diagnosed with heavy menstrual bleeding and by whom?

I was diagnosed with heavy menstrual bleeding in May of 2023, uh, by my gynaecologist.

(23:16-23:31)
How did you feel when you were diagnosed with heavy menstrual bleeding?

I was relieved to get a diagnosis related to my heavy menstrual bleeding and my anaemia. Um, it got to the point where it was affecting my mental health and I thought, why am I not coping with this? So to have someone give me a diagnosis that fit my symptoms where I could then seek treatment was, was life changing.

(23:35-23:44)
How has living with heavy menstrual bleeding affected your quality of life, from a physical, mental, social, and professional perspective?

Living with heavy menstrual bleeding has affected my life in, in facets of, uh, my physical health, my mental health and my time with my family.

(23:47-24:02)
How has living with heavy menstrual bleeding affected your physical health?

I have not had any energy to be doing any exercise for myself. I used to be, um, an avid gym goer. Uh, I used to do a lot of yoga, and over the last four years that has very much fallen to the wayside. I've just not had the energy.

(24:05-24:29)
How has living with heavy menstrual bleeding compromised your professional career as a physiotherapist?

As a physiotherapist, my role is fairly active. I'm constantly on the move and up with patients, and having heavy menstrual bleeding was always a consideration because I was constantly worried that I was going to be leaking, um, when I was treating patients. Um, making sure that I had pads and tampons at all times just in case I needed to change products. Um, so yeah, it, it was, uh, a difficulty at work.

(24:32-24:42)
How has your heavy menstrual bleeding compromised your role as a mother?

As a mum of two small children, uh, it's exhausting at the best of times. Uh, and then having heavy menstrual bleeding on top of that has been, uh, quite a challenge over the last couple of years.

(24:45-25:06)
How did your heavy menstrual bleeding affect your mental health?

I had definitely noticed a, a slide or a decline in my mental health where I was constantly overwhelmed both at work and at home. Um, I was always exhausted. I was really struggling to be able to, to think clearly at the best of times. Um, and so it was, it was a big challenge for me in terms of rebuilding my mental health.

(25:09-25:28)
How has living with heavy menstrual bleeding compromised your social life?

Uh, having heavy menstrual bleeding has had an effect on my social life to the point where I noticed that I was avoiding activities. I didn't wanna get in the pool with the kids at times, um, just 'cause it was just too hard to try to be able to sort out, regardless of whatever product I would use, I would bleed through. Um, so I definitely have changed the activities that I would do, um, as a consequence of it.

(25:34-25:48)
Why do you think so many women do not realise that heavy menstrual bleeding is treatable, and that a range of effective treatments are available?

I think a lot of women don't know, uh, the options that are available out there because we don't necessarily have these conversations. We don't have them with our families, we don't have them with our friends, and we certainly don't have them with the people we should, be our doctor, uh, because of the stigma around talking about your periods, unfortunately.

(25:51-26:23)
Can you reflect on period stigma?

I think period stigma starts really early and I think it's sort of indoctrinated from an early age where when you first get your period when you are younger, um, and at school, and it's a big thing unfortunately, especially if you go to a co-ed school where, uh, there's a lot of shame associated with, with people knowing that you're bleeding. Um, and, and that starts at an early age. And I think unfortunately that stays with you a lot of your life where it is almost considered a, a shameful or a secret act, um, that every, every woman experiences this. Um, so it should be something that we're talking about openly.

(26:27-26:39)
What is your message to other Australian women living with heavy menstrual bleeding?

My message to other women who are experiencing heavy menstrual bleeding would be to talk about it, to talk openly about it with your family and friends, and definitely make sure you have a good GP and talk to your GP about it so that you can get the treatment that you need.

(26:42-27:00)
Can you reflect on the treatment that you underwent to control your heavy menstrual bleeding?

So having an endometrial ablation for my heavy menstrual bleeding has been life changing for me. Um, I have no longer have any of the symptoms related to heavy menstrual bleeding. I have energy again, I'm able to get back in the gym, play with my kids, um, work and have a normal life, again.

(27:03-27:22)
Can you describe the ablation procedure?

The endometrial ablation was a simple procedure. It was, um, a five-minute procedure where you have an anaesthetic and while you're under, uh, they, uh, insert the device, um, via your vagina into your uterus. And they basically, using radio waves, they sear, um, your uterus so that it no longer sheds, and you no longer have any bleeding.

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(27:25-27:42)

How do you feel following the ablation procedure?

I felt great following the endometrial ablation, there was a slight period of a couple of weeks of abdominal discomfort, um, uh, nowhere near as bad as period pain. Um, and then since then I've had a little bit of spotting and now no bleeding whatsoever. And it feels fantastic.

(27:45-27:53)

What should women be doing in order to live comfortably?

I think we know now as women that we don't have to put up with these severe symptoms of heavy menstrual bleeding, um, and we can live comfortably and live a better life.

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Annie, 55

Women's business branding specialist, mentor & mother-to-five who battled with HMB for a decade, SYDNEY

(28:01-28:22)

For how long do you suspect you were living with heavy menstrual bleeding?

I actually had heavy menstrual bleeding for around 10 years, from the age of 42 to 52, increasing in the, the amount of, of blood that I had on a every month flow. Uh, so I went from normal bleeding for all of my period cycle, to around 42 when it suddenly started to increase, and then heavy, heavier until I was 52.



(28:25-28:49)

What were your heavy menstrual bleeding symptoms?

I had, obviously an increased heavy flow to the point that I required multiple sanitary products, you know, ongoing, which meant that I was overflowing. It meant that I was sometimes having two super tampons at the same time, plus, uh, a pad. It meant that I was also iron deficient. I became very, very tired, uh, and I didn't realise that I needed iron replacement for a period of time.

(28:52-29:53)

Why do you think heavy menstrual bleeding is still considered a sensitive, taboo topic?

It surprises me that heavy menstrual bleeding is still such a taboo topic because we are happily talking about our, our boobs and our bum and, and things that we get, um, tested. Now, particularly being 50 plus, you know, I get invitations to get mammograms and, and bowel tests. And so heavy menstrual bleeding is still one of those topics that I've never actually heard openly discussed in the media and by people who should be, you know, our authorities in this space. So it is, it is probably just because it's uncomfortable. People don't like talking about periods. They don't like talking about blood. They don't like talking about when women are feeling, you know, drained and exhausted and, and, and, and not feeling at their best because part of women's roles is that you're supposed to be, you know, positive, happy, caring, uh, having it all together, multitasking. And so it has been a topic that has been chronically, you know, under discussed to the point of not discussed at all. And I think that's the time that we've got to change.

(29:57-30:13)

For how long did you mistakenly accept your heavy menstrual bleeding symptoms as simply "a normal part of being a woman"?

When I was 42 years of age, I noticed that my period suddenly went from three days and just an average sort of flow, to suddenly increasing, increasing. Sometimes it was heavier, sometimes it was lighter. But then over the next probably three to five years, it was just heavier and heavier and heavier.

(30:16-30:38)

Why did you accept your heavy menstrual bleeding symptoms as being normal?

I was just busy. I was busy with life. I was busy growing my career. I was busy raising my family of five children. I was busy getting into sport and having more opportunities to do things for myself that I hadn't done when I was parenting all my littles. And so, it was probably a, a, a time that I just didn't focus in on, is this normal, and how badly is it affecting my day-to-day life?

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30:41-31:04)

When did you realise your heavy menstrual bleeding symptoms were not normal?

I remember the exact day where I was actually in my home, and I was just overcome with cramps. I couldn't even stand up straight. And I'm thinking, oh my gosh, this is just crazy. You know, here I am in this terrible situation. I was bleeding heavily. I couldn't stand up. And I thought, right, today is the day that I am going to book an appointment and get this investigated.

(31:06-31:21)

When were you diagnosed with heavy menstrual bleeding and by whom?

I was finally diagnosed by my gynaecologist, age 52. And it was a very exciting day actually, because I finally found out the reason that I'd had my heavy menstrual bleeding, and I also found out how I could treat it. So it really actually changed my life.

(31:26-31:47)

How has living with heavy menstrual bleeding affected your physical health?

As an outdoorsy person, I kayak, I hike. It really, uh, just made me feel that I didn't have the energy that I wanted emotionally. It was really quite distressing, you know, it, it upset me that I had to deal with this. I felt that I had a private pain that I was dealing with that I didn't feel supported by, really, because I didn't know what to do with it.

(31:50-32:16)

How has living with heavy menstrual bleeding affected your sleep?

I remember waking up like every three hours or a couple of times actually waking up feeling wet because my, my sanitary products had overflowed. And then I've got blood on my sheets and I'm like, oh my God, this is just one distressing, but two, that's why I'm feeling so tired. That's why I'm feeling so exhausted. If you can't get a good night's sleep, if you're waking up every three or four hours, it really starts to impact every area of your life.

(32:21-32:54)

How has living with heavy menstrual bleeding compromised your professional career as a women's business branding specialist and mentor?

I've been an executive CEO for over a decade and run multiple businesses. So the public face of Annie would be that, you know, you're always showing up, you're confident, you know, you are, you're well prepared, you're well groomed. Uh, but underneath that is, I'm like any other woman, you know, I've, I'm feeling insecure about am I, you know, do, is my period gonna overflow? I'm wearing a beautiful dress. Now is that going to create an accident? Or even if I've got associated pain with my bleeding, I'm not feeling that I am, um, showing up as my best self.

(32:57-33:21)

How has your heavy menstrual bleeding compromised your role as a mother?

I had twins when I was 23, another set of twins when I was 25, and then had my fifth child at 32. So my heavy menstrual bleeding didn't start till 42. So they were actually, uh, much older in that journey. And I'm actually thankful 'cause I cannot even imagine how I would've raised the requirement of, of that parenting time if I'd had the heavy menstrual bleeding then.

(33:26-33:43)

How long did it take for you to realise that your heavy menstrual bleeding was treatable, and that effective treatment options were available?

It took me 10 years to realise that heavy menstrual bleeding is treatable. I remember being at that first consultation with a gynaecologist who then suddenly said, Annie, you have been a soldier. You have been putting up with this for 10 years. We can definitely start treatment today.

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Campaign collateral – VNR transcript + shot list

(33:48-34:17)

Why do you think so many women do not realise that heavy menstrual bleeding is treatable, and that a range of treatment options are available?

I think so many women don't realise that heavy menstrual bleeding is not normal and that there are treatment options available because it's a conversation that we never have with each other. We might not have had that with our mothers. Uh, we certainly don't have it with our girlfriends. And so if this hasn't been an area that know someone like myself who actually then starts talking about it, you're unaware of how important it is to have those conversations and that you need to seek medical assistance.

(34:21-34:42)

Do you think there is a period stigma?

I think there still is a period stigma, uh, a conversation that we just don't have. You know, it's something that you privately have monthly. That's just part of being a woman, but it's not in the open conversation. And so we need to actually turn around that stigma and actually start having those conversations, because this is actually just part of our normal, normal health.

(34:45-35:13)

What is your message to other Australian women living with heavy menstrual bleeding?

My message to other Australian women living with heavy menstrual bleeding is to actually realise that it's not normal. That there are a range of treatment options available, and they should seek those out with a health professional. And so it's no, not a time to then just soldier on. It's not a time to avoid it. It's not a time to be too busy like I was. It's a time to value your own health, make it a number one priority, and have that conversation with a health professional because there are treatment options available.

(35:16-35:37)

How comfortable is life for you now post-treatment?

I feel so much more energetic. I feel that I'm just living comfortably in all areas of my life. I can go out hiking with my friends. I can feel like I've got time for my adult children and my granddaughters. I feel like I've got energy. I'm not iron deficient anymore. I've got no cramps anymore. It's just really just allowed me to step into the woman that I was born to be.

OVERLAY

TIME CODE	DESCRIPTION
(35:40-35:50)	Close up – Image of woman's uterus.
(35:51-35:59)	Mid shot – Image of woman curled up on couch, holding her stomach with both arms.
(36:00-36:15)	Wide shot – Group of women smiling, laughing, and talking to one another on park bench.
(36:16-36:28)	Wide shot – Woman sitting on edge of bed, holding stomach.
(36:29-36:54)	Wide shot – Woman walking to lounge, sitting down, rubbing stomach, lying down, in pain.
(36:55-37:04)	Mid shot – Jana Pittman 'World Champion - 400m Hurdles August 2023' trophy on top of desk.
(37:05-37:13)	Wide shot – Camera pan across to Jana, sitting at dining table, typing on laptop.
(37:14-37:19)	Wide shot – Camera pan down to Jana, sitting at dining table, typing on laptop.
(37:20-37:22)	Close up – Jana's laptop.
(37:23-37:27)	Extreme close up – Jana's face.
(37:28-37:32)	Close up – Jana scrolling through information on her laptop.
(37:33-37:44)	Close up – Camera pan up to Jana Pittman's face, Jana Pittman focusing on laptop.
(37:45-37:56)	Wide shot – Jana's toddler running towards her, Jana picking him up in her arms, and kissing him, releasing him back on the ground, toddler laughing and running towards camera.
(37:57-38:08)	Mid shot – Jana's toddler running back to her, Jana Pittman kissing him on the cheek and picking him up, standing and holding him in her arms, tickling his cheek. Jana taking and kissing other son's hand.
(38:09-38:22)	Mid shot – Jana holding both children in each arm, twirling them, spinning, dancing and laughing with both.
(38:23-38:32)	Close up – Jana holding child in each arm, twirling them, spinning, dancing and laughing with her two young children. Camera focusing on Jana's youngest son.
(38:33-39:07)	Wide shot – Jana's daughter running towards her, Jana embracing her, picking her up, kissing her on the cheek, putting her back on the ground. Camera pan to Jana's other daughter, walking through doorway to Jana, Jana leaning over, embracing her. Camera pan down to Jana's youngest son, cuddling her legs, Jana picking him up and dancing with him in her arms.
(39:08-39:19)	Mid shot – Jana holding her youngest son, twirling and dancing with him in her arms.
(39:20-39:31)	Wide shot – Camera pans to Jana's eldest son, spinning his brother in his arms, Jana twirling and dancing with her youngest son in her arms.
(39:32-39:36)	Wide shot – Jana twirling and dancing with her youngest son in her arms, standing next to her eldest son who is twirling and dancing with his brother in his arms. Jana's other children playing around them.
(39:37-39:47)	Wide shot – Jana's children laughing, twirling and dancing in front her, Jana kissing her child in her arms.
(39:48-40:12)	Wide shot – Jana's children taking turns with Jana, practising tricks with her.
(40:13-40:17)	Close up – 'Greenstones obstetrics & gynaecology' sign on practice building.
(40:18-40:22)	Close up – Obstetrician sign.
(40:23-40:39)	Wide shot – Dr Brad Robinson walking down practice hallway, talking to receptionist, receptionist handing Dr Robinson documents and Dr Robinson continuing walking down practice hallway.
(40:40-40:44)	Close up – Dr Brad Robinson sign on door.
(40:45-40:54)	Mid shot – Dr Robinson sitting at desk, looking at computer screen in front of him.

(40:55-40:57)	Close up – Dr Robinson's face.
(40:58-41:01)	Close up – Dr Robinson typing on keyboard.
(41:02-41:09)	Mid shot – Camera focusing on computer screen over Dr Robinson's shoulder.
(41:10-41:16)	Wide shot – Dr Robinson talking with Kate (patient).
(41:17-41:30)	Mid shot – Dr Robinson talking with Kate.
(41:30-41:37)	Mid shot – (insert name) talking to Dr Robinson.
(41:38-41:53)	Mid shot – Dr Robinson talking with Kate.
(41:54-42:10)	Close up – Camera panning from diagram of women's uterus on desk to Dr Robinson's face, camera panning back to diagram on desk.
(42:11-42:18)	Mid shot – Dr Robinson talking.
(42:19-42:26)	Mid shot – Dr Robinson standing, talking to Kate about her uterus.
(42:27-42:36)	Mid shot – Dr Robinson pressing on Kate's stomach, Kate laying on patient bed.
(42:37-42:40)	Close up – Camera panning across 'The Women's Health Road' sign on door.
(42:41-42:54)	Wide shot – Annie (patient) walking through practice doorway to reception. Annie talking with receptionist, Annie sitting down in waiting room chairs.
(42:55-43:12)	Wide shot – Dr Talat Uppal walking through practice hallway greeting Annie in waiting room, gesturing Annie to walk through hallway. Dr Uppal walking beside Annie, gesturing Annie to enter her consulting room.
(43:13-43:19)	Wide shot – Annie sitting down in patient chair, Dr Uppal sitting down and talking with Annie.
(43:20-43:42)	Mid shot – Dr Uppal asking Annie about her HMB.
(43:43-43:57)	Mid shot – Annie discussing her HMB and treatment with Dr Uppal.
(43:57-44:05)	Wide shot – Camera focusing on Dr Talat Uppal sign on door, Dr Uppal in background sitting and talking with Annie.
(44:06-44:12)	Close up – Medical instrument observing stomach.
(44:13-44:17)	Close up – Ultrasound of stomach.
(44:18-44:22)	Close up – Dr Uppal using ultrasound.
(44:23-44:24)	Wide shot – Dr Uppal examining ultrasound.
(44:25-44:29)	Mid shot – Annie looking at ultrasound on wall.
(44:30-44:33)	Mid shot – Camera panning from Dr Uppal's face to ultrasound on wall behind.
(44:34-44:47)	Wide shot – Dr Uppal examining Annie's stomach with ultrasound.
(44:48-44:53)	Mid shot – Kate opening and closing fridge.
(44:54-45:01)	Wide shot – Kate chopping fruit talking to her daughter, sitting on kitchen bench stool.
(45:02-45:14)	Mid shot – Kate chopping and handing fruit to her daughter, sitting on kitchen bench stool.
(45:15-45:27)	Mid shot – Kate's daughter eating apple, smiling at Kate.
(45:28-45:34)	Wide shot – Kate and daughter in kitchen talking and eating fruit with each other.
(45:35-45:49)	Mid shot – Kate standing at edge of trampoline talking to children, jumping on trampoline.
(45:50-46:15)	Wide shot – Kate climbing onto trampoline, jumping with her children.
(46:16-46:26)	Mid shot – Kate smiling, boxing into trainer's gloves.
(46:27-46:34)	Mid shot – Kate's trainer smiling, receiving Kate's punches in gloves.
(46:35-46:49)	Wide shot – Kate boxing with her trainer.
(46:50-46:54)	Mid shot – Photo of Annie in magazine hanging on wall.
(46:55-46:59)	Close up – Books written by Annie displayed on shelf.
(47:00-47:06)	Close up – Camera panning, showcasing books written by Annie.
(47:07-47:12)	Mid shot – Photo of Annie in magazine hanging on wall.
(47:13-47:17)	Close up – Annie's 'Empowering Woman of the Year' award.
(47:18-47:26)	Wide shot – Camera panning across Annie's living room to Annie, sitting at desk, looking at laptop.

Campaign collateral – VNR transcript + shot list

(47:27-47:36)	Close up – Camera panning from books written by Annie sitting on table to Annie's face.
(47:37-47:41)	Close up – Annie talking to women on video call on laptop.
(47:42-47:54)	Wide shot – Annie sitting at desk, talking to women on her laptop.
(47:55-48:01)	Mid shot – Camera focusing on microphone and headphones in front of Annie, talking.
(48:02-48:17)	Wide shot – Annie sitting at desk, talking to women on her laptop.
(48:18-48:28)	Mid shot – Annie sitting at dining table, typing on laptop.
(48:29-48:33)	Close up – Annie typing on laptop.
(48:34-48:40)	Extreme close up – Annie smiling, looking away.
(48:41-48:46)	Mid shot – Annie typing on laptop.

ends#

For more information regarding this VNR, please contact:

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Campaign collateral – Pieces to camera



[Jana Pittman, SYD piece to camera](#)

Campaign collateral – Pieces to camera



[Dr Brad Robinson, BRISB piece to camera](#)



[Dr Talat Uppal, SYD piece to camera](#)

Campaign collateral – Pieces to camera



[Kate, 39, BRISB piece to camera](#)



[Annie, 55, SYD piece to camera](#)

Campaign collateral – Hero image



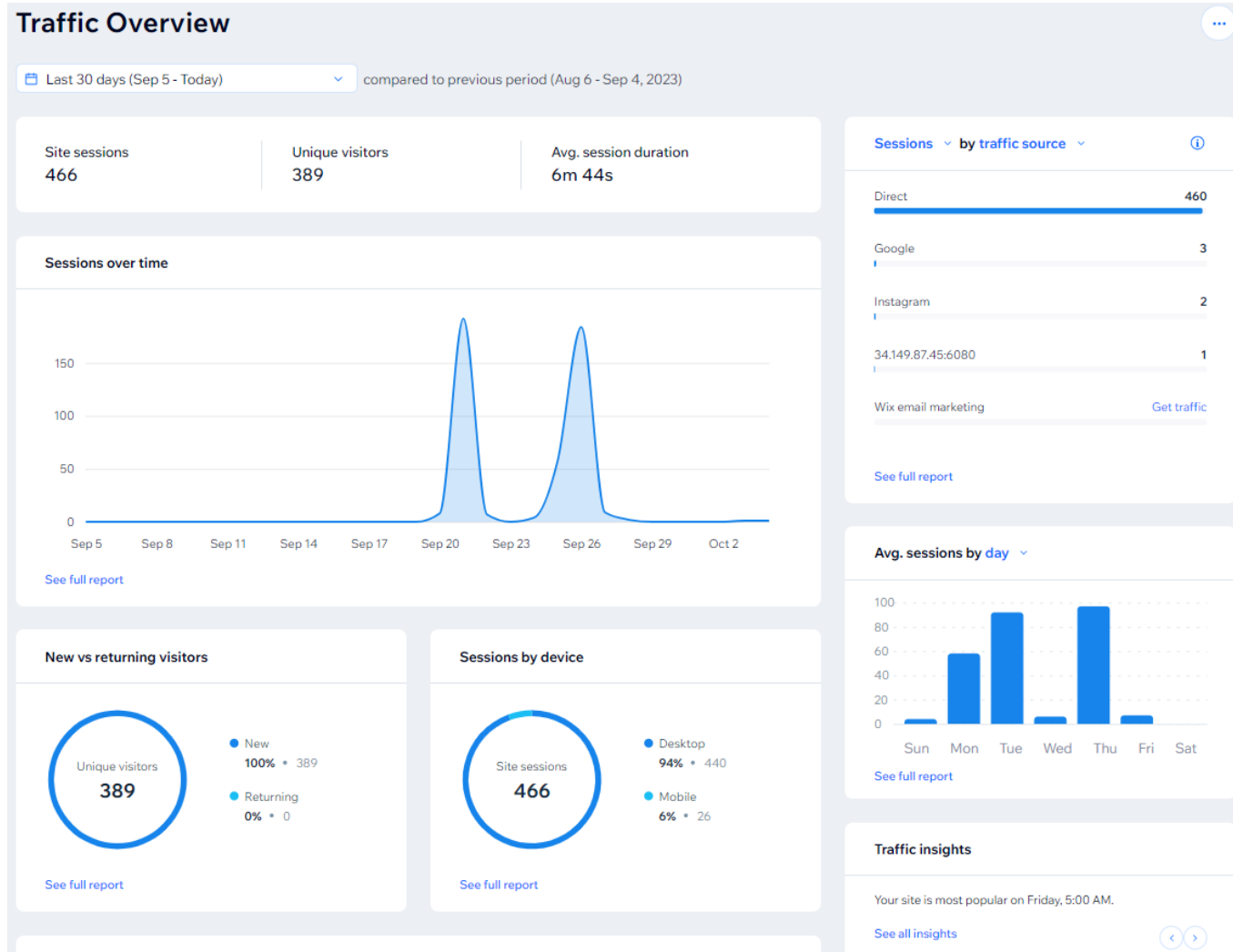
Campaign collateral – Imagery



Campaign collateral – Imagery



Campaign collateral – Digital media kit analytics



Summary

389 unique visitors to digital media kit

466 total site sessions
94% on desktop, 6% on mobile device

Average session duration = 6:44mins

Site most popular on
Friday, September 22 at 5am –
1 day post- first media alert distribution

Campaign collateral – Digital Media Kit





Heavy menstrual bleeding (HMB) media kit

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

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[Media releases](#)
[Backgrounder - About HMB](#)
[Collated HMB research](#)
[Infographic](#)
[Profile - Jana Pittman + pics](#)
[Expert + PAG profiles](#)
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[Video news release \(VNR\)](#)
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MEDIA ALERT
EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Jana Pittman set to champion dialogue to drive diagnosis & treatment of heavy periods

New research to break the silence on a serious, but treatable women's health condition

More than one-in-two Australian women aged 35-52 years grappling with abnormally long or heavy periods are yet to discuss this serious but treatable medical condition with their doctor, new research reveals.

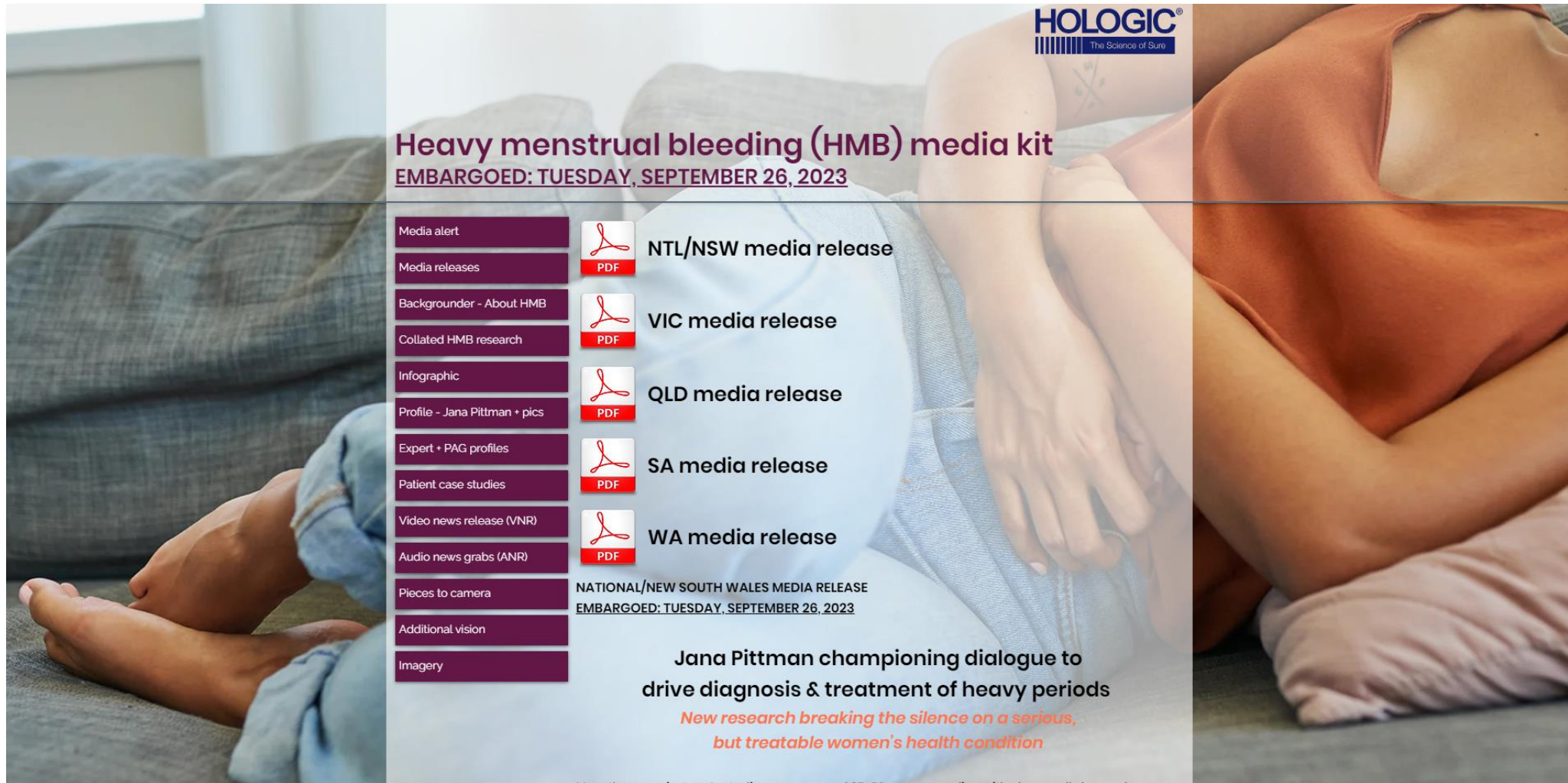
To help address this public health issue, two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author and mother-of-six, Jana Pittman, 40, Sydney, will team with doctors and women nationwide tomorrow (Tuesday, September 26, 2023), to announce the new research findings and help champion dialogue, diagnosis, and treatment of heavy menstrual bleeding (HMB).

The new Australian research captures the experiences, thoughts and attitudes of 5,000 women aged 35-52 years towards this common but rarely discussed health issue. Research has shown many women are "suffering in silence" and mistakenly regarding their HMB symptoms as "normal,"²³ while 92 per cent are calling for more open conversations around treating heavy periods.










Campaign collateral – Digital Media Kit



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Heavy menstrual bleeding (HMB) media kit


EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Media alert		NTL/NSW media release
Media releases		
Backgrounder - About HMB		VIC media release
Collated HMB research		
Infographic		QLD media release
Profile - Jana Pittman + pics		
Expert + PAG profiles		SA media release
Patient case studies		
Video news release (VNR)		WA media release
Audio news grabs (ANR)		
Pieces to camera		NATIONAL/NEW SOUTH WALES MEDIA RELEASE
Additional vision		<u>EMBARGOED: TUESDAY, SEPTEMBER 26, 2023</u>
Imagery		

Jana Pittman championing dialogue to drive diagnosis & treatment of heavy periods

New research breaking the silence on a serious, but treatable women's health condition

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Heavy menstrual bleeding (HMB) media kit

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Media alert

Media releases

Backgrounder - About HMB

Collated HMB research

Infographic

Profile - Jana Pittman + pics

Expert + PAG profiles

Patient case studies

Video news release (VNR)

Audio news grabs (ANR)

Pieces to camera

Additional vision

Imagery

BACKGROUNDER
EMBARGOED: TUESDAY, SEPTEMBER 26, 2023


About Heavy Menstrual Bleeding (HMB)

About Heavy Menstrual Bleeding

- Heavy Menstrual Bleeding or 'HMB' is a treatable medical condition involving abnormally heavy, or long menstrual periods.¹
- In Australia, HMB is defined as excessive blood loss during a period that compromises physical, emotional, social, and daily activities, occurring alone, or with other symptoms.^{2,3}
- The menstrual cycle or a "period" is a natural, hormone-regulated process occurring roughly every month, lasting between three and seven days.⁴
- During a period, the lining of the uterus (endometrium) sheds, which presents as bleeding through the vagina.⁴



Symptoms


- It can be difficult to measure whether a period is normal or otherwise. Given periods are individual, someone who has always had a heavy period may consider their experience of HMB to be normal.³
- Common HMB symptoms reported by Australian women include:
 - feeling weak, lacking energy, or pale appearance (59 per cent);
 - being bothered by bleeding and pain (48 per cent); and
 - needing to change pads/tampons every one to two hours (42 per cent).
- Other key symptoms of HMB include:^{3,3}
 - Losing more than five to six tablespoons of blood each period;
 - Bleeding for more than seven days;





Campaign collateral – Digital Media Kit





Heavy menstrual bleeding (HMB) media kit

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Media alert	COLLATED RESEARCH BACKGROUNDER EMBARGOED: TUESDAY, SEPTEMBER 26, 2023
Media releases	
Backgrounder - About HMB	
Collated HMB research	
Infographic	
Profile - Jana Pittman + pics	
Expert + PAG profiles	
Patient case studies	
Video news release (VNR)	
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Summary of Recent Heavy Menstrual Bleeding (HMB) Research in Australia

Research findings



Despite a quarter of the world's population menstruating,¹ heavy menstrual bleeding (HMB) is still a taboo topic, both worldwide and in Australia, preventing open discussions, and leading to poor menstrual health understanding and, therefore, consequences to women's health.

This summary highlights the recent research on HMB and menstrual health in Australia, revealing **the combination of low menstrual health understanding and the normalisation of heavy menstrual bleeding and its associated symptoms, may result in a serious risk of under-diagnosis and under-treatment.**²

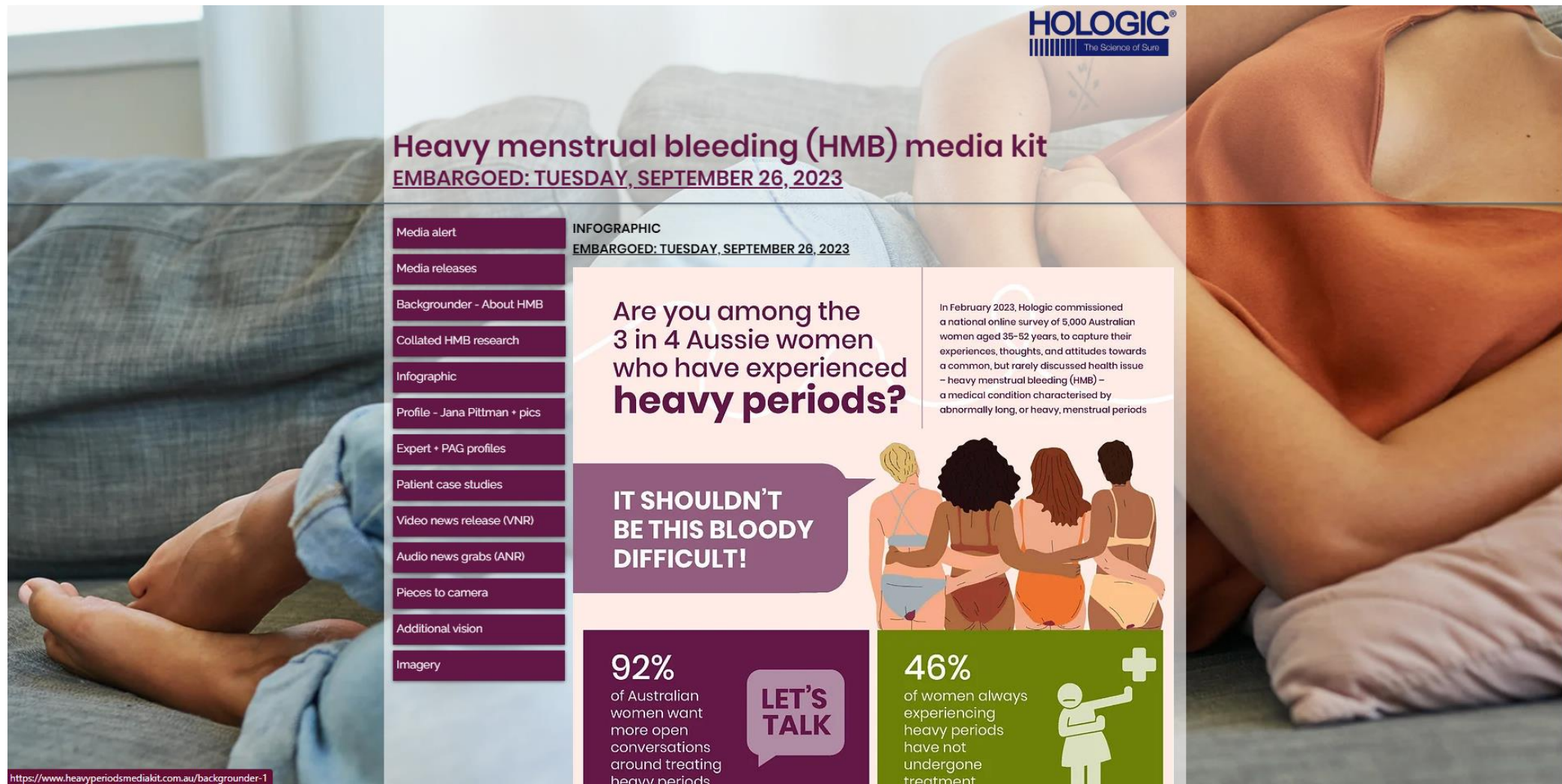
Australia's understanding of "normal" menstrual health

Research published this year shows Australians have difficulty discussing menstrual health across age groups and ethnic backgrounds.^{1,3} However, this lack of open dialogue is costing us, as many Australian women do not understand what constitutes a normal period.¹ Almost half (45 per cent) of Australian women reported no, or limited knowledge of treatments for HMB.³

Importantly, **Australians who have less knowledge and control over their menstrual health tend to experience a greater negative effect on their quality of life, compared with those who are more informed.**^{1,2}



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Heavy menstrual bleeding (HMB) media kit

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INFOGRAPHIC
EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Are you among the 3 in 4 Aussie women who have experienced heavy periods?

In February 2023, Hologic commissioned a national online survey of 5,000 Australian women aged 35-52 years, to capture their experiences, thoughts, and attitudes towards a common, but rarely discussed health issue – heavy menstrual bleeding (HMB) – a medical condition characterised by abnormally long, or heavy, menstrual periods

IT SHOULDN'T BE THIS BLOODY DIFFICULT!

92%
of Australian women want more open conversations around treating heavy periods

LET'S TALK

46%
of women always experiencing heavy periods have not undergone treatment

<https://www.heavyperiodsmeki.com.au/backgrounder-1>

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Heavy menstrual bleeding (HMB) media kit

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AMBASSADOR PROFILE
EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Jana Pittman

Two-time athletics World Champion & four-time Commonwealth Champion, women's health doctor, author & mother-of-six, **SYDNEY**

Jana Pittman, 40, is a two-times athletics World Champion, a four-times Commonwealth Champion, a women's health doctor, author, and mother-of-six.

In 2000, Jana made history, becoming the **first woman to win both the 400m flat and hurdles at any World Athletics or International Olympic Committee championship after competing in Chile's World Junior Championship**. She is among the few athletes to have won a World Championship at an athletic event at youth, junior, and senior levels.

Jana went on to **clinch gold in the World Championships 400 metre hurdles, in 2003 and 2007, respectively. She also won four gold medals in the Commonwealth Games 400m hurdles and the 4x400m relay in 2002, and 2006.**

After retiring from athletics in 2012, Jana chose to pursue **bobsledding** **actina as a brakewoman for Australian pilot, Astrid Radjenovic**. The pair successfully scored Australia's best World Cup finish in seventh place during the Altenburg Bobsleigh World Cup in January 2013. Jana next competed with Radjenovic at the Sochi Winter Olympics in 2014, and by doing so, became the first woman to represent Australia in both the Summer and Winter Olympic Games.





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Heavy menstrual bleeding (HMB) media kit

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EXPERT PROFILES
EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Dr Brad Robinson, Obstetrician & Gynaecologist, Greenslopes Private Hospital, **BRISBANE**

Dr Talat Uppal, Obstetrician & Gynaecologist, & Founder & Director of Women's Health Road, **SYDNEY**

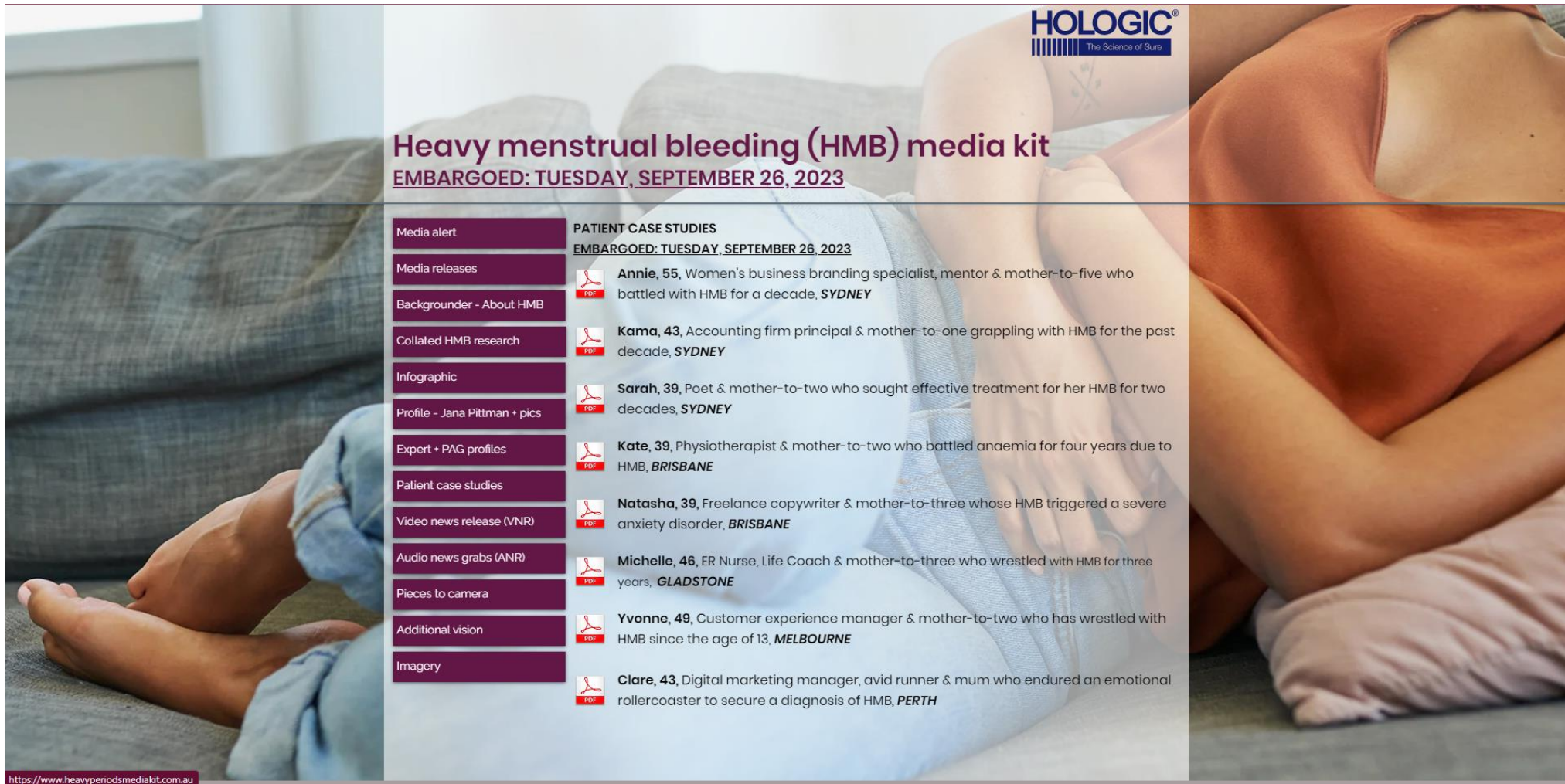
Dr Lenore Ellett, Obstetrician & Gynaecologist, & Director of Gynaecology, Mercy Hospital for Women, **MELBOURNE**

Dr Simona Fischer, Obstetrician & Gynaecologist, & Founding Member of Adelaide Obstetrics & Fertility, **ADELAIDE**

Dr Jade Acton, Specialist Gynaecologist & AGES Advanced Laparoscopic Surgeon, **PERTH**

Dr Sarah White, Chief Executive Officer, Jean Hailes for Women's Health, **MELBOURNE**









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Heavy menstrual bleeding (HMB) media kit

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Media alert	PATIENT CASE STUDIES
Media releases	EMBARGOED: TUESDAY, SEPTEMBER 26, 2023
Backgrounder - About HMB	 Annie, 55 , Women's business branding specialist, mentor & mother-to-five who battled with HMB for a decade, SYDNEY
Collated HMB research	 Kama, 43 , Accounting firm principal & mother-to-one grappling with HMB for the past decade, SYDNEY
Infographic	 Sarah, 39 , Poet & mother-to-two who sought effective treatment for her HMB for two decades, SYDNEY
Profile - Jana Pittman + pics	 Kate, 39 , Physiotherapist & mother-to-two who battled anaemia for four years due to HMB, BRISBANE
Expert + PAG profiles	 Natasha, 39 , Freelance copywriter & mother-to-three whose HMB triggered a severe anxiety disorder, BRISBANE
Patient case studies	 Michelle, 46 , ER Nurse, Life Coach & mother-to-three who wrestled with HMB for three years, GLADSTONE
Video news release (VNR)	 Yvonne, 49 , Customer experience manager & mother-to-two who has wrestled with HMB since the age of 13, MELBOURNE
Audio news grabs (ANR)	 Clare, 43 , Digital marketing manager, avid runner & mum who endured an emotional rollercoaster to secure a diagnosis of HMB, PERTH
Pieces to camera	
Additional vision	
Imagery	

<https://www.heavyperiodsmekiakit.com.au>

Campaign collateral – Digital Media Kit



HOLOGIC®
The Science of Sure

Heavy menstrual bleeding (HMB) media kit

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

- Media alert
- Media releases
- Backgrounder - About HMB
- Collated HMB research
- Infographic
- Profile - Jana Pittman + pics
- Expert + PAG profiles
- Patient case studies
- Video news release (VNR)
- Audio news grabs (ANR)
- Pieces to camera
- Additional vision
- Imagery

Video news release (VNR)

VIVA! Communications

Jana Pittman championing dialogue to drive diagnosis & treatment of heavy periods

48:58


Download broadcast quality VNR here –
<https://vimeo.com/867081408/1bfcbbfa15?share=copy>

Download the full transcript including shot list below (Available Monday, September 25, 2023, at 12:00pm)

PDF

Waiting for frog.wix.com...

Campaign collateral – Digital Media Kit



HOLOGIC®
The Science of Sure

Heavy menstrual bleeding (HMB) media kit

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

- Media alert
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- Backgrounder - About HMB
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- Additional vision
- Imagery

AUDIO NEWS RELEASE
EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

Jana Pittman set to champion dialogue to drive diagnosis & treatment of heavy periods

New research to break the silence on a serious, but treatable women's health condition

DOWNLOAD BROADCAST QUALITY AUDIO GRABS HERE:
https://drive.google.com/drive/folders/1KBgsfioCwjbbQ7ITmbceJwWfUq3vGcZ0?usp=drive_link

Audio grabs by Jana Pittman, 40
Two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author and mother-of-six, SYDNEY

Question – Can you reflect on your periods during your 20s as a competitive athlete?

Grab A – So, I had a really interesting history through my twenties. I was an athlete, but in the off season I'd have heavy menstrual bleeding, then I would compete, my body weight would drop a little bit and my periods would lighten off. So, it was so confusing to me about my own body. But then when I was a normal weight and post-sport, I would bleed for four or five days, but very, very heavy.

Question – Did your heavy periods ever affect your athletics career?

Grab B – I was always such a strong ambassador that you run, whether you're menstruating or not. Whereas I have a lot of young friends who would stop sport, when they had their cycles. And I was always like, there is no way my period's getting in the way of my competition. So, I've raced, I won the World Championships, while I was menstruating. So, I tried to prove that a lot of it's psychological as well as, I'm well aware, that my body was uncomfortable in that space, but I wanted to prove that women could do it anyway.

PDF

Campaign collateral – Digital Media Kit



The digital media kit is presented as a webpage with a background image of a person lying on a couch. The layout includes a top header with the Hologic logo, a main title section, a left-hand navigation menu, and two video preview sections.

HOLOGIC®
The Science of Sure

Heavy menstrual bleeding (HMB) media kit

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

- Media alert
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- Pieces to camera
- Additional vision
- Imagery

Pieces to camera

Jana Pittman, 40
Former World Champion athlete, women's health doctor, author & mother-of-six, SYDNEY

Jana Pittman – pieces to camera
Download broadcast quality pieces to camera here –
<https://vimeo.com/867835287?share=copy>

Additional video preview:
A man speaking in front of a wall covered in photos and a sign that says "BRAD".

Campaign collateral – Digital Media Kit



Campaign collateral – Digital Media Kit



HOLOGIC®
The Science of Sure

Heavy menstrual bleeding (HMB) media kit

EMBARGOED: TUESDAY, SEPTEMBER 26, 2023

- Media alert
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- Pieces to camera
- Additional vision
- Imagery

Experts



Australians living with heavy menstrual bleeding



Medical news media outcomes

Medical media outcomes



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16 October 2023

The hidden impact of heavy menstrual bleeding on Australian women

Authored by
TALAT UPPAL**Related Links** +Clinical registries: underfunded and underappreciated
**The under-recognition and undertreatment of heavy menstrual bleeding leads to delayed diagnosis, affecting the lives of women across Australia.**

Around 25% of women of reproductive age are afflicted by heavy menstrual bleeding (HMB) – a serious, yet treatable, medical condition ([here](#)). The age at presentation can range from adolescence to the perimenopausal phase, and HMB may occur alone or in combination with other symptoms ([here](#)). Despite its prevalence, it is very much hidden from the public eye in Australia due to its stigma, lack of understanding, and the normalisation of its symptoms. This contributes to underdiagnosis and inadequate management of the condition.

HMB is excessive menstrual blood loss that interferes with the woman's physical, emotional, social, and material quality of life. Research suggests approximately [three in four](#) Australian women have experienced HMB, a quarter of whom experience heavy periods often or always.

Medical media outcomes



Dr Talat Uppal has recorded this video to accompany her *InSight+* opinion piece.

The research

The HMB Australian clinical care standard, released in 2017, includes eight statements that describe clinical care that a patient who experiences HMB should be offered. Six are relevant to general practitioners (GPs) ([here](#)). These statements are a good initiative intended to minimise variation in the provision of HMB care and, for suitable women, encourage non-invasive treatment options first.

A survey published earlier this year has revealed a concerning lack of understanding and dialogue around menstrual health in Australia ([here](#)), and this is supported by other studies ([here](#) and [here](#)).

Nearly half of the Australian women surveyed display little to no knowledge of HMB treatments, many of whom suffer in silence, mistakenly accepting their symptoms as a normal part of womanhood ([here](#), [here](#) and [here](#)).

Menstrual health knowledge

A great deal of Australian women have inadequate knowledge of menstrual health, leaving them unsure about what is considered “normal” and when to seek medical help ([here](#), [here](#) and [here](#)).

This knowledge gap keeps women trapped in a harmful cycle of ignorance and prevents them from seeking appropriate care ([here](#), [here](#) and [here](#)).

A curious paradox may be seen as existing here, as we now live in a time when information is more readily at hand than it ever has been before. The phenomenon of “Dr Google” is a well known one, where “Australians are increasingly turning to Google for assistance with medical inquiries, with more than half (54%) using the search engine at least weekly to look up medical questions and symptoms, and almost 3 in 4 (72%) saying they have at least once used Google to address their health needs instead of visiting a doctor” ([here](#)).

The challenge here is ensuring correct and credible information is more prominent in these searches, rather than the type that may dissuade a patient to actually seek medical help by offering non-evidence-based advice that does not involve consulting a health care practitioner.

For HMB, sites such as the Jean Hailes organisation ([here](#)), the Royal Australian and New Zealand College of Obstetricians and Gynaecologists ([here](#)), and the Australian Commission on Safety and Quality in Health Care ([here](#)) offer excellent patient resources; however, they may not always be easily arrived at due to the nature of how commerce influences search-term algorithms.

Medical media outcomes

Stigma and embarrassment

In Australia, a recent survey showed 41% of women aged 35–52 years who have had heavy periods for between two and five years have endured an embarrassing experience ([here](#)).

Much like in other countries, feelings of shame and a sense of secrecy towards menstruation are also common in Australian women ([here](#) and [here](#)). Like many hygiene issues, open discourse of its particulars may not only be seen as being inappropriate to voice but also culturally constrained.

The article *The ongoing taboo of menstruation in Australia* ([here](#)), explores the interesting idea of how the increase in effectiveness of menstruation products has led to the belief that women are negligibly impaired by their monthly cycle:

“Rather than embracing menstruation and talking openly about it, girls and women use modern products to [hide their bleeding](#) more effectively than ever.”

These negative attitudes and overall stigma may encourage and reinforce that not every woman's periods are equal, this could lead to delays in accessing menstrual health information and contribute to late diagnoses.

It's always shocking to see how long women have put up with HMB prior to seeking medical care and how much this treatable condition is normalised.

Impact on quality of life

The profound impact of HMB on daily life is evident.

Symptoms like weakness (59%), bleeding-related discomfort (48%), nocturnal disruptions (34%), and compromised social, professional, athletic or sexual lives (30%) are common ([here](#), [here](#) and [here](#)).

The resultant iron deficiency or anaemia can also be debilitating ([here](#)). Importantly, Australians who have less knowledge and control over their menstrual health tend to experience a greater negative effect on their quality of life, compared with those who are more informed ([here](#)).

Treatment-seeking behaviour

Concerningly, research reveals that even when women recognise their symptoms as abnormal and significantly impacting their quality of life, many still choose not to seek medical help ([here](#), [here](#) and [here](#)). Half of Australian women (55%) state they have never discussed their heavy periods with a medical professional, and 46% of women always experiencing heavy periods have not sought treatment ([here](#)). Similarly, to not discussing heavy periods with a HCP, half of Australian women (55%) also de-prioritise their health care, the main reason being they put other family members first (73%) ([here](#)).

Although clinicians are the number one trusted source of HMB information, a surprising 78% of Australian women have not visited a health care professional, with 40% waiting more than a year to broach the topic with their GP ([here](#)).

Recent data reveal only 46% of women aged 35–52 years have been asked questions about their general menstrual health in the past two years ([here](#)). Moreover, only 24% of surveyed women said their GP had asked them questions specifically relating to whether they had experienced HMB in the past two years, reinforcing the need for normalising conversations about menstrual bleeding in primary practice ([here](#)).

Medical media outcomes

An [analysis](#) of the Bettering the Evaluation and Care of Health (BEACH) study, which uses data from Australian general practice from 2000 to 2016, revealed an increased number of GP–patient encounters for HMB. This may have been due to heightened awareness of HMB in women who require treatment, or an increase in the diagnosis and management of HMB by GPs, or both. There is certainly need for more research into this condition and how it affects women. There is also a need for research into the how women with these conditions interact with the primary care sector.

But what can we do?

I am always reflecting at work about how to bridge this gap, and how we need heightened awareness and open conversations to change this culture of secrecy. The line between normal and abnormal needs to be clearer to women, health care providers, and society in general, if we are going to create meaningful change in this HMB space.

To raise awareness around HMB and/or abnormal uterine bleeding, a public health awareness day, week and/or month could be established to help educate and inform the general public about these common, debilitating conditions.

Funding for awareness around HMB and abnormal uterine bleeding is crucial. Although the Commonwealth government has provided substantial funding for endometriosis to date, we also need to ensure we have a holistic view on treatment pathways that both support and are inclusive of all women, including those living with HMB.

For a condition that affects [one in four Australian women \(aged 35–52 years\)](#) and has a tremendous negative impact on [productivity at work](#), given women will often miss work, it is a shame to see this was not a priority topic in the National Women's Health Strategy produced by the federal Department of Health in its ten-year plan ([here](#)).

In addition, there must be more federal and state government initiatives designed to educate and train health care professionals on menstrual health, as the current strategy and funding focuses primarily on mental health in women, breast cancer detection, and osteoporosis. Concerningly, there is currently little-to-no educational material available that addresses periods and quality of life impact on women. We need urgent acknowledgement at both federal and state health levels, as well as open conversations and public health awareness campaigns that educate women about the condition and, importantly, empower them to seek timely care.

Increased education, resources, awareness and open conversations are crucial for timely diagnosis, effective care, and improved quality of life for those affected by HMB.

For GPs, proactively speaking with women about their menstrual health can play a significant role in ensuring more cases of HMB are identified and appropriately treated. These conversations would need to include empathetic questioning and listening that navigates around any patient shame and embarrassment barriers. The current Australian Clinical Care Standards on HMB ([here](#)) state that a woman with heavy menstrual bleeding should be “provided with consumer-focused information” which is also helpful in destigmatising the condition. This is where government investment can further help by building frameworks for menstrual health checks that enable resource-led productive consults on heavy menstrual bleeding.

The under-recognition and undertreatment of HMB leads to delayed diagnosis, causing prolonged, negative impacts on women's social and academic lives, as well as relationships and fertility.

Furthermore, we require more open conversations, especially between women and their GPs. There is currently a gap in recourse that enables conversations and makes the topic less taboo. We women can be great talkers, but should we have this condition, are we sharing it with our loved ones, our friends, and our GPs for their professional advice and support?

Medical media outcomes

GPs can play a huge part in enabling conversations by asking patients about their menstrual health using plain language and non-medical jargon, guided by the [Heavy Menstrual Bleeding Clinical Care Standard](#).

Dr Talat Uppal is an Obstetrician and Gynaecologist, and Founder and Director of Women's Health Road, Sydney.

The statements or opinions expressed in this article reflect the views of the authors and do not necessarily represent the official policy of the AMA, the MJA or InSight+ unless so stated.

Subscribe to the free InSight+ weekly newsletter [here](#). It is available to all readers, not just registered medical practitioners.

If you would like to submit an article for consideration, send a Word version to mjainsight-editor@ampco.com.au.

3 thoughts on “The hidden impact of heavy menstrual bleeding on Australian women”

1. **Brenden** says:

[October 16, 2023 at 12:48 pm](#)

As a man with a family full of women, it is so important and relieving to see that there are resources surrounding menopause and improving women's quality of life. Thank you Dr Talat!

2. **Melanie** says:

[October 16, 2023 at 8:12 am](#)

(Addendum – we all have strengths and weaknesses; if you're not interested in menstrual health, refer your patients see someone else rather than offer nothing)

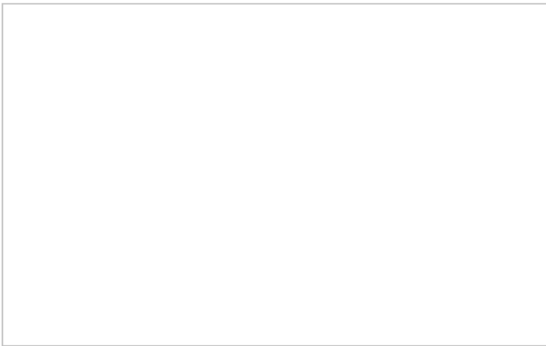
3. **Melanie** says:

[October 16, 2023 at 8:10 am](#)

We need to improve education for GPs around this – which is difficult with the many demands we have.

But, the number of women I, as a GP, speak with who tell me they have told previous GPs about horrific HMB, and were not offered any investigation or treatment remains astounding.

Medical media outcomes



Does 'unleashing the potential for the health workforce' lead to efficiency, effectiveness or anarchy?

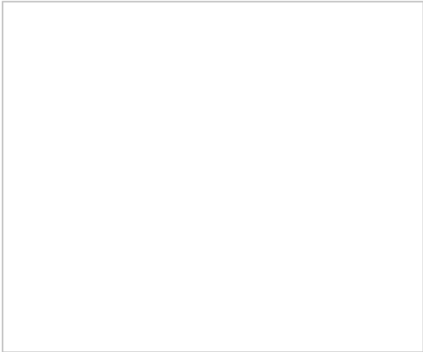
Clinical registries: underfunded and underappreciated

Spotlight on kidney health of Aboriginal and Torres Strait Islander peoples

The hidden impact of heavy menstrual bleeding on Australian women

The pros and cons of notifying women of breast density risks

Australia's fossil fuel conflict: exporting pollution while cleaning up at home





TV news media outcomes

TV media outcomes



The Project, Channel 10, preview

September, 26, 2023, 6:18PM

Duration: 0:08

[Link](#)

The Project – 6:18PM

Sports superstar, Jana Pittman opens up on a medical struggle she faced that affects almost 70% of women across the country

Syndicated to 30 metro & regional TV stations

- **TEN Sydney**
- **TEN Brisbane**
- **TEN Adelaide**
- **TEN Melbourne**
- **TEN Perth**
- **TEN Hobart**
- **TEN ACT**
- **TEN Albury**
- **TEN Bundaberg**
- **TEN Cairns**
- **TEN Darwin**
- **TEN Gold Coast**
- **TEN Mackay**
- **TEN Coffs Harbour**
- **TEN Newcastle**
- **TEN Newcastle**
- **TEN Rockhampton**
- **TEN Shepparton**
- **TEN Sunshine Coast**
- **TEN Tamworth**
- **TEN Taree**
- **TEN Toowoomba**
- **TEN Townsville**
- **TEN Victoria Ballarat**
- **TEN Victoria Bendigo**
- **TEN Gippsland**
- **TEN Swan Hill**
- **TEN Wagga Wagga**
- **TEN Wollongong**
- **TEN West Digital Albany**

TV media outcomes



The Project, Channel 10, preview

September, 26, 2023, 6:37PM

Duration: 0:09

[Link](#)

The Project – 6:37PM

Syndicated to 30 metro & regional TV stations

- TEN Sydney
- TEN Brisbane
- TEN Adelaide
- TEN Melbourne
- TEN Perth
- TEN Hobart
- TEN ACT
- TEN Albury
- TEN Bundaberg
- TEN Cairns
- TEN Darwin
- TEN Gold Coast
- TEN Mackay
- TEN Coffs Harbour
- TEN Newcastle
- TEN Newcastle
- TEN Rockhampton
- TEN Shepparton
- TEN Sunshine Coast
- TEN Tamworth
- TEN Taree
- TEN Toowoomba
- TEN Townsville
- TEN Victoria Ballarat
- TEN Victoria Bendigo
- TEN Gippsland
- TEN Swan Hill
- TEN Wagga Wagga
- TEN Wollongong
- TEN West Digital Albany

Coming up – Common condition (preview)

The Project (NTL night-time news, prime time) 6:37PM

Audience: 400,000

September 26, 2023

TV media outcomes



The Project, Channel 10
September, 26, 2023, 6:42PM
Duration: 6:06

[Link](#)

The Project – 6:42PM

Syndicated to 30 metro & regional TV stations

- | | |
|---------------------|---------------------------|
| • TEN Sydney | • TEN Newcastle |
| • TEN Brisbane | • TEN Rockhampton |
| • TEN Adelaide | • TEN Shepparton |
| • TEN Melbourne | • TEN Sunshine Coast |
| • TEN Perth | • TEN Tamworth |
| • TEN Hobart | • TEN Taree |
| • TEN ACT | • TEN Toowoomba |
| • TEN Albury | • TEN Townsville |
| • TEN Bundaberg | • TEN Victoria Ballarat |
| • TEN Cairns | • TEN Victoria Bendigo |
| • TEN Darwin | • TEN Gippsland |
| • TEN Gold Coast | • TEN Swan Hill |
| • TEN Mackay | • TEN Wagga Wagga |
| • TEN Coffs Harbour | • TEN Wollongong |
| • TEN Newcastle | • TEN West Digital Albany |

Australia's Lifeblood

The Project (NTL night-time news, prime time) 6:42PM

Audience: 400,000

September 26, 2023

TV media outcomes



The Project, Channel 10

September, 26, 2023, 11:42PM

Duration: 6:06

[Link](#)

The Project – 11:42PM

Syndicated to 30 metro & regional TV stations

- TEN Sydney
- TEN Brisbane
- TEN Adelaide
- TEN Melbourne
- TEN Perth
- TEN Hobart
- TEN ACT
- TEN Albury
- TEN Bundaberg
- TEN Cairns
- TEN Darwin
- TEN Gold Coast
- TEN Mackay
- TEN Coffs Harbour
- TEN Newcastle
- TEN Newcastle
- TEN Rockhampton
- TEN Shepparton
- TEN Sunshine Coast
- TEN Tamworth
- TEN Taree
- TEN Toowoomba
- TEN Townsville
- TEN Victoria Ballarat
- TEN Victoria Bendigo
- TEN Gippsland
- TEN Swan Hill
- TEN Wagga Wagga
- TEN Wollongong
- TEN West Digital Albany

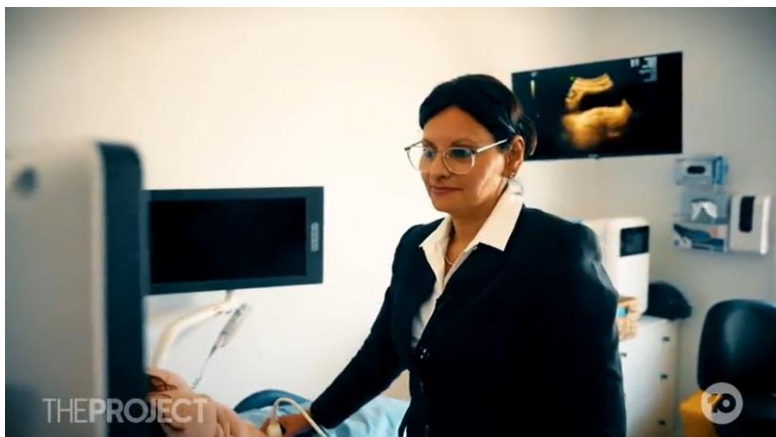
Australia's Lifeblood

The Project (NTL night-time news, prime time) 11:42PM

Audience: 400,000

September 26, 2023

The Project – Highlights



TV media outcomes



TEN NEWS FIRST, Channel 10
September, 26, 2023, 5:35PM
Duration: 0:06

[Link](#)

TEN News First – 5:35PM

Syndicated to 31 metro & regional TV stations

- TEN Sydney
- TEN Coffs Harbour
- TEN Lismore
- TEN Newcastle
- TEN Riverina
- TEN Tamworth
- TEN Taree
- TEN Wagga Wagga
- TEN Wollongong
- TEN Adelaide
- TEN Melbourne
- TEN Swan Hill
- TEN Bendigo
- TEN Gippsland
- TEN Ballarat
- TEN Perth
- TEN Darwin
- TEN Tasmanian Digital Television
- TEN Brisbane
- TEN Central Digital TV
- TEN Bundaberg
- TEN Cairns
- TEN Gold Coast
- TEN Mackay
- TEN Rockhampton
- TEN Sunshine Coast
- TEN Toowoomba
- TEN Townsville
- TEN Central Queensland
- TEN Wide Bay
- TEN Canberra

TV media outcomes



TEN NEWS FIRST, Channel 10
September, 26, 2023, 5:40PM
Duration: 0:37
[Link](#)

TEN News First – 5:40PM

Syndicated to 31 metro & regional TV stations

- TEN Sydney
- TEN Coffs Harbour
- TEN Lismore
- TEN Newcastle
- TEN Riverina
- TEN Tamworth
- TEN Taree
- TEN Wagga Wagga
- TEN Wollongong
- TEN Adelaide
- TEN Melbourne
- TEN Swan Hill
- TEN Bendigo
- TEN Gippsland
- TEN Ballarat
- TEN Perth
- TEN Darwin
- TEN Tasmanian Digital Television
- TEN Brisbane
- TEN Central Digital TV
- TEN Bundaberg
- TEN Cairns
- TEN Gold Coast
- TEN Mackay
- TEN Rockhampton
- TEN Sunshine Coast
- TEN Toowoomba
- TEN Townsville
- TEN Central Queensland
- TEN Wide Bay
- TEN Canberra

TV media outcomes



WIN News, Channel 9

WIN News

September, 26, 2023, 5:46PM

Duration: 0:47

[Link](#)

WIN News – 5:46PM

Syndicated to 7 regional TV stations

- Nine Illawarra
- Nine Ballarat
- Nine Bendigo
- Nine Gippsland
- Nine Wollongong
- Nine Orange
- Nine Dubbo
- Nine Mildura

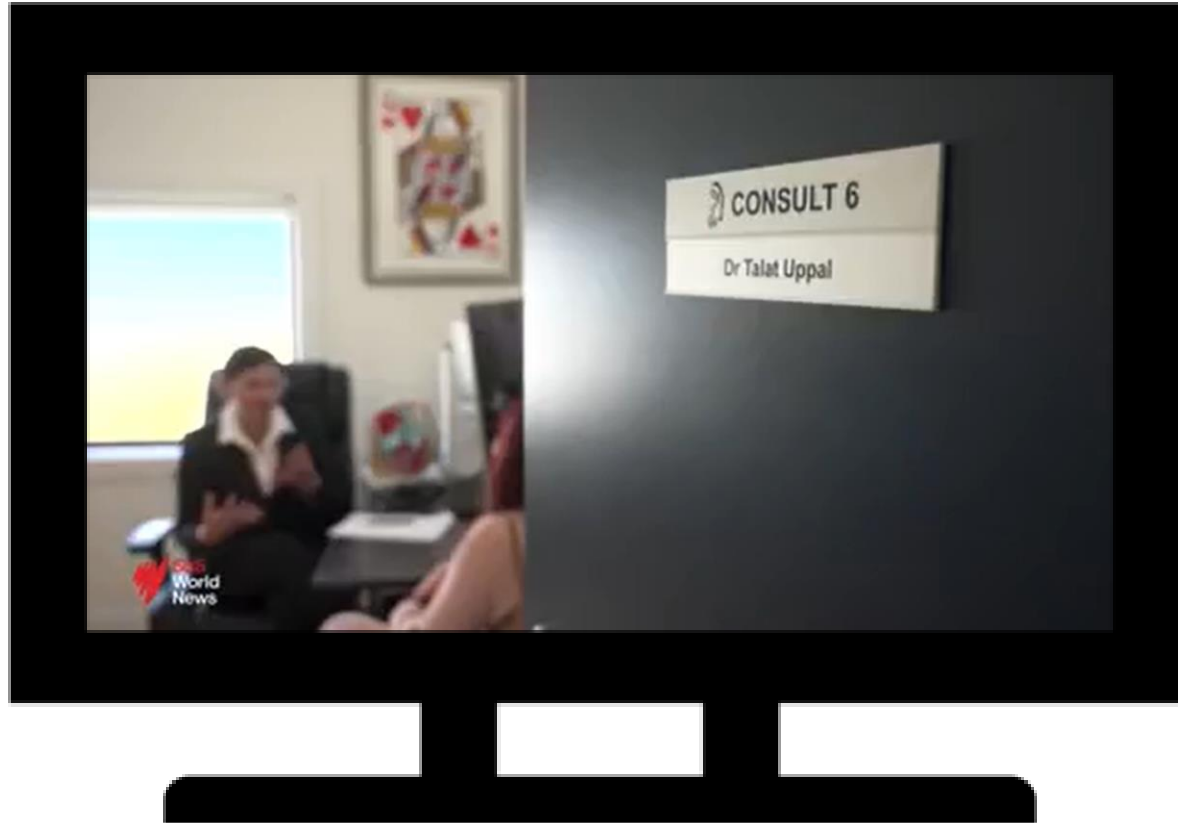
Jana Pittman using her star power to shine a spotlight ...

Nine WIN - 5:46PM

Audience: 130,915

September 26, 2023

TV media outcomes



SBS One, SBS World News

SBS World News

September, 26, 2023, 6:57PM

Duration: 0:53

[Link](#)

SBS One – SBS World News – 6:57PM

Syndicated to 12 metro & regional TV stations

- SBS Sydney
- SBS Adelaide
- SBS Albany
- SBS Brisbane
- SBS Canberra
- SBS Melbourne
- SBS Perth
- SBS Regional NSW
- SBS Regional Queensland
- SBS Regional Victoria
- SBS Tasmania
- SBS Darwin

Health experts say that they're concerned women experiencing heavy menstrual bleeding are suffering in silence

SBS World News - 6:57PM

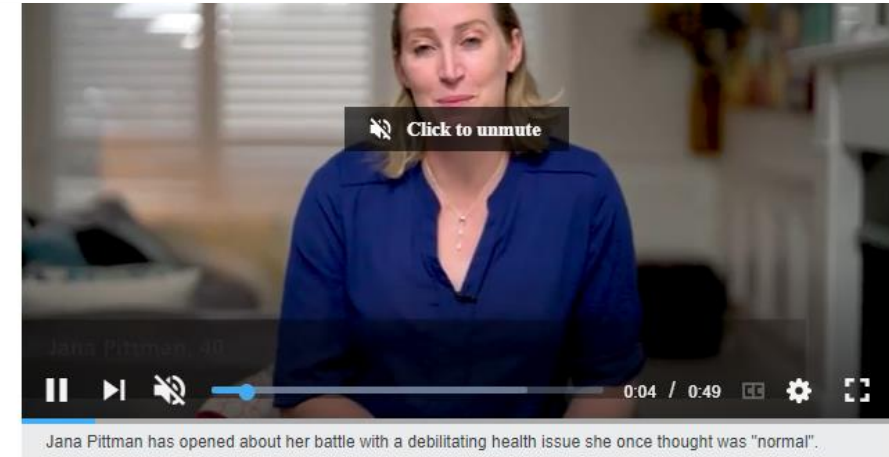
Audience: 1,107,959

September 26, 2023



Online & print news media outcomes

Online media outcomes



Former Olympian Jana Pittman has opened up about her struggle with heavy menstrual bleeding – saying “it shouldn’t be this bloody difficult” for women to get help.

Also known as [menorrhagia](#), the condition characterised by abnormally heavy or prolonged bleeding and periods, on top of side effects like bloating, fatigue, anxiety and a loss of control over emotions, and physical pain.

“I was definitely one of those women who thought my heavy periods were normal – probably because it’s not a conversation you have with your friends every day,” Pittman, who is now a doctor, said.

“‘How often do you change your tampon?’ is not something that comes up over coffee. So, for many years – for most of my adult life – I thought I had very normal periods and just went through crazy amounts of packets of menstrual products.”

Former Olympian Jana Pittman opens up on 'taboo' health conditions thousands have

[News.com.au](https://www.news.com.au)

Audience: 7,312,500

September 26, 2023

Online media outcomes

The mum-of-six only realised something was amiss in the “last four of five years”, upon entering the medical profession.

“The first two or three days [of my period] I would regularly bleed through my clothes, and it would always catch me unaware. I’d be out training, and I’d be having blood [leak] through my pants,” Pittman recalled.

“At work [now], I wear very light scrubs and I regularly would have a spot on my clothes and be like, ‘Oh my God, how embarrassing. Did anybody notice?’

“I didn’t know that was abnormal, though. It wasn’t until I started talking to people around what their period experience was that I realised mine are really, really heavy.”



Pittman at the 2002 Commonwealth Games in Manchester.



Pittman at the 2002 Commonwealth Games in Manchester.

“For so many years I had it, and didn’t even know – and that to me says that so many women are going to be in the same boat as me,” she said.

“They’re not going to understand what their body’s going through. So that’s a huge problem.”

New research, commissioned by Hologic, found that at least one-in-two Australian women aged 35 to 52 are grappling with abnormally long – or heavy – periods, but are yet to discuss the condition with their doctor.

“I think largely that’s because they often don’t recognise that they have it,” she said of why half of women with menorrhagia don’t seek help.

“They think their bleeding is quite normal, and it’s not until they discuss their symptoms of fatigue or [the] psychological stress that’s associated with feeling so tired as a result of the bleeding, that someone might suggest for them to get help.

“This research is really alarming – and it really highlights the fact that we need to encourage our women to educate themselves on what normal bleeding is.”

Online media outcomes



Olympian Jana Pittman has opened up about her struggle with heavy menstrual bleeding. Picture: ABC

Sydney-based gynaecologist and obstetrician Dr Talat Uppal described the findings as “quite profound”, echoing Pittman’s sentiment that “women need to have an idea of how long a period normally is or how heavy the flow should be”.

“Heavy menstrual bleeding can have a huge negative impact on women’s quality of life, and this can be on different facets of their life,” Dr Uppal, who is also the founder and director of Women’s Health Road, said.

“[It also] has a huge impact on productivity and to the cost of the nation because women are such an important and valued part of our workforce. If they’re unable to come to work – or if they’re having to reduce their hours, or they’re not feeling their personal best or living their best quality of life, it has a direct impact on that.”



‘Heavy menstrual bleeding can have a huge negative impact on women’s quality of life.’ Picture: iStock

The “significant stigma and shame” associated with women’s menstrual health – especially with a condition like menorrhagia – also prevents them from coming forward when they suspect something abnormal, she said.

“The impact that has is that women then often don’t seek care or they’re not confident to speak to either their peers, their friends, their family, or – particularly importantly – a health professional because they are ashamed of this condition, unfortunately,” Dr Uppal said.

“It is so crucial that women start having conversations with their friends, with their schoolmates, with their family, so that there is more and more acceptance that this *is* normal.”

Pittman agreed, adding it’s important to normalise the “embarrassing episodes” the “vast majority of women have experienced ... when it comes to their periods”.

Online media outcomes

"That might've been their first period back in high school, and they still vividly remember getting their first menstrual cycle and how mortifying that was in front of the boys," she said.

"Or it might be like me, who experienced it in a race, where I remember getting my period halfway through my racing at a major championship and having blood on my leg and thinking, 'Oh my God, has the crowd noticed?'"

"We need to openly have that discussion so that people have these experiences and go, 'Oh, how funny! It's just my menstrual cycle'. Rather than going, 'Oh my God, did somebody notice?'"



[view more on instagram](#)



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janapittmanofficial

Today I'd like to take a moment to express my appreciation for all women!!

We females tend to be the unsung heroes. We represent 51% of the AUS population, work incredibly hard, and regularly put the needs of others before our own.

Too often, so many women downplay their health issues and put on a brave face, we need to speak up.

According to a new survey involving 5,000 women aged 32-52 years, 3-in-4 Aussie women have experienced heavy menstrual bleeding.

Are you one of these women????

Admittedly, I was one of these women for much of my adult life. I would regularly bleed through my clothes during the first few days of my period.

Let me ask you... Do you know what a normal period is? Do you know how to quantify heavy menstrual bleeding?

As women, we're not always great at prioritising our own health, particularly our menstrual health.

But this needs to change.

It's time that we raise awareness of this common, and serious health condition, and normalise period talk with our friends, our GPs, and the broader community.

Effective treatment options are available for heavy menstrual bleeding, so be sure to discuss them with your doctor today.

#heavyperiods #heavymenstrualbleeding #periods #womenshealth #women #periodproblems #periodtalk #periodpower #livecomfortably #ambassador #sponsoredcampaign

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Asked what she'd tell Australian women and girls living with heavy menstrual bleeding, Pittman said there is "no time where a woman should be thinking [it] is something that is normal".

"Women should not be going through that experience, and we need to make sure that they have that empowerment to go out and get help," Pittman said.

"It's time to stop suffering in silence. You need to go and see your GP. No woman should ever feel like their periods are getting in the way of their life – be it psychologically or their career or family life.

More Coverage



Four symptoms of life-threatening illness



Beloved ovarian cancer campaigner dead

"It's time to break that taboo, to start talking to your family and friends. Encourage that conversation – because you might actually find someone else in your group also has heavy menstrual bleeding, and you need to encourage them to go and see their GP as well.

"There are so many options out there to really help with this really unfortunate situation, and it's time to action that."



Former Olympian Jana Pittman opens up on 'taboo' health conditions thousands have

[News.com.au](https://www.news.com.au)

Audience: 7,312,500

September 26, 2023

Online media outcomes

The story was also published by the following news outlets:



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Former Olympian Jana Pittman opens up on 'taboo' health conditions thousands have

Former Olympian Jana Pittman has shared her struggle with a "taboo" health condition thousands of women suffer in silence.

 **Natalie Brown** [Follow](#)

 @natalieisbrown ⌚ 4 min read September 26, 2023 - 12:52PM 

Former Olympian Jana Pittman opens up on 'taboo' health conditions thousands have

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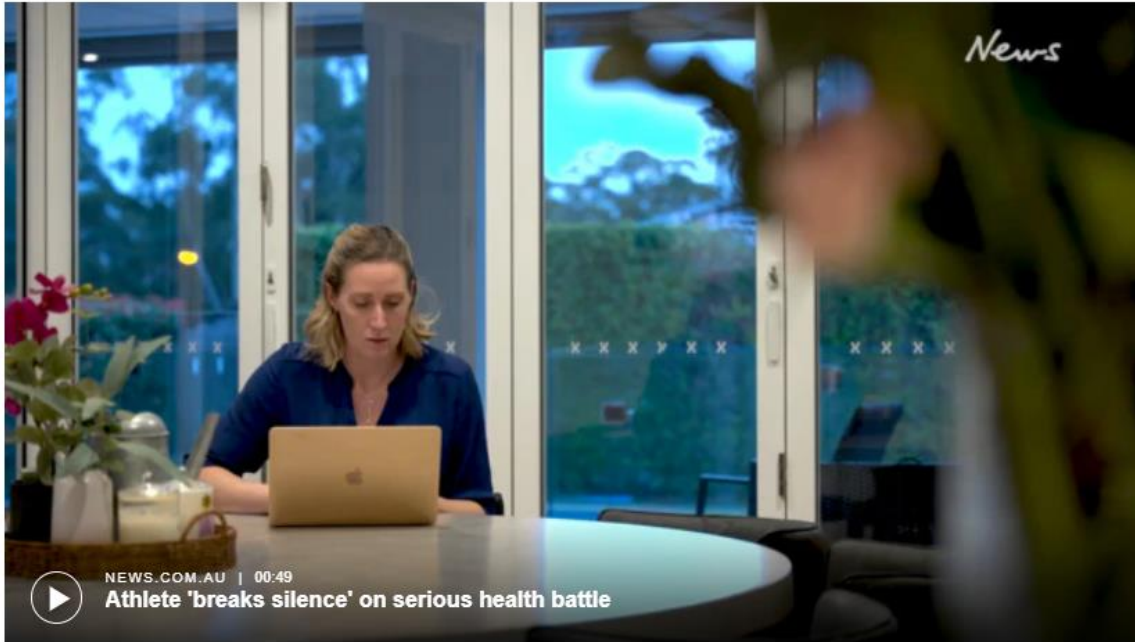
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September 26, 2023

Online media outcomes

Lifestyle > Health

NOW PLAYING



Athlete 'breaks silence' on serious health battle

September 26, 2023 - 9:40AM news.com.au

Jana Pittman has opened up about her battle with a debilitating health issue she once thought was "normal".



Athlete 'breaks silence' on serious health battle

[News.com.au](#), [The Courier Mail](#), [The Chronicle](#), [Herald Sun](#), [NT News](#), [Townsville Bulletin](#), [Mercury](#), [The Advertiser](#), [The Daily Telegraph](#), [Geelong Advertiser](#), [Cairns Post](#), [Gold Coast Bulletin](#)

Audience: 3,229,433

September 26, 2023

Online media outcomes

ABC NEWS

Women put up with heavy periods and excessive bleeding, but doctors say help is available

By the Specialist Reporting Team's Leonie Thorne and Emily Laurence

Posted Yesterday at 5:45am, updated 16h ago



Jana Pittman, pictured in 2002, trained and competed internationally while dealing with heavy periods. (Reuters: Ian Hodgson)

Early in her athletic career, Australian Olympian Jana Pittman claimed a victory at the world championships in Paris.

But instead of celebrating straight away, she had to run to the bathroom to change before a heavy period stained her clothes.

"I bled right through the racing uniform I was wearing and unfortunately, it was a light bone-coloured uniform, so there was no way I was hiding it," she said.

"I won the race, but instead of just enjoying the race and sort of doing a victory lap and then celebrating with the crowd, I darted off into the stadium cause I could feel it happening as I crossed the finish line."

Like many women, Dr Pittman spent years experiencing heavy periods, and like many women, she also thought it was something she just had to deal with.

Now training to be a gynaecologist, Dr Pittman has joined a campaign of women and experts raising awareness of heavy menstrual bleeding.



Jana Pittman, now a doctor, wants more women to know help is available if they have difficult periods.

(Supplied: Newspix)

Women put up with heavy periods and excessive bleeding, but doctors say help is available

ABC News - Featured on home page & health page

Audience: 14,584, 290

September 26, 2023

Online media outcomes

It comes as a new survey shows more than half of women who deal with heavy periods have not spoken to a health professional about it.

The research, conducted by marketing research company Two Blind Mice for medical technology company Hologic, surveyed 5,000 women aged between 35 and 52 about their periods.

It found:

- Close to 70 per cent of women have experienced heavy menstrual bleeding at some point in their lives
- Almost one in four women frequently have heavy periods
- More than half — 55 per cent — have not talked to a doctor about treatment options for heavy periods

The research also found that for many women, "embarrassment and shame" could stop them talking about heavy periods and seeking help.

Women discovering their periods are 'not normal' later in life

For Dr Pittman, it was not until after she had her first child and started studying medicine that she learned what she was dealing with was "well beyond normal".

"I ran through everything," she said.

"I never, never took a day off training or didn't race internationally, even when I had my cycle."

About 70 per cent of women agreed with the statement, "I wish I'd known a lot earlier about treatment options".

That statement rings true to Annie Gibbins, a 55-year-old business owner with five children who lives in Sydney.

She never had issues with her periods until she turned 42, when she sometimes bled so heavily she felt like she was "haemorrhaging".

Assuming it was just part of perimenopause, she did not speak to a doctor about it until she was 52.

"I got a referral to a women's health doctor and she said, 'Oh my gosh, Annie, you could have come to me years ago. This is not normal,'" she said.



Jana Pittman didn't know the level of bleeding she experienced was "beyond normal" until she started studying medicine. (AAP: Dean Lewins)



Annie Gibbins put up with heavy periods for about 10 years before seeing a professional. (Supplied: Annie Gibbins)

Online media outcomes

What is heavy menstrual bleeding?

What is "normal" or "heavy" can vary from woman to woman, obstetrician and gynaecologist Talat Uppal says.

Releasing more than five tablespoons of blood in a single period could be considered heavy menstrual bleeding, [professional guidelines](#) say.

Needing to change pads or tampons more than once an hour, passing blood clots larger than 50 cent pieces and bleeding through clothes could also be signs that something is not right.

However, Dr Uppal, a spokesperson in the campaign, said it was more important to look at whether a woman's periods were getting in the way of everyday activities.

"If her period is resulting in a compromised quality of life, then it's heavy menstrual bleeding," she said.

Women's Gynaecology Research Centre research fellow Michelle Peate, who was not involved with the latest survey, agreed.

"If you are finding that your symptoms are interfering with your daily living — whether that's being anxious about going out or going to school or going to work ... if you are also having pain and it's really severe that's affecting the way you think — go get some help," Dr Peate said.

"Go see your GP and tell them how much it's impacting your life."



Dr Talat Uppal said there were multiple treatment options available for heavy periods. (Supplied: Women's Health Road)

Are there treatments for heavy menstrual bleeding?

There are multiple treatment options available for women with heavy periods, Dr Uppal said.

These include different types of birth control, medications and intra-uterine devices, as well as surgical options.

"Women typically are quite resilient, so they do try to put up with things and try to make it work," she said.

"But it kind of disadvantages their care because they might have lost an opportunity for timely options."

Has heavy menstrual bleeding affected your life? Contact Specialist.Team@abc.net.au.

The new survey also showed a majority of women — close to 70 per cent — believed more awareness and open conversations about heavy periods would be beneficial.

Women like Dr Pittman and Ms Gibbins hope sharing their stories helps.

"I don't think you should be living with something just because you can be stoic. I think if there's something you can do about it, we should," Dr Pittman said.

Online media outcomes

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Jana Pittman reveals 'alarming' condition that left her suffering in silence

The former world champ, now a doctor and mum of six, is urging women to seek help if they suffer from heavy menstrual bleeding.

fX✉

**Nicole Illagoueva** · News Reporter
Updated Thu, 28 September 2023 at 4:54 pm AEST · 3-min read


In this article:

Jana Pittman
Australian hurdler and bobsledder

Former world athletics champion Jana Pittman has revealed how she "suffered in silence" from a common [medical](#) condition that an "alarming" number of women still haven't sought help for.

Like many women, the 400m hurdles world champ and Commonwealth Games gold medallist thought heavy menstrual bleeding (HMB) was just an "embarrassing part of being a woman". It was only after retiring and studying to become a doctor, the now 40-year-old mother of six realised "something was unusual".

"The whole off-season [of competing] I'd been bleeding for days and had countless iron injections to try to stop me becoming anemic," Pittman told Yahoo News Australia.

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Two-time athletics world champion Jana Pittman has revealed how she suffered for years from heavy menstrual bleeding (HMB). Source: Supplied

Meanwhile, during periods of training, Pittman explained her period would "normalise" or sometimes "disappear" — a condition known as Amenorrhea, which can be a side effect of "overtraining". She says it was often a "relief" from her normal heavy flows.

"It was actually during medical school that when they sort of quantified most women bleed three to five days, and they bleed three to four teaspoons of blood... that's what I was having in one day!" she said.

Jana Pittman reveals 'alarming' condition that left her suffering in silence

Yahoo! News – Featuring on home page & national page

Audience: 158,550

September 28, 2023

Online media outcomes

New research finds 'embarrassment' is main deterrent to treatment

A third (28 per cent) of Australian women experience heavy menstrual bleeding (HMB) often and always, while three in four (72 per cent) have experienced it at some point, according to a new Hologic survey involving 5,000 women aged 35 to 52 years old.

The research also found that even after recognising their symptoms are abnormal, 55 per cent of respondents still haven't sought help and go on to experience a lower quality of life.

'It's not selfish to look after yourself'

Sydney local Annie Gibbins, a women's business owner and mum of five, "unnecessarily suffered" for 10 years with progressively worse periods, severe cramping, pelvic congestion, and fatigue before "prioritising her health" and finding out it was [related to endometriosis](#).



Founder and CEO of Women's Biz Global, Annie Gibbins, suffered for 10 years from HMB before getting a diagnosis. Source: Supplied

Like many women, she previously joked around about "waiting till menopause," for the relief from heavy periods. But now after getting a diagnosis and treatment, she's urging others to do the same.

"It's definitely justified as any other area of ill health would be," she told Yahoo. "Particularly as mums, we self-sacrifice and prioritise other things over ourselves," she told Yahoo.

"But it's not selfish to give permission to look after yourself — it actually means you're in the best physical health to live your life and care for those that you're responsible for."

Online media outcomes

Seek multiple perspectives

In speaking out about this "debilitating" issue, Pittman wants to "normalise talk about periods" but also "make sure the huge number of Australian women get treated for the negative side effects of heavy bleeding" instead of "constantly having their lives disrupted" with "anaemia and fatigue and the loss of productivity and lifestyle".


Treatment options for HMB, also known as Menorrhagia, include hormonal therapies, non-hormonal medications, slow hormone-releasing intrauterine devices (IUDs) and a minimally invasive procedure of removing the inner lining of the uterus (endometrial ablation) to help reduce or stop menstrual bleeding.

When making an appointment with a GP, she encouraged women to "see someone else" if they don't get the answers they want.

"I have had so many women write to me on Instagram over the last couple of days, saying, 'hey, thanks so much for raising the awareness around heavy bleeding, but I spoke to my GP and I didn't really get any answers,' she said.

"If you don't get the answers the first time, see someone else and it might be that you get a referral to a gynaecologist because that is someone who specialises in heavy menstrual bleeding."


Online media outcomes

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'It kept getting worse': Annie lived with 'silent condition' for 10 years

By [Kate Kachor](#) | 6 days ago




Annie lived with 'silent condition' for a decade




1 NOW

Annie lived with 'silent condition' for a decade




2

Endometriosis treatment 'breakthrough'




3

He Said She Said: Why is women's health still a hidden issue?



4

Pain Explained: Endometriosis

 **honey** | latest


Annie was on a career break when she made a decision that ultimately ended a long battle with a debilitating health issue.

The Sydney mother-of-five was 42 when her private and professional life finally aligned, giving her more free time to focus on herself. Then, without warning, her monthly cycle drastically changed. It affected her physically and mentally for a decade.

"I never had any issues previously and I think they're actually light compared to, you know, girls who say there were four or five days. I'm like, wow, mine were three," Annie, now 55, tells 9Honey.


"I've had five children, including two sets of twins. So my body has been through a lot. I had four kids in two years. It sounds crazy, but you can hardly go to the bathroom by yourself for 10 years there."

READ MORE: ['Meant so much': Bindi Irwin's rare message about late dad](#)



Annie, a women's business branding specialist and mother-to-five, battled with heavy menstrual bleeding for a decade. (Supplied)


Online media outcomes



honey | latest

Annie says when her cycle changed she experienced painful cramps early on and then a mix of light and heavy days. Then the flows became noticeable heavier, to the point where she'd joke that it felt as though she was hemorrhaging.


"It went for a few years, and then I'm thinking, 'Oh well, this must be normal as you get older', and then it just kept getting worse and worse and worse," she says.



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"I'd go out for like a two-hour morning walk with some girlfriends. I'd put in a fresh tampon at the beginning and then by the end of it, I'm, like, overflowing into my clothing."

These incidents were becoming more common, with the fear of a repeat weighing heavily on Annie's mind. It was after experiencing an uncomfortable moment while out trail running that she finally sought medical advice.



'I'd been a CEO for 12 years by then and I actually finished a role ... talk about being too busy for your own health'

"I went to the GP and he's going 'Oh, just put two tampons in next time you go running' and I'm like, 'Oh, wow. I've never heard anyone do that.' And it's kind of like 'That's what the doctor said!'," she says.

Annie far from alone. In Australia, one-in-four women aged 35 to 52 years will experience HMB, or heavy menstrual bleeding. Yet, only a quarter will undertake treatment.

For the next five years Annie went along with the doctor's advice. Yet, during that period she suffered with sleep-less nights and unwavering moments of fatigue.

Online media outcomes

 **honey** | latest

Are you among the 3 in 4 Aussie women who have experienced heavy periods?

In February 2023, Hologic commissioned a national online survey of 5,000 Australian women aged 35-52 years, to capture their experiences, thoughts, and attitudes towards a common, but rarely discussed health issue – heavy menstrual bleeding (HMB) – a medical condition characterised by abnormally long, or heavy, menstrual periods

IT SHOULDN'T BE THIS BLOODY DIFFICULT!



92% of Australian women want more open conversations around treating heavy periods

LET'S TALK

46% of women always experiencing heavy periods have not undergone treatment



1 in 2 women surveyed reported no, or limited knowledge of treatment for heavy periods



Women with persistently heavy periods most commonly describe the condition as **depressing & miserable**




live comfortably

If you, or a loved one are living with heavy periods, & would like to 'live comfortably', visit your GP without delay

Learn more: www.livecomfortably.com.au

In February this year Hologic commissioned a national survey to examine the experiences of women suffering with heavy menstrual bleeding. (Supplied)

 **honey** | latest


"I then put myself on iron. I went down to Priceline and bought iron tablets because I thought I must be anemic. Once again, not medically... I self prescribed," she recalls.

It was only after a significant change in Annie's working life that things changed.

"I'd been a CEO for 12 years by then and I actually finished a role. Like, how crazy is this? Talk about being too busy for your own health," she says.


"So I'd finished a role and then I was then on like a month (off) before I started what I was doing next and then I went, 'Well, me-time'.

"This was age 52 and in the next month I'm seriously going to just make a list of all the things that I probably shouldn't have held on to. One of them was go to the doctor."



"I look back now, and this is why I'm openly having this conversation going 'seriously, we need to talk about what's normal more'" (Supplied)

She went back to the same doctor she'd visited years earlier and asked for a referral to a women's health clinic. She wanted an "overhaul on just everything".

 **honey** | latest

"I thought, 'Surely my body, now at 50, after having five children, there could be things going south'," she says.

"I went to have a bit of an overhaul here and I want blood tests and everything. So I went from nothing to 'let's prioritise my health here'."



"We need to be each other's village, break the silence, talk about our period health, and raise community awareness."


Like many women, particularly female caregivers, she fell into the classic thought pattern of "I'm busy". Putting the needs of others, particularly children, before their own.

"I look back now, and this is why I'm openly having this conversation going 'seriously, we need to talk about what's normal more'. The thought that I could have gone years before is just crazy now. So I'm happy to have the conversation," she says.

"I'm not trying to bag that doctor, but if they'd gone that's not normal, you need a women's health check or something like that, that could have been at least five years earlier."

Online media outcomes







Jana Pittman, a two-time World Champion athlete and mum-of-six, says it shouldn't be so hard for women living with HMB. (Supplied)


Jana Pittman, two-time athletics World Champion, four-time Commonwealth Champion, and now a women's health doctor, said HMB is a significant and often overlooked health concern affecting Australian women.

"It shouldn't be this bloody difficult. We need to be each other's village, break the silence, talk about our period health, and raise community awareness on behalf of all Australian women and girls who are living with HMB," Pittman, 40, says.

The mother-of-six is championing the cause to raise awareness on the issue with the outcome of a national survey on the topic behind her.

The new research commissioned by Hologic - a medical technology company with a focus on women's health - found one in two Australian women who experience HMB have never spoken to a medical professional about their heavy periods.





"We should be having conversations that make it OK, in society, that we can talk about any aspect of health and wellness."

Meanwhile, only one-in-three of those who do visit a medical professional for help are satisfied with their discussion.

"I've watched my patients and friends struggle immensely with heavy periods. They often unnecessarily suffer in silence and miss out on life. It's not okay to miss out on life due to your period," Pittman says.



"If you, a family member, or a friend are experiencing symptoms of HMB, get help. See your GP or a gynaecologist without delay."


Annie remembers the reaction of her new doctor during the discussion of her heavy periods.

"She's like, 'Oh my gosh, Annie, you've been a soldier, you don't need to be going through all this,'" Annie says.

"I'm like 'I knew it. I knew deep down, like, 'I know this isn't normal' but seriously wouldn't someone say that? Because I'd also talked with my daughter and they were going 'oh man, that must be all part of perimenopause?' And you hear a bit of news going 'oh yeah, so they get heavier' and I'm like heavier, these women are underestimating it. This is crazy."

Online media outcomes







Pittman with her six children. (Supplied)

Annie's new doctor sent her for tests and it was revealed that she had severe endometriosis. She now wishes there was more open discussion around women's health concerns, particularly around periods and menopause.

"It's crazy. Once you give permission for people to share they all go 'oh, my gosh how bad is it?' and I'm like 'ladies, we need to be having these conversations because if we'd had these years before, I wouldn't have been such a mess with my endometriosis, I wouldn't have been having all this heavy bleeding and I could have had treatment. There were options," she says.

"We should be having conversations that make it okay, in society, that we can talk about any aspect of health and wellness and we should be encouraging each other to get support as early as possible so that we don't unnecessarily suffer in ways that could be protected. Particularly this area that is preventable.





"It's not like we've got cancer or something, we could actually go in there and get some treatment."



As for treatments, she says, it will vary based on the individual.

"It's not a one stop shop of 'if you've got heavy bleeding this is the cause'. It could be a variety of causes," she says.

"And that's why i think it's really important to see a medically trained doctor. So for me, it actually was related to endometriosis but I wasn't aware of that."



[Womens Health](#)[Women](#)[Endometriosis](#)

Online media outcomes



The screenshot shows a news article on the news.com.au website. The article is titled "Former Olympian Jana Pittman opens up on 'taboo' heavy menstrual bleeding: 'Shouldn't be this bloody difficult'". It is categorized under "OLYMPICS" and "TRENDING NOW". The article is by Natalie Brown, News.com.au, and was published on September 26, 2023, at 10:36 p.m. ET. The article text discusses Pittman's struggle with heavy menstrual bleeding, also known as menorrhagia, and her experience as a doctor. It includes quotes from Pittman about her periods and her realization that her experience was abnormal. The article is marked as "ORIGINALLY PUBLISHED BY: news.com.au".

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OLYMPICS

Former Olympian Jana Pittman opens up on 'taboo' heavy menstrual bleeding: 'Shouldn't be this bloody difficult'

By Natalie Brown, News.com.au
Published Sep. 26, 2023, 10:36 p.m. ET

TRENDING NOW

115,458

ORIGINALLY PUBLISHED BY: news.com.au

Former Olympian Jana Pittman has opened up about her struggle with heavy menstrual bleeding – saying "it shouldn't be this bloody difficult" for women to get help.

Also known as **menorrhagia**, the condition is characterized by abnormally heavy or prolonged bleeding and periods, on top of side effects like bloating, fatigue, anxiety and a loss of control over emotions, and physical pain.

"I was definitely one of those women who thought my heavy periods were normal – probably because it's not a conversation you have with your friends every day," Pittman, who is now a doctor, said.

"How often do you change your tampon?" is not something that comes up over coffee. So, for many years – for most of my adult life – I thought I had very normal periods and just went through crazy amounts of packets of menstrual products."

The mum-of-six only realized something was amiss in the "last four of five years", upon entering the medical profession.



Former Olympian Jana Pittman has opened up about her struggle with heavy menstrual bleeding.

Getty Images

"The first two or three days [of my period] I would regularly bleed through my clothes, and it would always catch me unaware. I'd be out training, and I'd be having blood [leak] through my pants," Pittman recalled.

"At work [now], I wear very light scrubs and I regularly would have a spot on my clothes and be like, 'Oh my God, how embarrassing. Did anybody notice?'

"I didn't know that was abnormal, though. It wasn't until I started talking to people around what their period experience was that I realized mine are really, really heavy."

Experiences like Pittman's are far from extraordinary.

"For so many years I had it, and didn't even know – and that to me says that so many women are going to be in the same boat as me," she said.

Former Olympian Jana Pittman opens up on 'taboo' heavy menstrual bleeding: 'Shouldn't be this bloody difficult'

New York Post – Featuring on home page

Audience: 3,500

September 26, 2023

Online media outcomes

"They're not going to understand what their body's going through. So that's a huge problem."



The mum-of-six only realized something was amiss in the 'last four of five years', upon entering the medical profession.

AFP via Getty Images

New research, commissioned by Hologic, found that at least one-in-two Australian women aged 35 to 52 are grappling with abnormally long – or heavy – periods, but are yet to discuss the condition with their doctor.

"I think largely that's because they often don't recognize that they have it," she said of why half of women with menorrhagia don't seek help.

"They think their bleeding is quite normal, and it's not until they discuss their symptoms of fatigue or [the] psychological stress that's associated with feeling so tired as a result of the bleeding, that someone might suggest for them to get help.

"This research is really alarming – and it really highlights the fact that we need to encourage our women to educate themselves on what normal bleeding is."

Sydney-based gynecologist and obstetrician Dr Talat Uppal described the findings as "quite profound", echoing Pittman's sentiment that "women need to have an idea of how long a period normally is or how heavy the flow should be".

"Heavy menstrual bleeding can have a huge negative impact on women's quality of life, and this can be on different facets of their life," Dr Uppal, who is also the founder and director of Women's Health Road, said.

"[It also] has a huge impact on productivity and to the cost of the nation because women are such an important and valued part of our workforce. If they're unable to come to work – or if they're having to reduce their hours, or they're not feeling their personal best or living their best quality of life, it has a direct impact on that."

The "significant stigma and shame" associated with women's menstrual health – especially with a condition like menorrhagia – also prevents them from coming forward when they suspect something abnormal, she said.

"The impact that has is that women then often don't seek care or they're not confident to speak to either their peers, their friends, their family, or – particularly importantly – a health professional because they are ashamed of this condition, unfortunately," Dr Uppal said.

"It is so crucial that women start having conversations with their friends, with their schoolmates, with their family, so that there is more and more acceptance that this *is* normal."



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Former Olympian Jana Pittman opens up on 'taboo' heavy menstrual bleeding: 'Shouldn't be this bloody difficult'

[New York Post](#) – Featuring on home page

Audience: 3,500

September 26, 2023

Online media outcomes

Are you among the
3 in 4 Aussie women
who have experienced
heavy periods?

**IT SHOULDN'T
BE THIS BLOODY
DIFFICULT!**



New research, commissioned by Hologic, found that at least one-in-two Australian women aged 35 to 52 are grappling with abnormally long – or heavy – periods.

Instagram / Jana Pittman

Pittman agreed, adding it's important to normalize the "embarrassing episodes" the "vast majority of women have experienced ... when it comes to their periods".

"That might've been their first period back in high school, and they still vividly remember getting their first menstrual cycle and how mortifying that was in front of the boys," she said.

"Or it might be like me, who experienced it in a race, where I remember getting my period halfway through my racing at a major championship and having blood on my leg and thinking, 'Oh my God, has the crowd noticed?'

"We need to openly have that discussion so that people have these experiences and go, 'Oh, how funny! It's just my menstrual cycle'. Rather than going, 'Oh my God, did somebody notice?'"

Asked what she'd tell Australian women and girls living with heavy menstrual bleeding, Pittman said there is "no time where a woman should be thinking [it] is something that is normal".

"Women should not be going through that experience, and we need to make sure that they have that empowerment to go out and get help," Pittman said.



What do you think? Post a comment.

"It's time to stop suffering in silence. You need to go and see your GP. No woman should ever feel like their periods are getting in the way of their life – be it psychologically or their career or family life.

"It's time to break that taboo, to start talking to your family and friends. Encourage that conversation – because you might actually find someone else in your group also has heavy menstrual bleeding, and you need to encourage them to go and see their GP as well.

"There are so many options out there to really help with this really unfortunate situation, and it's time to action that."

Former Olympian Jana Pittman opens up on 'taboo' heavy menstrual bleeding: 'Shouldn't be this bloody difficult'

New York Post – Featuring on home page

Audience: 3,500

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Online media outcomes

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The Project's Sarah Harris and athlete Jana Pittman reveal they needed iron transfusions due to heavy periods

By MARTA JARY FOR DAILY MAIL AUSTRALIA

PUBLISHED: 23:31 AEDT, 26 September 2023 | UPDATED: 00:42 AEDT, 27 September 2023



5

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Sarah Harris has confessed she had periods so heavy she was left needing iron transfusions.

The Project star made the confession during an interview with Olympic athlete Jana Pittman during Tuesday's episode of the show.

Jana was on the program to discuss menstrual issues, admitting she soaked through four or five pads a day and also required iron treatments due to a heavy flow.

'I would need iron shots to get through my training session, because you grow up in a family where it is a bit of, "Suck it up, princess. You are a woman. You bleed,"' the 40-year-old hurdle champion said.

'That is a blessing because it means hopefully one day you will have babies. But not knowing that the bleeding affected my training as well'.

Sarah Harris and Jana Pittman reveal they needed iron transfusions



The Project's Sarah Harris and athlete Jana Pittman reveal they needed iron transfusions due to heavy periods

Daily Mail Australia – Featuring on home page

Audience: 2,060,000

September 26, 2023

Online media outcomes



Sarah Harris (pictured) has confessed she had periods so heavy she was left needing iron transfusions



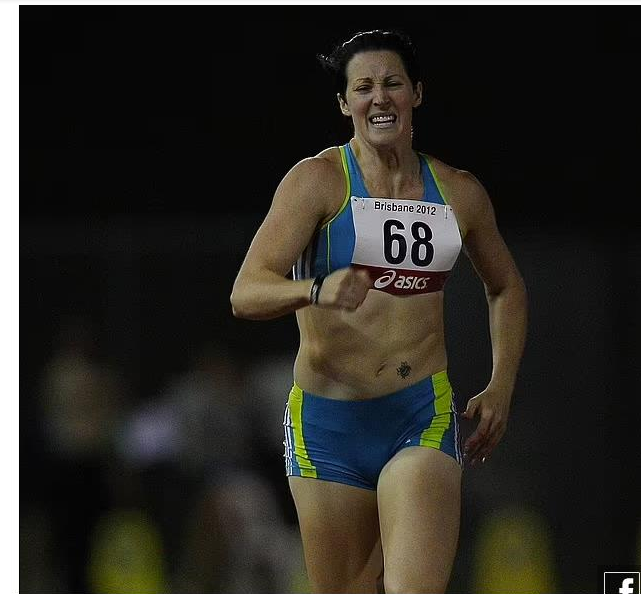
The Project star made the confession during an interview with Olympic athlete Jana Pittman (pictured) during Tuesday's episode of the show

'This was me. I was told this is part of being a woman. Suck it up. Do your thing,' Sarah, 42, agreed.

'It wasn't until I started getting pretty regular iron fusions that a female GP said, "You know what, let's investigate this is a little bit deeper." Because it was so terrible'.

Jana said she was, 'constantly overwhelmed, both at work and at home. I was always exhausted, really struggling to think clearly'.

'Three or four five pads a day when you are bleeding through and getting marks on your clothes is absolutely not normal' Jana added.



The Project's Sarah Harris and athlete Jana Pittman reveal they needed iron transfusions due to heavy periods

[Daily Mail Australia](#) – Featuring on home page

Audience: 2,060,000

September 26, 2023

Online media outcomes

She explained that signs that you are bleeding too heavily include, 'changing tampons or pads more than once an hour, passing blood clots larger than 50 cent pieces and bleeding through clothes.'

She added: 'I want people to go and see their personal doctors. You do not need to suffer. You go to your doctor and get help.'

Heavy menstrual bleeding is defined as needing to change sanitary pads or tampons every one to two hours for longer than seven days, during which time sufferers may bleed through their clothes or on to bedding.

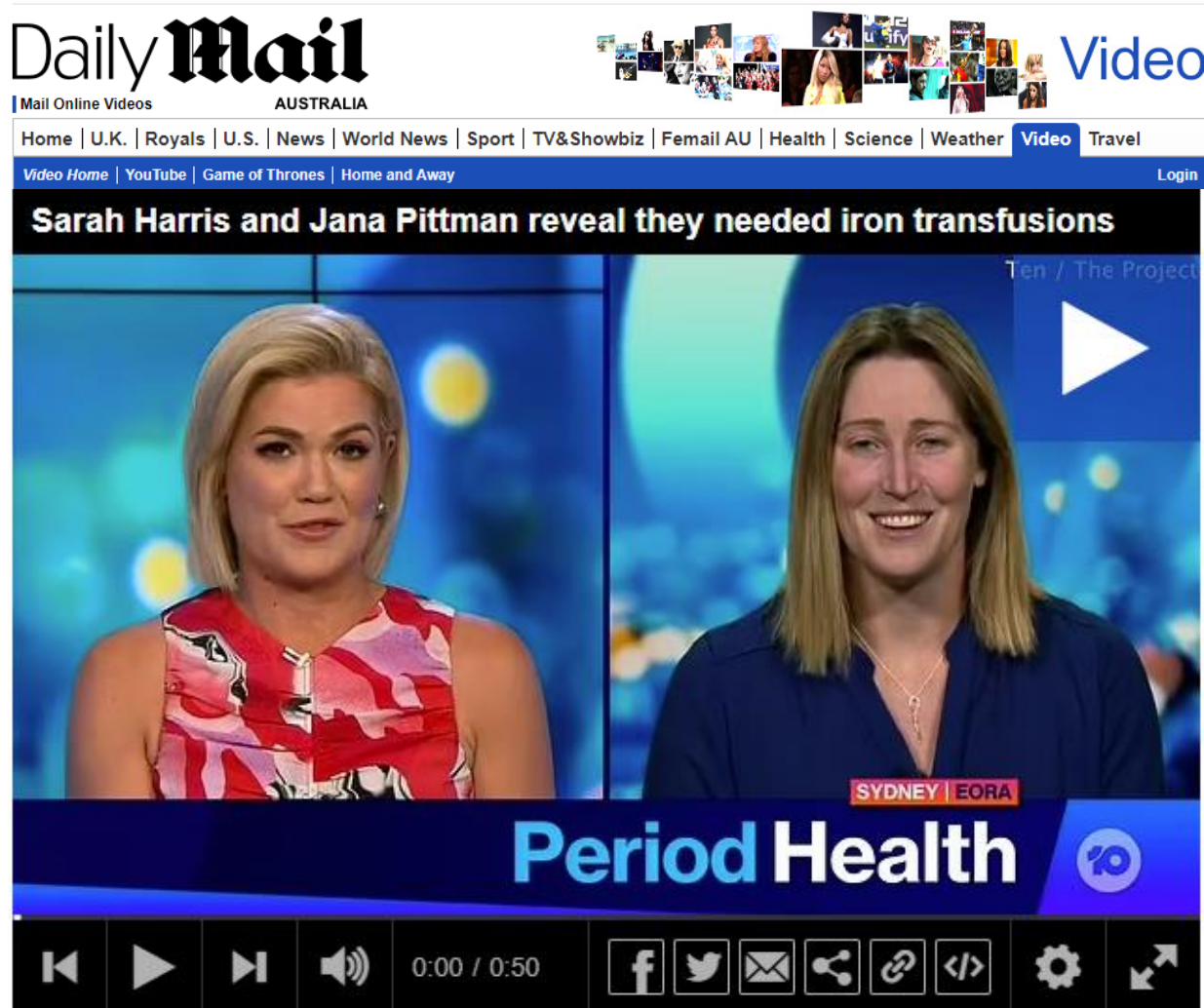
Women with heavy periods can be given medication to reduce bleeding alongside the hormonal contraceptive.

Monitoring for iron deficiency, a sign of anaemia, is also needed.



'I would need iron shots to get through my training session, because you grow up in a family where it is a bit of, "Suck it up, princess. You are a woman. You bleed,"' the 40-year-old hurdle champion said

Online media outcomes



Video: The Project's Sarah Harris and athlete Jana Pittman reveal they needed iron transfusions due to heavy periods

The Project's Sarah Harris and athlete Jana Pittman reveal they needed iron transfusions due to heavy periods.

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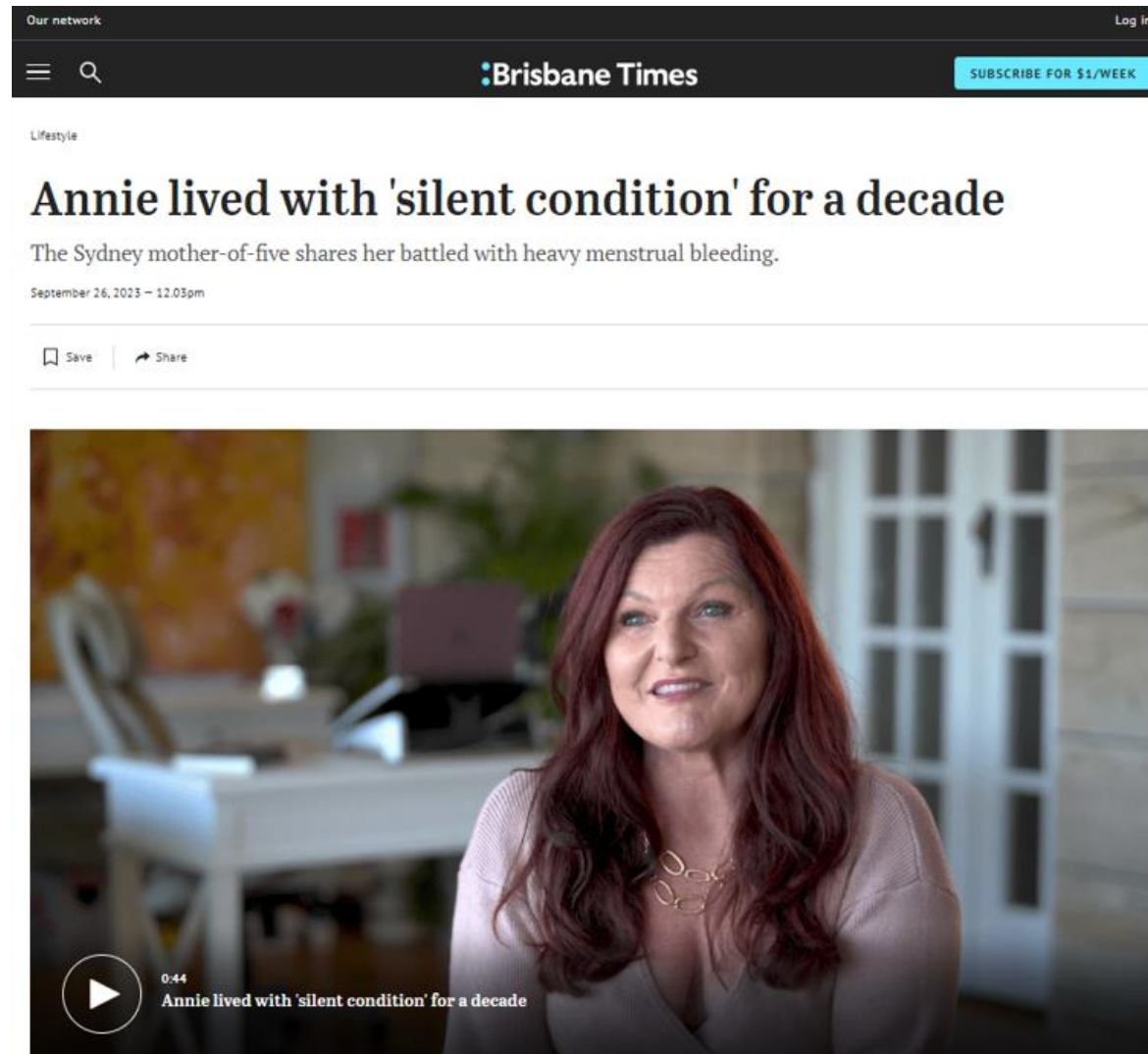
Sarah Harris and Jana Pittman reveal they need iron transfusions

[Daily Mail Australia](#) – Featuring on home page + video page

Audience: 3,090,000

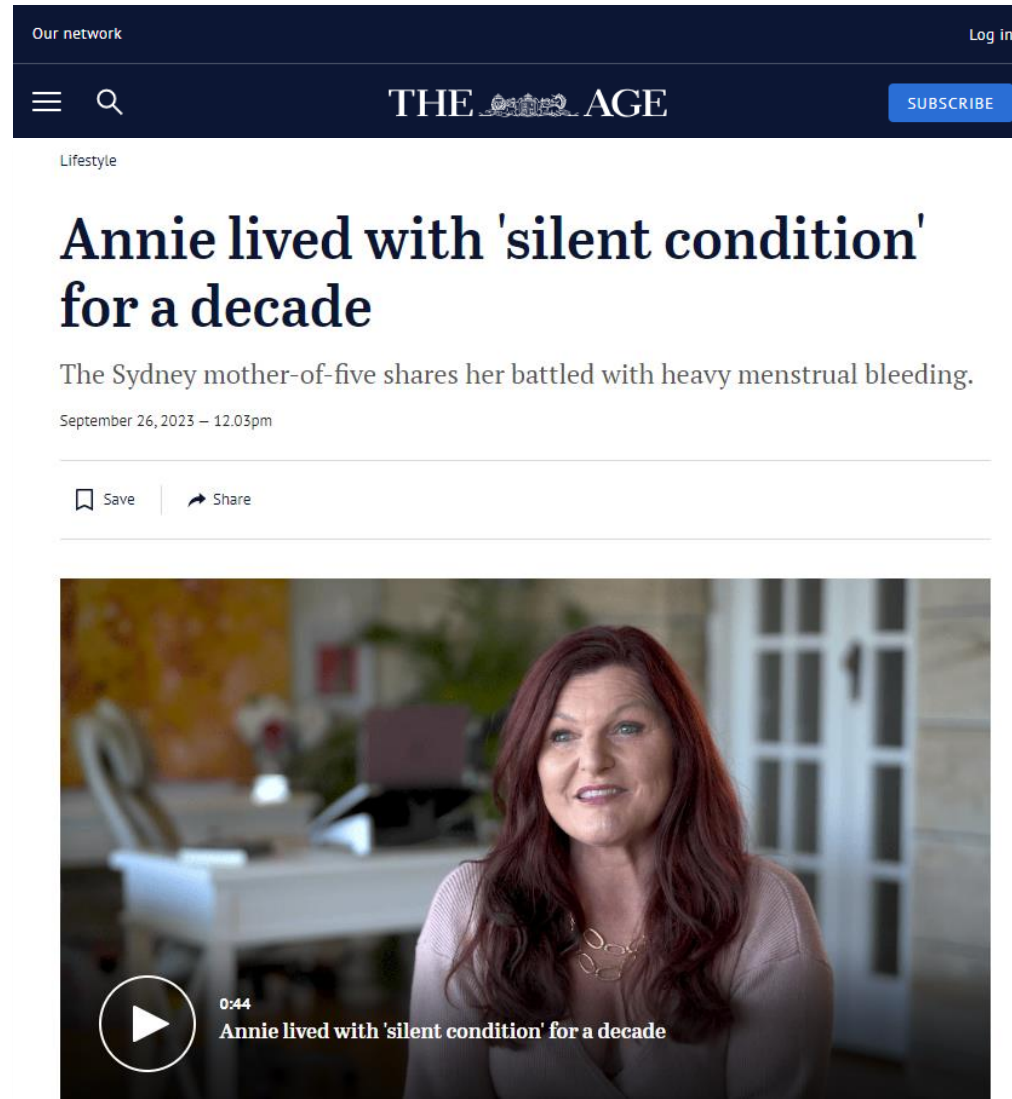
September 26, 2023

Online media outcomes



Annie lived with 'silent condition' for a decade
Brisbane Times – Featuring on the home page & lifestyle page
Audience: 487,500
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Online media outcomes



Annie lived with 'silent condition' for a decade
The Age – Featured on the home page & lifestyle page
Audience: 1,633,875
September 26, 2023

Online media outcomes



HEALTH BEAUTY LIFESTYLE WELLBEING EAT ASK RADIO

HEALTH / CONDITIONS / 'I THOUGHT IT WAS NORMAL': IT'S TIME TO TALK ABOUT HEAVY PERIODS



'I thought it was normal': It's time to talk about heavy periods

© 26 September, 2023

Heavy periods are commonly experienced but rarely talked about. Jana Pittman wants women to know treatment is available and they don't need to suffer in silence.

When Jana Pittman was an elite athlete winning gold for Australia, she seemed unstoppable.

It's hard to imagine at the time she was struggling with [heavy menstrual bleeding](#) and often required iron infusions.

Now a medical doctor, Dr Pittman reveals her fear of leaking during her period affected her concentration on the track.

"I never saw a doctor about it, I just thought it was normal," Dr Pittman, 40, says.

"I grew up in the era of: 'you're a woman, this is part of life'.

"And that's the mentality that we need to change."

It was only after having children and training to be a doctor, that Dr Pittman realised so many women were suffering in silence like she did.

The mother-of-six says she has watched patients and friends struggle with the treatable problem.

"They often unnecessarily suffer in silence and miss out on life," Dr Pittman says.

"It's not a normal part of being a woman, it's not okay to miss out on life due to your period.

"It shouldn't be this bloody difficult.

"We need to be each other's village, break the silence, talk about our period health, and raise community awareness on behalf of all Australian women and girls who are living with heavy menstrual bleeding."

Online media outcomes



What is heavy menstrual bleeding?

Heavy menstrual bleeding is defined as [excessive menstrual blood loss](#) such as losing more than five to six tablespoons of blood, passing clots larger than a 50c coin, or having to change a pad or tampon every hour.



Heavy periods are common but rarely talked about

Dr Pittman is calling for more open discussion on heavy periods, to improve diagnosis rates and allow women to get effective treatment.

She has teamed up with researchers to reveal new [findings](#) about heavy menstrual bleeding.

The researchers surveyed 5000 Australian women, aged 35-52 years, about their periods.

The research found:

- Almost one in four women frequently have heavy periods

'I thought it was normal': It's time to talk about heavy periods

[The House of Wellness](#) – Featured on the home page, health page & conditions page

Audience: 16,000

September 26, 2023

Online media outcomes

The research found:

- Almost one in four women frequently have heavy periods
- More than one-in-two women struggling with abnormally long or heavy periods have not discussed the issue with their doctor.
- Embarrassment was the main reason women said they were reluctant to seek medical help.
- Less than 20 per cent see a gynaecologist.
- Many women are suffering in silence and mistakenly believe their heavy bleeding symptoms are "normal".



Treatment options for heavy periods

Almost half of the respondents had no, or limited knowledge, of treatments available.

Obstetrician and gynaecologist Dr Lenore Ellett says without treatment, many women end up housebound, becoming anaemic and needing iron infusions.

But Dr Ellett, who is director of gynaecology for the Mercy Hospital for Women, says there are many treatment options available.

"Heavy menstrual bleeding is common and it is very treatable and women shouldn't be embarrassed to talk to their health provider."

She says treatments can include:

- Medication: Hormonal and non-hormonal
- Intrauterine device (IUD)
- Endometrial ablation
- Hysterectomy

For more information visit [livecomfortably](https://livecomfortably.com).

For more on menstrual health:

- [How to use your menstrual period to truly thrive](#)
- ['It's not just bad period pain': What you need to know about adenomyosis](#)
- [Perimenopause: Should you be worried about blood clots during your period?](#)

Written by Bianca Carmona.

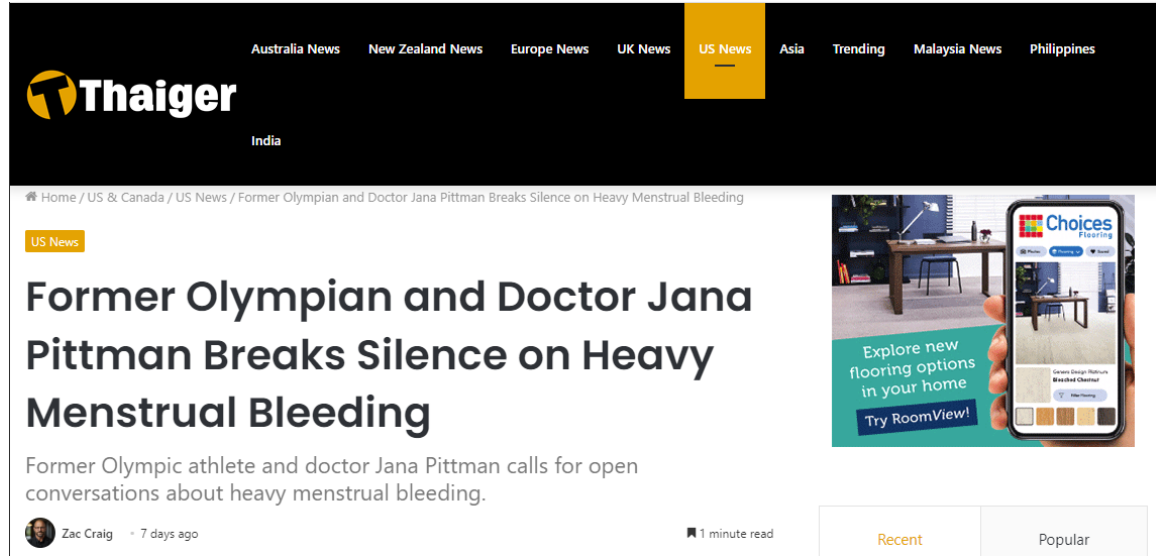
'I thought it was normal': It's time to talk about heavy periods

The House of Wellness – Featured on the home page, health page & conditions page

Audience: 16,000

September 26, 2023

Online media outcomes



Jana Pittman, a former Olympian and now a doctor, has spoken out about her personal struggle with heavy menstrual bleeding, also known as menorrhagia. She believes that it shouldn't be so difficult for women to seek help for this condition. Pittman revealed that she had assumed her heavy periods were normal for many years because it's not a topic commonly discussed among friends. It wasn't until she entered the medical profession that she realized her periods were abnormally heavy.

Pittman recalls experiencing embarrassing incidents due to her heavy bleeding, such as bleeding through her clothes during training sessions. She believes that many women are unaware that their periods are abnormal and are therefore not seeking help. A recent study commissioned by Hologic found that at least one in two Australian women aged 35 to 52 are dealing with abnormally long or heavy periods but have not discussed it with their doctors.

Dr. Talat Uppal, a Sydney-based gynecologist and obstetrician, agrees with Pittman's sentiments and emphasizes the importance of women educating themselves about what is considered normal bleeding. Heavy menstrual bleeding can have a significant negative impact on women's quality of life, affecting their productivity and overall well-being. However, there is still a significant stigma and shame associated with discussing women's menstrual health, which prevents many women from seeking help or even talking about their experiences.

Online media outcomes

Both Pittman and Dr. Uppal stress the importance of normalizing conversations around menstrual health and breaking the taboo surrounding heavy menstrual bleeding. Pittman believes that by openly discussing embarrassing episodes related to periods, women can feel more empowered and realize that they are not alone in their experiences. She encourages women to seek help from their GPs and not let their periods hinder their lives.

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In conclusion, Jana Pittman's personal experience with heavy menstrual bleeding highlights the need for greater awareness and support for women dealing with this condition. It is crucial to break the silence and stigma surrounding menstrual health and encourage open conversations about periods. Women should feel empowered to seek help and explore the various options available to manage heavy menstrual bleeding.

Online media outcomes



Women's Health: Mum Shares Personal Story Of Heavy Menstrual Bleeding And Getting A Diagnosis

By Olivia — On Sep 26, 2023

LIFESTYLE

Annie was on a career break when she made a decision that ultimately ended a long battle with a debilitating health issue.

The Sydney mother-of-five was 42 when her private and professional life finally aligned, giving her more free time to focus on herself. Then, without warning, her monthly cycle drastically changed. It affected her physically and mentally for a decade.

"I never had any issues previously and I think they're actually light compared to, you know, girls who say there were four or five days. I'm like, wow, mine were three," Annie, now 55, tells 9Honey.

"I've had five children, including two sets of twins. So my body has been through a lot. I had four kids in two years. It sounds crazy, but you can hardly go to the bathroom by yourself for 10 years there."

*Annie, a women's business branding specialist and mother-to-five, battled with heavy menstrual bleeding for a decade.
(Supplied)*

Annie says when her cycle changed she experienced painful cramps early on and then a mix of light and heavy days. Then the flows became noticeable heavier, to the point where she'd joke that it felt as though she was hemorrhaging.

"It went for a few years, and then I'm thinking, 'Oh well, this must be normal as you get older', and then it just kept getting worse and worse and worse," she says.

"I'd go out for like a two-hour morning walk with some girlfriends. I'd put in a fresh tampon at the beginning and then by the end of it, I'm, like, overflowing into my clothing."

These incidents were becoming more common, with the fear of a repeat weighing heavily on Annie's mind. It was after experiencing an uncomfortable moment while out trail running that she finally sought medical advice.

”

'I'd been a CEO for 12 years by then and I actually finished a role ... talk about being too busy for your own health'

"I went to the GP and he's going 'Oh, just put two tampons in next time you go running' and I'm like, 'Oh, wow. I've never heard anyone do that.' And it's kind of like 'That's what the doctor said'," she says.

Annie far from alone. In Australia, one-in-four women aged 35 to 52 years will experience HMB, or heavy menstrual bleeding. Yet, only a quarter will undertake treatment.

Women's Health: Mum Shares Personal Story of Heavy Menstrual Bleeding And Getting A Diagnosis

Quick Telecast – Featured on the home page & lifestyle page

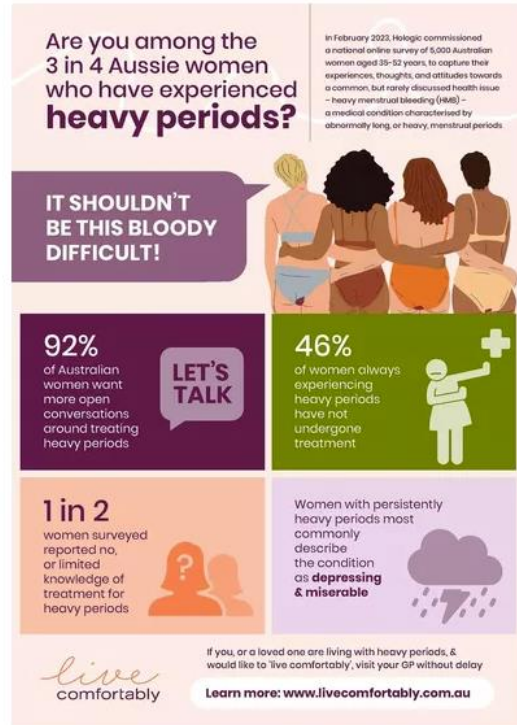
Audience: 3,339

September 26, 2023

Online media outcomes

For the next five years Annie went along with the doctor's advice. Yet, during that period she suffered with sleep-less nights and unwavering moments of fatigue.

READ MORE: What Tara was doing in her parents' laundry made her millions



In February this year Hologic commissioned a national survey to examine the experiences of women suffering with heavy menstrual bleeding. (Supplied)

"I then put myself on iron. I went down to Priceline and bought iron tablets because I thought I must be anemic. Once again, not medically... I self prescribed," she recalls.

It was only after a significant change in Annie's working life that things changed.

"I'd been a CEO for 12 years by then and I actually finished a role. Like, how crazy is this? Talk about being too busy for your own health," she says.

"So I'd finished a role and then I was then on like a month (off) before I started what I was doing next and then I went, 'Well, me-time'.

"This was age 52 and in the next month I'm seriously going to just make a list of all the things that I probably shouldn't have held on to. One of them was go to the doctor."



"I look back now, and this is why I'm openly having this conversation going 'seriously, we need to talk about what's normal more'." (Supplied)

She went back to the same doctor she'd visited years earlier and asked for a referral to a women's health clinic. She wanted an "overhaul on just everything".

"I thought, 'Surely my body, now at 50, after having five children, there could be things going south'," she says.

Online media outcomes

"I went to have a bit of an overhaul here and I want blood tests and everything. So I went from nothing to 'let's prioritise my health here'."

”

"We need to be each other's village, break the silence, talk about our period health, and raise community awareness."

Like many women, particularly female caregivers, she fell into the classic thought pattern of "I'm busy". Putting the needs of others, particularly children, before their own.

"I look back now, and this is why I'm openly having this conversation going 'seriously, we need to talk about what's normal more'. The thought that I could have gone years before is just crazy now. So I'm happy to have the conversation," she says.

"I'm not trying to bag that doctor, but if they'd gone that's not normal, you need a women's health check or something like that, that could have been at least five years earlier."



Jana Pittman, a two-time World Champion athlete and mum-of-six, says it shouldn't be so hard for women living with HMB. (Supplied)

Jana Pittman, two-time athletics World Champion, four-time Commonwealth Champion, and now a women's health doctor, said HMB is a significant and often overlooked health concern affecting Australian women.

"It shouldn't be this bloody difficult. We need to be each other's village, break the silence, talk about our period health, and raise community awareness on behalf of all Australian women and girls who are living with HMB," Pittman, 40, says.

The mother-of-six is championing the cause to raise awareness on the issue with the outcome of a national survey on the topic behind her.

The new research commissioned by Hologic – a medical technology company with a focus on women's health – found one in two Australian women who experience HMB have never spoken to a medical professional about their heavy periods.

”

"We should be having conversations that make it OK, in society, that we can talk about any aspect of health and wellness."

Meanwhile, only one-in-three of those who do visit a medical professional for help are satisfied with their discussion.

Online media outcomes

"I've watched my patients and friends struggle immensely with heavy periods. They often unnecessarily suffer in silence and miss out on life. It's not okay to miss out on life due to your period," Pittman says.

"If you, a family member, or a friend are experiencing symptoms of HMB, get help. See your GP or a gynaecologist without delay."

Annie remembers the reaction of her new doctor during the discussion of her heavy periods.

"She's like, 'Oh my gosh, Annie, you've been a soldier, you don't need to be going through all this'," Annie says.

"I'm like 'I knew it. I knew deep down, like, 'I know this isn't normal' but seriously wouldn't someone say that? Because I'd also talked with my daughter and they were going 'oh man, that must be all part of perimenopause?' And you hear a bit of news going 'oh yeah, so they get heavier' and I'm like heavier, these women are underestimating it. This is crazy."



Pittman with her six children. (Supplied)

Annie's new doctor sent her for tests and it was revealed that she had severe endometriosis. She now wishes there was more open discussion around women's health concerns, particularly around periods and menopause.

"It's crazy. Once you give permission for people to share they all go 'oh, my gosh how bad is it?' and I'm like 'ladies, we need to be having these conversations because if we'd had these years before, I wouldn't have been such a mess with my endometriosis, I wouldn't have been having all this heavy bleeding and I could have had treatment. There were options,'" she says.

"We should be having conversations that make it okay, in society, that we can talk about any aspect of health and wellness and we should be encouraging each other to get support as early as possible so that we don't unnecessarily suffer in ways that could be protected. Particularly this area that is preventable.

Online media outcomes

"It's not like we've got cancer or something, we could actually go in there and get some treatment."

As for treatments, she says, it will vary based on the individual.

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(Supplied)

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Online media outcomes

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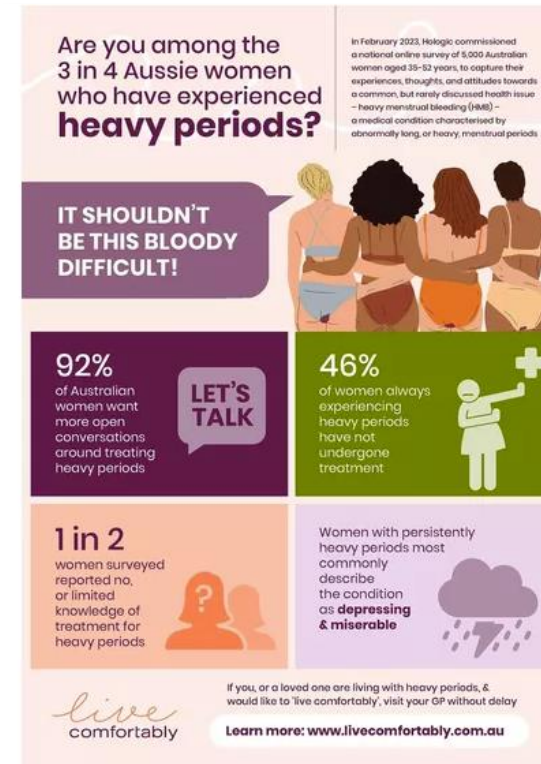
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Online media outcomes

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(Supplied)

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Online media outcomes

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Meanwhile, only one-in-three of those who do visit a medical professional for help are satisfied with their discussion.

“I’ve watched my patients and friends struggle immensely with heavy periods. They often unnecessarily suffer in silence and miss out on life. It’s not okay to miss out on life due to your period,” Pittman says.

“If you, a family member, or a friend are experiencing symptoms of HMB, get help. See your GP or a gynaecologist without delay.”

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Pittman with her six children. (Supplied)

Annie’s new doctor sent her for tests and it was revealed that she had severe endometriosis. She now wishes there was more open discussion around women’s health concerns, particularly around periods and menopause.

“It’s crazy. Once you give permission for people to share they all go ‘oh, my gosh how bad is it?’ and I’m like ‘ladies, we need to be having these conversations because if we’d had these years before, I wouldn’t have been such a mess with my endometriosis, I wouldn’t have been having all this heavy bleeding and I could have had treatment. There were options,” she says.

Online media outcomes

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As for treatments, she says, it will vary based on the individual.



“It’s not a one stop shop of ‘if you’ve got heavy bleeding this is the cause’. It could be a variety of causes,” she says.

“And that’s why i think it’s really important to see a medically trained doctor. So for me, it actually was related to endometriosis but I wasn’t aware of that.”

Online media outcomes

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Are heavy periods a 'normal' part of ageing?


In Australia, HMB is defined as excessive blood loss during a period that compromises physical, emotional, social and daily activities, occurring alone or with other symptoms

Posted September 26th 2023 by David McManus

CONSUMERS [ADVICE](#), [HEALTH AND WELLBEING](#)

Key points:

- New Australian research involving 5,000 women aged 35-52 years reveals three in four – 72 percent – have experienced heavy periods
- 28 percent of research participants reported experiencing heavy periods often and always
- Women who have experienced heavy menstrual bleeding reportedly felt reluctant to share news of HMB with a doctor



Heavy menstrual bleeding involves abnormally heavy or long menstrual periods that compromise physical, emotional, social and daily activities, occurring alone or with other symptoms.
[Source: Shutterstock]

Research commissioned by health-tech company Hologic revealed that many Australian women could be suffering in silence. The survey of 5,000 women aged 35 – 52 years uncovered that 69 percent of women with heavy periods reported 'embarrassing experiences' seeking menstrual health support.

Additionally, many believed that HMB was just a natural part of womanhood and came with the territory, prompting advocates to speak out against the stigma.

Two-time athletics World Champion, four-time Commonwealth Champion, women's health doctor, author and mother-of-six, Jana Pittman, 40, has teamed up with doctors and women across Australia to champion the dialogue, diagnosis and treatment of HMB.

"By not openly discussing their period health, these women are at serious risk of under-diagnosis and undertreatment, noting almost half of the research respondents had no, or limited knowledge of HMB treatments," Ms Pittman said.

“It shouldn't be this 'bloody difficult.'


Are heavy periods a 'normal' part of ageing?



[Aged Care Guide](#) – Featured on the home page, consumer page, advice page & health & wellbeing page

Audience: 83,330

September 26, 2023

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"If you, a family member or a friend are experiencing symptoms of HMB — get help. See your GP or a gynaecologist without delay," Jana said.


Key symptoms of HMB reported by Australian women included:



- Feeling weak, lacking energy and/or having a pale appearance — 59 percent
- Being bothered by bleeding or pain — 48 percent
- Needing to change pads or tampons every one to two hours — 42 percent

Obstetrician and Gynaecologist Dr Simona Fischer, founding member of Adelaide Obstetrics and Fertility, said many women misunderstand menstrual health and that can lead to delayed diagnoses.

"Many women are unaware of what a normal period entails, including typical menstrual length, volume of blood loss, symptoms and management options available," Dr Fischer said.

[One study](#) found that among women ages 42 to 52, more than 90 percent experienced periods that lasted 10 days or more — with 78 percent reporting their blood flow as 'heavy.'

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Dr Fischer said that heavy periods were a common sign of perimenopause, which is the transitional stage to menopause, but can impact younger women through hormonal changes.

"In the younger sort of demographic, the heavy bleeding is potentially marked by heavy usage of oral contraceptive agents, so sometimes that's the starting point.

"It is very common for your periods to get heavier as you get older and I guess people just don't expect it.

“They think they've had their kids or whatnot and the cycle is just going to continue as it was in their 20s, but it's common to have heavier bleeding around their perimenopause.”

Annie, 55, endured severe cramps, iron deficiency and exhaustion for a decade, mistakenly thinking they were normal period symptoms.

"I thought HMB was something I had to deal with. I was super busy, prioritising my business, and caring for my family and chose not to prioritise my own health," she said.


Are heavy periods a 'normal' part of ageing?


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"I felt physically drained, iron deficient and made regular visits to the bathroom to change sanitary protection, which made training for my ultra trails exceptionally challenging.


"It was only when I was severely cramping one day, hurled over in pain and unable to stand up, that I finally realised what I was going through wasn't normal."

Kama, 43, an accounting firm principal and mother, told Talking Aged Care journalist David McManus that she sought treatment after she had been rendered bedridden and housebound on her cycle.

"I was having to change clothes and sheets on, like, a very regular basis — each cycle — it wasn't just once or twice. I would have to live in black clothes, I had to have black sheets. There was just so much that had to be done to account for it," she said.

"Over the last decade, I had pretty heavy periods that got worse and worse, particularly over the last four years specifically [...] so, whilst I was seeking support, I was getting different tests done, blood tests done, checking to see if it was my hormones."

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In addition to perimenopause, contributing factors to HMB may include:

- Fluctuations in the levels of two important hormones, oestrogen and progesterone, which can disrupt the menstrual cycle
- Blood clotting conditions, such as Willebrand disease or platelet function disorders
- Pre-existing conditions, such as pelvic inflammatory disease, an underactive thyroid or structural differences in the uterus, including abnormal growths

Kama said that she had been frustrated by the lack of answers from specialists, who were dismissive of her HMB as simply a 'natural' part of ageing, when in fact, there was more to it than that.

"When it gets to the stage that it is affecting your life, to the point that you can't operate on your daily sort of basis or at capacity for your minimum daily basis, that's when you have to push for more than you're being told," she added.

Are heavy periods a 'normal' part of ageing?

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26/09/2023

The Project's Sarah Harris and athlete Jana Pittman reveal they needed iron transfusions due to heavy periods

Sarah Harris has confessed she had periods so heavy she was left needing iron transfusions.

The Project star made the confession during an interview with Olympic athlete Jana Pittman during Tuesday's episode of the show.

Jana was on the program to discuss menstrual issues, admitting she soaked through four or five pads a day and also required iron treatments due to a heavy flow.

'I would need iron shots to get through my training session, because you grow up in a family where it is a bit of, "Suck it up, princess. You are a woman. You bleed,"' the 40-year-old hurdle champion said.

'That is a blessing because it means hopefully one day you will have babies. But not knowing that the bleeding affected my training as well'.



The Project's Sarah Harris and athlete Jana Pittman reveal they needed iron transfusions due to heavy periods

VN Explorer – Featured on home page & Australia page

Audience: 72,750

September 26, 2023

Online media outcomes

Sarah Harris (pictured) has confessed she had periods so heavy she was left needing iron transfusions



The Project star made the confession during an interview with Olympic athlete Jana Pittman (pictured) during Tuesday's episode of the show 'This was me. I was told this is part of being a woman. Suck it up. Do your thing,' Sarah, 42, agreed.

'It wasn't until I started getting pretty regular iron fusions that a female GP said, "You know what, let's investigate this is a little bit deeper." Because it was so terrible'.

Jana said she was, 'constantly overwhelmed, both at work and at home. I was always exhausted, really struggling to think clearly'.

'Three or four five pads a day when you are bleeding through and getting marks on your clothes is absolutely not normal' Jana added.

Jana was on the program to discuss menstrual issues, admitting she soaked through four or five pads a day and also required iron treatments due to a heavy flow

She explained that signs that you are bleeding too heavily include, 'changing tampons or pads more than once an hour, passing blood clots larger than 50 cent pieces and bleeding through clothes.'

She added: 'I want people to go and see their personal doctors. You do not need to suffer. You go to your doctor and get help.'

Heavy menstrual bleeding is defined as needing to change sanitary pads or tampons every one to two hours for longer than seven days, during which time sufferers may bleed through their clothes or on to bedding.

Women with heavy periods can be given medication to reduce bleeding alongside the hormonal contraceptive.

Monitoring for iron deficiency, a sign of anaemia, is also needed.



'I would need iron shots to get through my training session, because you grow up in a family where it is a bit of, "Suck it up, princess. You are a woman. You bleed,"' the 40-year-old hurdle champion said

Source: www.dailymail.co.uk/tvshowbiz/article-12561971/Sarah-Harris-Jana-Pittman-iron-heavy-periods.html

Online media outcomes

Express Healthcare Management



Healthcare Men News Technology Women xIT

Women Speak Out About Heavy Menstrual Bleeding

September 25, 2023 Sandeep Kunchikor

Australian Olympian and now doctor, Jana Pittman, is raising awareness about heavy menstrual bleeding (HMB), a condition she experienced throughout her athletic career. In a recent survey conducted by marketing research company Two Blind Mice for medical technology company Hologic, it was found that over half of women dealing with heavy periods have not spoken to a healthcare professional about it. The research further revealed that feelings of embarrassment and shame often prevent women from seeking help.

For many women, discovering that their periods are not normal occurs later in life, which was the case for both Dr. Pittman and Annie Gibbins, a business owner living in Sydney. It was only after giving birth and studying medicine that Dr. Pittman learned her bleeding was “beyond normal.” Similarly, Gibbins did not speak to a doctor about her heavy periods until she was in her early fifties. Both women expressed regret at not knowing sooner that treatment options were available.

So, what exactly is heavy menstrual bleeding? According to obstetrician and gynecologist Talat Uppal, the threshold for heavy bleeding is releasing more than five tablespoons of blood in a single period. Other signs include needing to change pads or tampons more than once an hour, passing blood clots larger than 50 cent pieces, and bleeding through clothes. However, it’s more important to consider whether a woman’s periods are interfering with her everyday activities.

Fortunately, there are various treatment options available for women with heavy periods, including different types of birth control, medications, intra-uterine devices, and surgical options. Dr. Uppal emphasizes the importance of seeking timely treatment, as delaying care can negatively impact a woman’s well-being. The survey also revealed that the majority of women believe more awareness and open conversations about heavy periods would be beneficial.

By sharing their stories, women like Dr. Pittman and Gibbins hope to encourage others to seek help for heavy menstrual bleeding. They believe that living with the condition should not be a necessity and that treatment options exist for those who need them.

Sources:

- Two Blind Mice survey conducted for Hologic
- AAP: Dean Lewins
- Supplied: Annie Gibbins
- Supplied: Women’s Health Road
- Dr. Talat Uppal
- Dr. Michelle Peate.

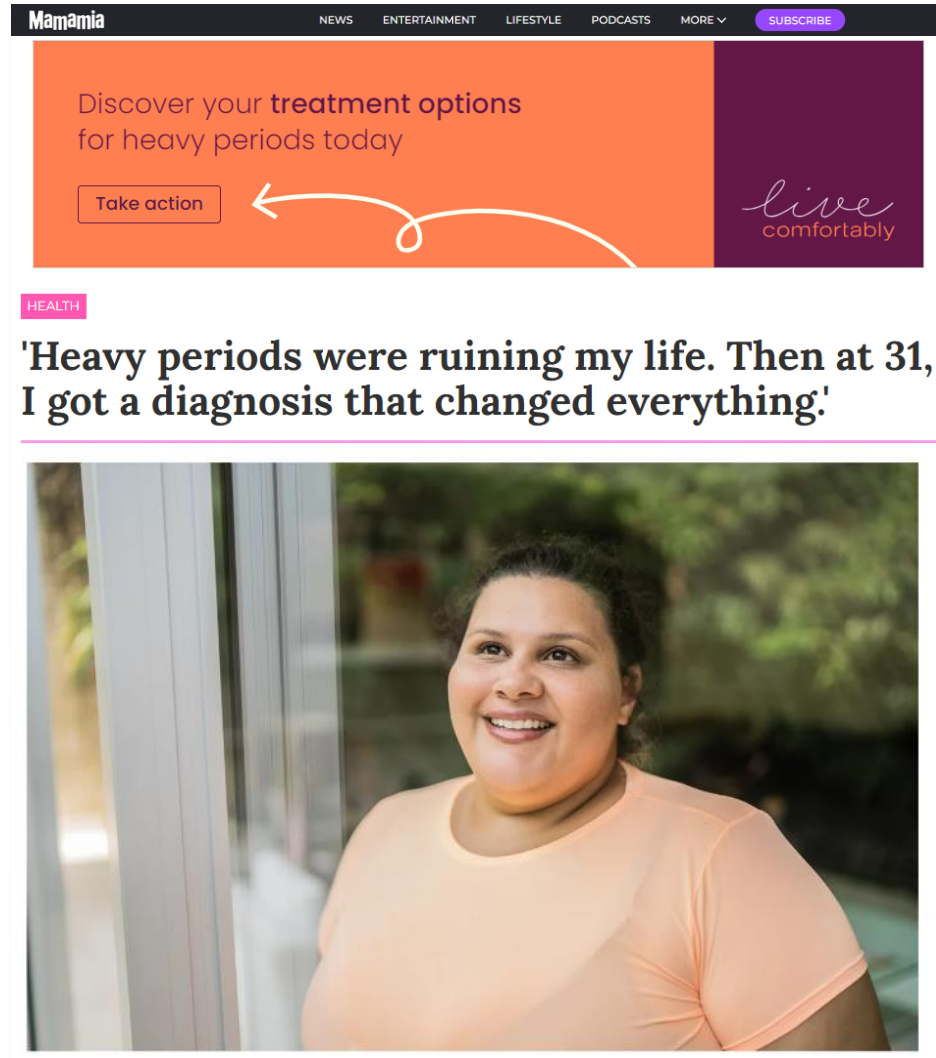
Women Speak Out About Heavy Menstrual Bleeding

Express Healthcare Management – Featured on home page, healthcare page, men page, news page, technology page & women page

Audience: 1,750

September 25, 2023 (US time)

Online media outcomes



Thanks to our brand partner, **LIVE COMFORTABLY**

Melanie was 25 when she started having heavy periods that would last for about seven days.

"They slowly progressively got heavier, and then started getting longer and longer," she told *Mamamia*. "But I didn't ever see a doctor about it."

For five years, the South Australian woman tried to carry on with her life, while her menstrual cycle began to take over it.

"When I got to about 30, I started feeling really fatigued and I was basically leaking all the time," she explained. "I was a journalist, and I'd be sitting in court and having to keep going back and forth to the toilet, while getting dirty looks from the magistrate, because I just couldn't get through 45 minutes without having to change the two super tampons that I was using."

By this point, Melanie was having two to three-week periods of "constant bleeding".

"That's when my doctor was like, 'ok we better do some tests'," she said.

'I didn't know what menorrhagia meant.'

Results showed Melanie was massively iron deficient, and her haemoglobin was very low. It was then that the 30-year-old came across the term menorrhagia for the first time.

'Heavy periods were ruining my life.'

Mamamia – Featured on home page, health page & lifestyle page

Audience: 1,850,000

September 26, 2023

Online media outcomes

"At the time, I saw it written on a form when I went to have an ultrasound but I had to Google it as I didn't know what it meant," she said. "It wasn't explained to me."

Heavy periods are common and affect one in four women, with the condition now clinically referred to as [heavy menstrual bleeding](#). Women who experience it may need to change their tampons and sanitary pads every hour, pass blood clots bigger than a 50 cent coin, and bleed for more than a week.

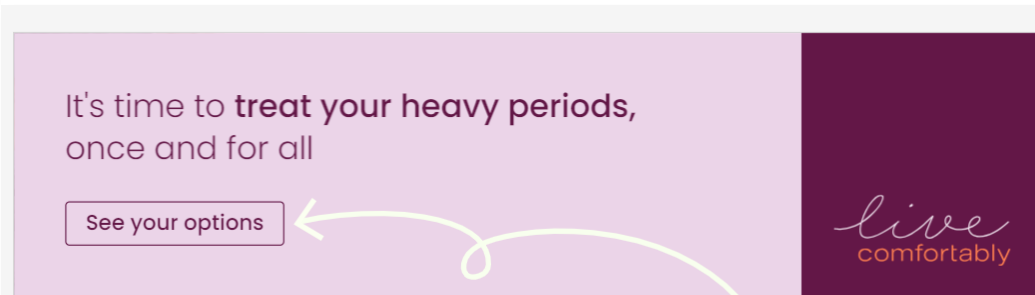
This can have serious adverse consequences on their quality of life.

Devastatingly, for many people with heavy periods, they may never know why they suffer. But causes can include a problem with the uterine lining, lumps in the uterus's muscle called fibroids, medicines such as blood thinners, and medical conditions.

At 31, Melanie was officially diagnosed with heavy menstrual bleeding.

'The bleeding would just be flooding.'

Over the next three years, while Melanie sought medical treatment for her condition, her periods continued to rage havoc on her life.



It's time to **treat your heavy periods,** once and for all

[See your options](#)

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comfortably

"I remember being on a sailing trip through Turkey and the first day I was on the deck and then the next two days I basically had to stay in the cabin because I didn't know if the bleeding would just be flooding," she explained. "Like it would start from the middle of nowhere, and just be continuously flowing."

By this point, Melanie was using two tampons, a maternity pad and period knickers all at the same time in an attempt to cope with her menstrual cycle. "It was insane," she said. But she was still leaking through.

"It happened a few times where I had mishaps. I had them in front of my boss. I had them on a frickin' tour walking up a mountain. It happened during work hours where I had to go home.

"There were definitely accidents over those three years that I could not control. Like no matter what I was wearing, it would fully leak through."

And then there was the pain.

"I would sometimes be in debilitating pain," Melanie explained. "But the main issue was that I was so fatigued."

The biggest misconception.

Finally, after "six solid years" of Melanie's menstrual cycle ruling her life – with almost month long periods, continuous clots and "no cycle whatsoever" – by December 2020, treatment had worked.

"Since then, I've gone back to basically normal periods," the now 39-year-old said. "Like I know when it's coming, it's every four weeks, it lasts for about five days, I don't have any clots and it's just completely normal.

"It's been absolutely life-changing, and I've even started playing sport again."

Before that point, Melanie had resigned herself to a life of heavy menstrual bleeding.

'Heavy periods were ruining my life.'

[Mamamia](#) – Featured on home page, health page & lifestyle page

Audience: 1,850,000

September 26, 2023

Online media outcomes

"I was convinced that I was just somebody who had two-week periods, and now I'm like, oh my god, this is what normal life is like," she said. "I haven't had this since I was in my 20s."

And that is where Melanie says the biggest misunderstanding lies.

"I would say that the common misconception is that heavy, long and painful periods are normal, and that's not true," she argued. "I thought mine was 'normal' until I went through treatment and I now know what's really normal, and it's not heavy and painful!"

While it took the South Australian woman a long time to get to that point, she explained that it was by talking with her doctor and friends that she realised something was wrong.

"My friends, who witnessed a lot of my awful times, would be like, 'Oh, my period is only five days', and I would be like 'What!'," she said.

No one I knew was having periods as long as I was, and I think that's why it's so important for people to talk about it so that they can know what to look for."

It's through these types of conversations with our friends, families and healthcare professionals, that we can work together to break down taboos on talking about periods, and understanding that women aren't alone.

And most importantly, that there is treatment available.

"Basically from 30 to 37, I had out-of-control heavy bleeding, like it was dictating my life," Melanie said. "And that's the thing, if I hadn't spoken up I could have just been bleeding all this time.

"I now know that's not normal."

If you experience heavy periods, visit your GP and find more information about treatment options from [Live Comfortably](#).

It's time to **treat your heavy periods,**
once and for all

See your options

live
comfortably

Individual patients' symptoms of menorrhagia may vary. This article contains statements and descriptions unique to an individual and may not be representative of every patient's experience of menorrhagia.

This information is general in nature and does not replace the advice of a healthcare professional. As with any medical condition, always seek health advice from a qualified healthcare professional.

The source of this article is known to Mamamia, but her identity has been omitted for privacy reasons.

Feature Image: Getty.



If you or a loved one are living with heavy periods, and would like to 'live comfortably', visit your GP without delay. You can find more information on treatment options at livecomfortably.com.au

Discover your
treatment options
for heavy periods
today

Take action

live
comfortably

'Heavy periods were ruining my life.'

Mamamia – Featured on home page, health page & lifestyle page

Audience: 1,850,000

September 26, 2023

Online media outcomes



≡ GunsterNews

Early in her athletic profession, Australian Olympian Jana Pittman claimed a victory on the world championships in Paris.

But as an alternative of celebrating immediately, she needed to run to the lavatory to alter earlier than a heavy interval stained her garments.

"I bled right through the racing uniform I was wearing and unfortunately, it was a light bone-coloured uniform, so there was no way I was hiding it," she stated.

"I won the race, but instead of just enjoying the race and sort of doing a victory lap and then celebrating with the crowd, I darted off into the stadium cause I could feel it happening as I crossed the finish line."

Like many ladies, Dr Pittman spent years experiencing heavy periods, and like many ladies, she additionally thought it was one thing she simply needed to deal with.

Now coaching to be a gynaecologist, Dr Pittman has joined a marketing campaign of girls and specialists elevating consciousness of heavy menstrual bleeding.

Jana Pittman, now a health care provider, desires extra girls to know help is available if they've troublesome periods.(Supplied: Newspix)

It comes as a brand new survey exhibits greater than half of girls who deal with heavy periods haven't spoken to a well being skilled about it.

The analysis, carried out by advertising and marketing analysis firm Two Blind Mice for medical expertise firm Hologic, surveyed 5,000 girls aged between 35 and 52 about their periods.

Women put up with heavy periods and excessive bleeding but doctors say help is available

[Gunster News](#) – Featured on home page

Audience: 800

September 25, 2023 (International time)

Online media outcomes

≡ GunsterNews

It discovered:

- Close to 70 per cent of girls have skilled heavy menstrual bleeding in some unspecified time in the future of their lives
- Almost one in 4 girls steadily have heavy periods
- More than half — 55 per cent — haven't talked to a health care provider about therapy choices for heavy periods

The analysis additionally discovered that for a lot of girls, "embarrassment and shame" might cease them speaking about heavy periods and looking for help.

Women discovering their periods are 'not regular' later in life

For Dr Pittman, it was not till after she had her first youngster and began learning drugs that she discovered what she was dealing with was "well beyond normal".

"I ran through everything," she stated.

"I never, never took a day off training or didn't race internationally, even when I had my cycle."

≡ GunsterNews

"I never, never took a day off training or didn't race internationally, even when I had my cycle."



Jana Pittman did not know the extent of bleeding she skilled was "beyond normal" till she began learning drugs.(AAP: Dean Lewins)

About 70 per cent of girls agreed with the assertion, "I wish I'd known a lot earlier about treatment options".

Online media outcomes

≡ GunsterNews

That assertion rings true to Annie Gibbins, a 55-year-old enterprise proprietor with 5 kids who lives in Sydney.

She by no means had points with her periods till she turned 42, when she generally bled so closely she felt like she was "haemorrhaging".

Assuming it was simply a part of perimenopause, she didn't communicate to a health care provider about it till she was 52.

"I got a referral to a women's health doctor and she said, 'Oh my gosh, Annie, you could have come to me years ago. This is not normal,'" she stated.



≡ GunsterNews

What is heavy menstrual bleeding?

What is "normal" or "heavy" can fluctuate from girl to girl, obstetrician and gynaecologist Talat Uppal says.

Releasing greater than 5 tablespoons of blood in a single interval might be thought-about heavy menstrual bleeding, skilled pointers say.

Needing to alter pads or tampons greater than as soon as an hour, passing blood clots bigger than 50 cent items and bleeding by way of garments may be indicators that one thing is not proper.



Women put up with heavy periods and excessive bleeding but doctors say help is available

Gunster News – Featured on home page

Audience: 800

September 25, 2023 (International time)

Online media outcomes

≡ GunsterNews

Dr Talat Uppal stated there have been a number of therapy choices available for heavy periods.(Supplied: Women's Health Road)

However, Dr Uppal, a spokesperson within the marketing campaign, stated it was extra essential to have a look at whether or not a lady's periods have been getting in the way in which of on a regular basis actions.

"If her period is resulting in a compromised quality of life, then it's heavy menstrual bleeding," she stated.

Women's well being researcher Michelle Peate, who was not concerned within the newest survey, agreed.

"If you are finding that your symptoms are interfering with your daily living — whether that's being anxious about going out or going to school or going to work ... if you are also having pain and it's really severe that's affecting the way you think — go get some help," Dr Peate stated.

"Go see your GP and tell them how much it's impacting your life."

Are there remedies for heavy menstrual bleeding?

There are a number of therapy choices available for girls with heavy periods, Dr Uppal stated.

These embrace several types of contraception, medicines and intra-uterine units, in addition to surgical choices.

"Women typically are quite resilient, so they do try to put up with things and try to make it work," she stated.

"But it kind of disadvantages their care because they might have lost an opportunity for timely options."

≡ GunsterNews

Has heavy menstrual bleeding affected your life? Contact Specialist.Team@abc.internet.au.

The new survey additionally confirmed a majority of girls — near 70 per cent — believed extra consciousness and open conversations about heavy periods could be helpful.

Women like Dr Pittman and Ms Gibbins hope sharing their tales helps.

"I don't think you should be living with something just because you can be stoic. I think if there's something you can do about it, we should," Dr Pittman stated.

Women put up with heavy periods and excessive bleeding but doctors say help is available

[Gunster News](#) – Featured on home page

Audience: 800

September 25, 2023 (International time)

Online media outcomes



Annie lived with 'silent condition' for a decade

RU24.net - Featured on home page

Audience: 90,000

September 26, 2023

Online media outcomes

The screenshot shows a news article on the Ground News website. The header includes the Ground News logo and navigation links: Home, For You, Local, Blindspot, Government Shutdown, and US Politics. Below the header, it says 'Published 1 day ago • Australia • Updated 1 day ago' and provides social media sharing options (Facebook, Twitter, LinkedIn, Reddit, Email, Print). The article title is 'Jana Pittman raced around the world with heavy periods, but didn't realise it was 'beyond normal' until later in life'. Below the title, it says 'Summary by Ground News'. The main text of the summary states: 'A new survey shows more than half of women who deal with heavy periods have not spoken to a health professional about it. For many women, "embarrassment and shame" could stop them talking about heavy periods and seeking help. Close to 70 per cent of women have experienced heavy menstrual bleeding at some point in their lives. One in four women frequently have heavy periods.' Below the summary, there is a section for '1 Articles' with filters for 'All', 'Left', 'Center', and 'Right'. The article is from 'ABC Australia' and is categorized as 'Government: Australian Government', 'High Factuality', and 'Lean Left'. The article title is 'Women put up with heavy periods and excessive bleeding, but doctors say help is available'. The main text of the article states: 'About a quarter of women will regularly deal with heavy menstrual bleeding but most of them don't seek help, new survey data shows. Doctors say it doesn't have to be that way.' At the bottom, it says '1 day ago • Australia' and provides a link to 'Read Full Article'.

Ground News

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Published 1 day ago • Australia • Updated 1 day ago

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Jana Pittman raced around the world with heavy periods, but didn't realise it was 'beyond normal' until later in life

Summary by Ground News

A new survey shows more than half of women who deal with heavy periods have not spoken to a health professional about it. For many women, "embarrassment and shame" could stop them talking about heavy periods and seeking help. Close to 70 per cent of women have experienced heavy menstrual bleeding at some point in their lives. One in four women frequently have heavy periods.

1 Articles All Left Center Right

ABC Australia Government: Australian Government High Factuality Lean Left

Women put up with heavy periods and excessive bleeding, but doctors say help is available

About a quarter of women will regularly deal with heavy menstrual bleeding but most of them don't seek help, new survey data shows. Doctors say it doesn't have to be that way.

1 day ago • Australia [Read Full Article](#)

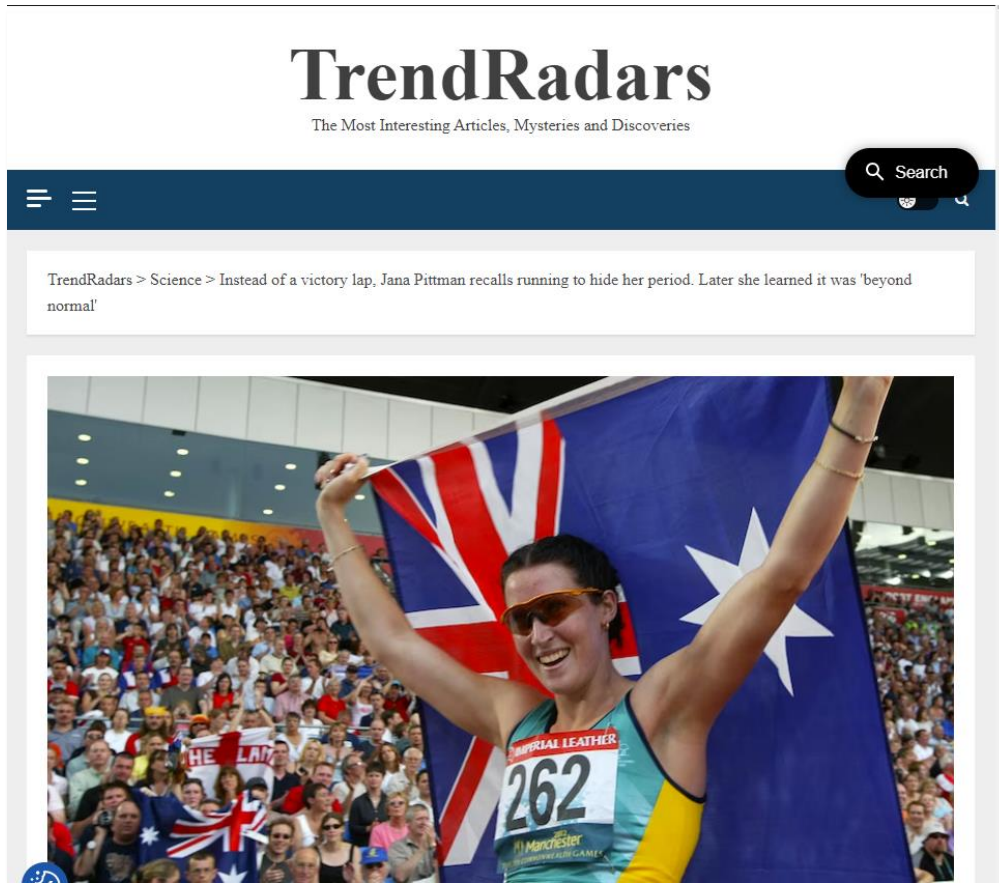
Jana Pittman raced around the world with heavy periods, but didn't realise it was 'beyond normal' until later in life

Ground news – Featured on home page & Australia page

Audience: 1,837,500

September 26, 2023

Online media outcomes



Instead of a victory lap, Jana Pittman recalls running to hide her period. Later she learned it was 'beyond normal'

ABC.NET.AU SEPTEMBER 26, 2023 1 MIN READ

Twitter Facebook

Instead of a victory lap, Jana Pittman recalls running to hide her period. Later she learned it was 'beyond normal'. About a quarter of women will regularly deal with heavy menstrual bleeding but most of them don't seek help, new survey data shows. Doctors say it doesn't have to be that way.

Instead of a victory lap, Jana Pittman recalls running to hide her period. Later she learned it was 'beyond normal'

About a quarter of women will regularly deal with heavy menstrual bleeding but most of them don't seek help, new survey data shows. Doctors say it doesn't have to be that way.

Tags: abc.net.au abcnews athletics bleeding blood diagnosis Doctors Health professionals heavy jana pittman menstrual cycle menstruation Olympian period race symptoms

Online media outcomes

Former Olympian Jana Pittman Opens Up About Heavy Menstrual Bleeding

By George Jacob — On Sep 26, 2023

Life Style



Former Olympian Jana Pittman has opened up about her struggle with heavy menstrual bleeding – saying “it shouldn’t be this bloody difficult” for women to get help.

Also known as menorrhagia, the condition characterised by abnormally heavy or prolonged bleeding and periods, on top of side effects like bloating, fatigue, anxiety and a loss of control over emotions, and physical pain.

“I was definitely one of those women who thought my heavy periods were normal – probably because it’s not a conversation you have with your friends every day,” Pittman, who is now a doctor, said.

“How often do you change your tampon?” is not something that comes up over coffee. So, for many years – for most of my adult life – I thought I had very normal periods and just went through crazy amounts of packets of menstrual products.”

The mum-of-six only realised something was amiss in the “last four of five years”, upon entering the medical profession.

Former Olympian Jana Pittman opens up about heavy menstrual bleeding

Planet Circulate – Featured on home page & lifestyle page

Audience: 1,089

September 26, 2023

Online media outcomes

"The first two or three days [of my period] I would regularly bleed through my clothes, and it would always catch me unaware. I'd be out training, and I'd be having blood [leak] through my pants," Pittman recalled.

"At work 1695707213, I wear very light scrubs and I regularly would have a spot on my clothes and be like, 'Oh my God, how embarrassing. Did anybody notice?'"

"I didn't know that was abnormal, though. It wasn't until I started talking to people around what their period experience was that I realised mine are really, really heavy."

Experiences like Pittman's are far from extraordinary.

"For so many years I had it, and didn't even know – and that to me says that so many women are going to be in the same boat as me," she said.

"They're not going to understand what their body's going through. So that's a huge problem."

New research, commissioned by Hologic, found that at least one-in-two Australian women aged 35 to 52 are grappling with abnormally long – or heavy – periods, but are yet to discuss the condition with their doctor.

"I think largely that's because they often don't recognise that they have it," she said of why half of women with menorrhagia don't seek help.

"They think their bleeding is quite normal, and it's not until they discuss their symptoms of fatigue or [the] psychological stress that's associated with feeling so tired as a result of the bleeding, that someone might suggest for them to get help.

"This research is really alarming – and it really highlights the fact that we need to encourage our women to educate themselves on what normal bleeding is."

Online media outcomes

Sydney-based gynaecologist and obstetrician Dr Talat Uppal described the findings as “quite profound”, echoing Pittman’s sentiment that “women need to have an idea of how long a period normally is or how heavy the flow should be”.

“Heavy menstrual bleeding can have a huge negative impact on women’s quality of life, and this can be on different facets of their life,” Dr Uppal, who is also the founder and director of Women’s Health Road, said.

“[It also] has a huge impact on productivity and to the cost of the nation because women are such an important and valued part of our workforce. If they’re unable to come to work – or if they’re having to reduce their hours, or they’re not feeling their personal best or living their best quality of life, it has a direct impact on that.”

The “significant stigma and shame” associated with women’s menstrual health – especially with a condition like menorrhagia – also prevents them from coming forward when they suspect something abnormal, she said.

“The impact that has is that women then often don’t seek care or they’re not confident to speak to either their peers, their friends, their family, or – particularly importantly – a health professional because they are ashamed of this condition, unfortunately,” Dr Uppal said.

“It is so crucial that women start having conversations with their friends, with their schoolmates, with their family, so that there is more and more acceptance that this *is* normal.”

Pittman agreed, adding it’s important to normalise the “embarrassing episodes” the “vast majority of women have experienced ... when it comes to their periods”.

“That might’ve been their first period back in high school, and they still vividly remember getting their first menstrual cycle and how mortifying that was in front of the boys,” she said.

“Or it might be like me, who experienced it in a race, where I remember getting my period halfway through my racing at a major championship and having blood on my leg and thinking, ‘Oh my God, has the crowd noticed?’

“We need to openly have that discussion so that people have these experiences and go, ‘Oh, how funny! It’s just my menstrual cycle’. Rather than going, ‘Oh my God, did somebody notice?’”

Online media outcomes

Asked what she'd tell Australian women and girls living with heavy menstrual bleeding, Pittman said there is "no time where a woman should be thinking [it] is something that is normal".


"Women should not be going through that experience, and we need to make sure that they have that empowerment to go out and get help," Pittman said.

"It's time to stop suffering in silence. You need to go and see your GP. No woman should ever feel like their periods are getting in the way of their life – be it psychologically or their career or family life.

"It's time to break that taboo, to start talking to your family and friends. Encourage that conversation – because you might actually find someone else in your group also has heavy menstrual bleeding, and you need to encourage them to go and see their GP as well.

"There are so many options out there to really help with this really unfortunate situation, and it's time to action that."




Online media outcomes



ABOUT LIVHEALTH NEWSMEN'S HEALTHWOMEN'S HEALTHNUTRITIONFITNESS & BEAUTYTRAVEL HEALTHSENIORS HEALTH

Jana Pittman breaking silence on a serious, but treatable women's health condition


3 WEEKS AGO by LIV HEALTH BLOG




Two-time athletics World Champion, four-time Commonwealth Champion, mother-of-six and Women's health doctor, Jana Pittman, 40, Sydney, is speaking up and raising awareness about the heavily stigmatised and taboo topic, heavy menstrual bleeding.

Heavy menstrual bleeding is a topic close to Jana's heart as she herself, has experienced this throughout her 20's whilst she was competing.

Jana is championing dialogue around the new Australian research which has surveyed 5,000 Australian women aged 35-52 years discussing this common but rarely spoken about health condition.



Jana says it *"It shouldn't be this bloody difficult. We need to be each other's village, break the silence, talk about our period health, and raise community awareness on behalf of all Australian women and girls who are living with HMB."*



Dr Brad Robinson an Obstetrician and Gynaecologist at Greenslopes Private Hospital, Brisbane said 'Women are not having the conversations they should be having with their GP or healthcare provider, and if women don't know what the symptoms of heavy menstrual bleeding are, then they're really not empowered to be able to seek treatment.'

<https://vimeo.com/867835287?share=copy> – Jana Pittman piece to camera

<https://vimeo.com/867818127/3b78a3fc16?share=copy> – Dr Brad Robinson's piece to Camera

<https://vimeo.com/867836214/6362ed7ffc?share=copy> – Kate, 39's pieces to camera

Online media outcomes



Cardiorespiratory physiotherapist and mother-to-two, Kate, 39, Brisbane, wrestled with heavy menstrual bleeding (HMB) symptoms for four years, which resulted in severe anaemia, and compromised her mental health.

A year after the birth of her second child Lucy, at age 35, Kate began to experience debilitating periods, which caused severe anaemia and fatigue, and rendered her 'cognitively fuzzy' and not herself

for the ensuing four years. Her periods were extremely heavy each month, which left her feeling exhausted for the remainder of the month, even when she wasn't menstruating.

Before seeking medical advice, Kate felt like she was losing her mind. She began to feel overwhelmed both at work and at home, and started to question why she wasn't coping.

"I put up with HMB for three years, mistakenly thinking it was part of my body changing, and simply being a woman," said Kate.

"Severe anaemia was my biggest challenge, because I was exhausted all of the time, and had less patience for people, including members of my family.

"I was so relieved to finally receive a diagnosis of HMB. It was comforting to have confirmation that it all wasn't just in my head," Kate said.

Customer experience manager and mother-to-two, Yvonne, 49, Melbourne, has been grappling with heavy periods since the tender age of 13.

Yvonne recalls experiencing significantly heavier periods than her fellow classmates in her teens, accompanied by painful cramps, tiredness, iron deficiency and severe leakage.

"I've always had heavy periods and have had to be very mindful of flooding.

"Over the years, I've been forced to wear two pads and a tampon for protection, yet I'd still end up flooding through them," said Yvonne.

"Sleeping through the night was not an option for me, because I knew I would have to get up and change [sanitary protection].



Online media outcomes

"But the worst symptoms were my cramps. They would start a week before my period, and taper off towards the end of it," Yvonne said.

"Because my symptoms were so severe, I would usually only get two-and-a-bit weeks reprieve each month."

After finally realising that she should "not have to live with HMB", two years ago Yvonne found a treatment that worked for her – endometrial ablation.

"Seventeen years have passed since I had my last child. I wish I had sought treatment for my condition at the time," said Yvonne.

"I really hope we can change the narrative around HMB, because currently, we still wrongly consider it to be a natural, normal part of being a woman."

Digital marketing manager, avid runner, mother-to-one and step mum-to-two, Clare, 43, Perth, wrestled with symptoms of HMB following the birth of her son in 2012.

Clare experienced heavy, yet tolerable periods from 13 years of age. After the birth of her first child however, Clare began to feel "sluggish and foggy", as her periods grew heavier and more pronounced.

Her symptoms worsened over time, with the depletion of her iron levels. The experienced runner began to feel "wiped out" and light-headed after completing a simple run or working out in the gym.

At work, she began to "spiral into negative self-thought" when her "scattered brain" left her second-guessing whether she had forgotten to raise important items during her training sessions with new employees.

Clare subsequently set off on an emotional quest to secure a diagnosis for her medical condition. Fortunately, her perseverance paid off, and a year later, Clare was diagnosed with HMB by the third GP who she had seen.

"I searched for a diagnosis but found it very challenging. I often ended up in tears, begging healthcare professionals to help me," Clare said.



Online media outcomes

"I visited a number of doctors. One prescribed anti-depressants and very few linked it with my heavy periods, but rather, mistakenly attributed it to mental health issues."

"It's crucial that we, as a community, champion dialogue, diagnosis and the treatment of HMB so that women and girls no longer continue to suffer in silence," said Clare.

Accounting firm principal and mother-to-one, Kama, 43, Sydney, has wrestled with heavy periods for the past decade.

Despite living with heavy periods from her teens, Kama's symptoms escalated about 10 years ago.

Suddenly, Kama began to experience three-day-long migraines, excruciating lower back pain, and an "eye-watering" burning, aching feeling in her uterus.

Reeling from pain, Kama's HMB started to pervade all aspects of her life – from a physical, mental, professional, and social perspective. Yet Kama still failed to recognise her HMB symptoms were abnormal, and concerningly, chose to push through her pain.



Fortunately, three years ago, armed with invaluable knowledge, care and support from her gynaecologist, Kama chose to finally address her HMB.

"The most severe pain I experienced was toward the end of my periods, when I was suddenly hit with eye-watering uterus pain," Kama said.

"The pain was similar to that which I experienced during the birth of my son.

"It was only three years ago, that it finally dawned upon me, that was I was experiencing, just wasn't normal," said Kama.

"I was fed up, and knew I couldn't go on living like this. The whole situation was completely absurd. I was finding it impossible to manage my heavy periods."

"We need to openly discuss HMB, because for so many years I just felt like I had to suck it up," Kama said.

"No one ever explained what a heavy period entailed to me for decades. I just didn't realise that what I was living with, was abnormal."

Freelance copywriter and mother-to-three, Natasha, 39, Brisbane, battled extremely heavy periods for over 25 years which in turn, triggered Premenstrual Dysphoric Disorder (PMDD) – an anxiety related condition that causes severe mood shifts prior to menstruation.

Online media outcomes

Living with heavy, but tolerable periods from 12 years of age, Natasha's symptoms escalated after the birth of her first child in 2013.

She developed stomach bloating, extreme fatigue, mood swings and heavy bleeding, which worsened following the birth of her second and her third child.

Next, Natasha was diagnosed with PMDD, which, together with her HMB symptoms, began to pervade all aspects of her life – from a physical, mental, professional, and social perspective.

Fortunately, armed with invaluable support from her gynaecologist, Natasha found an effective treatment for her HMB three years ago.

"I never realised HMB was a medical condition until my diagnosis in 2015. I just thought it was something many women lived with," said Natasha.

"I wasn't aware treatment options were available until deep into my journey of living with heavy periods.



"Having finally found an effective treatment, I want to inform women that there's no need to put up with HMB because treatment options are available," Natasha said.

Should you suspect you, or a loved one, are living with HBM, visit your doctor without delay.

For more information about HMB and treatment options available, head to www.livecomfortably.com.au



Radio news media outcomes

Radio media outcomes

- [2SM, 06:03, September 28, 2023](#)

Women are being encouraged to discuss their menstrual cycle with their doctor
Featuring

Featuring grabs from Jana Pittman

Syndicated to 17 regional & metro radio stations

- 2AD Armidale
- 2BH Broken Hill
- 2DU Dubbo
- 2EL Orange
- 2GF Grafton
- 2HC Coffs Harbour
- 2LM Lismore
- 2MG Mudgee
- 2MO Gunnedah
- 2NZ Inverell
- 2PK Parkes
- 2RE Taree
- 2TM Tamworth
- 2VM Moree
- 4GY Sunshine Coast
- 4WK Toowoomba
- Triple Z Lismore
- 2BS Bathurst



Radio media outcomes

- [2SM, 08:03, September 28, 2023](#)

Women are being encouraged to discuss their menstrual cycle with their doctor

Featuring grabs from Jana Pittman

Syndicated to 18 regional & metro radio stations

- 2AD Armidale
- 2BH Broken Hill
- 2DU Dubbo
- 2EL Orange
- 2GF Grafton
- 2HC Coffs Harbour
- 2LM Lismore
- 2MG Mudgee
- 2MO Gunnedah
- 2NZ Inverell
- 2PK Parkes
- 2RE Taree
- 2TM Tamworth
- 2VM Moree
- 4GY Sunshine Coast
- 4WK Toowoomba
- Triple Z Lismore
- 2HD Newcastle

2SM

SUPERNETWORK

2AD 1134 AM



Radio 2EL
1089am



2HC



2NZ 1188

100.9 ZZZ FM
Playing More Hits



2MO 1080 AM



2HD
Newcastle's 1143AM
Pitt Meadows 97.5 FM

2MG 1449am

Women are being encourages to discuss their menstrual cycle with their doctor

2SM + 17 syndications

Audience: 48,910

September 28, 2023, 08:03

Radio media outcomes

- [2MCE, Orange, 14:01, September 26, 2023](#)

Health advocates say one in two Australian women aged between 35 and 52 are suffering silently with abnormally long or heavy periods

Featuring grabs from Dr Brad Robinson

Syndicated to 67 regional & metro radio stations

- | | | | |
|-----------------------|--------------------|-------------------------------|--------------------------------|
| • 100.9 FM Albany | • 3MBS Melbourne | • Bay and Basin FM Nowra | • Eurobodalla Radio Moruya |
| • 101.5 FM Caboolture | • 3MGB Mallacoota | • BAY FM Brisbane | • Ezy FM Lithgow |
| • 2CBD Deepwater | • 3REG Bairnsdale | • BAY FM Byron Bay | • Five-O-Plus Gosford |
| • 2HOT Cobar | • 3SER Pakenham | • Beau FM Beaudesert | • FM 96.3 Tumut |
| • 2MCR Campbelltown | • 4BCR Bundaberg | • BLU FM 89.1 Katoomba | • Fraser Coast Community Radio |
| • 2MTM Coonamble | • 4CRM Mackay | • Burnett River Radio Gayndah | • Hervey Bay |
| • 2SSR Wollongong | • 4YOU Rockhampton | • Cairns FM 89.1 | • Gippsland FM Sale |
| • 2WAY Wauchope | • 5CCR Ceduna | • City Park Radio Launceston | • Gulf FM Kadina |
| • 2WCR Coonabarabran | • 5THE Millicent | • Cow FM Casino | • KCR FM Perth |
| • 2XX FM Canberra | • Alpine Radio | • Encounter FM Victor Harbor | • KRR Kandos |
| | Mount Beauty | | • NineFourOne Wollongong |



Radio media outcomes

• 2MCE, Orange, 14:01, September 26, 2023

Health advocates say one in two Australian women aged between 35 and 52 are suffering silently with abnormally long or heavy periods

Featuring grabs from Dr Brad Robinson



Syndicated to 67 regional & metro radio stations

- Oak FM Wangaratta
- Opal FM Lightning Ridge
- Paradise FM Ballina
- Phoenix FM Bendigo
- Radio Mansfield
- Rainbow FM Warwick
- Rhema FM Orange
- River FM Lismore
- Rock FM Moranbah
- Noosa Community Radio (Sunshine Coast)
- Smart FM Swan Hill
- Star FM St Helens
- Tank Radio Kempsey
- Tasman FM Hobart
- Three Rivers Radio Dunedoo
- Triple B Tanunda
- Triple H Horsham
- Twin Cities FM Wanneroo
- UG FM Alexandra
- Valley FM Brisbane
- Valley FM Canberra
- VOX FM Wollongong
- WAR FM Gilgandra
- Way FM Canberra
- Way FM Launceston
- Yass FM
- York FM

Radio media outcomes

- [2MCE, Orange, 15:02, September 26, 2023](#)

Australian health advocates are urging women to be more open about their menstrual cycle with their doctors following a worrying study

Featuring grabs from Jana Pittman

Syndicated to 64 regional & metro radio stations

- | | | | |
|-----------------------|--------------------------------|-------------------------------|--|
| • 100.9 FM Albany | • 3MBS Melbourne | • Bay and Basin FM Nowra | • FM 96.3 Tumut |
| • 101.5 FM Caboolture | • 3MGB Mallacoota | • Bay FM Brisbane | • Fraser Coast Community Radio
Hervey Bay |
| • 2CBD Deepwater | • 3REG Bairnsdale | • Beau FM Beaudesert | • Gippsland FM Sale |
| • 2HOT Cobar | • 3SER Pakenham | • BLU FM 89.1 Katoomba | • Gulf FM Kadina |
| • 2MCR Campbelltown | • 4BCR Bundaberg | • Burnett River Radio Gayndah | • KCR FM Perth |
| • 2MTM Coonamble | • 4CRM Mackay | • Cairns FM 89.1 Cairns | • KRR Kandos |
| • 2SSR Wollongong | • 4YOU Rockhampton | • Cow FM Casino | • NineFourOne Wollongong |
| • 2WAY Wauchope | • 5CCR Ceduna | • Encounter FM Victor Harbor | • Noosa Community Radio
Sunshine Coast |
| • 2WCR Coonabarabran | • 5THE Millicent | • Eurobodalla Radio Moruya | • Oak FM Wangaratta |
| • 3BBR Drouin | • Alpine Radio Mount
Beauty | • Ezy FM Lithgow | • Opal FM Lightning Ridge |



Radio media outcomes

• 2MCE, Orange, 15:02, September 26, 2023

Australian health advocates are urging women to be more open about their menstrual cycle with their doctors following a worrying study

Featuring grabs from Jana Pittman

Syndicated to 64 regional & metro radio stations

- Paradise FM Ballina
- Phoenix FM Bendigo
- Radio Mansfield
- Rainbow FM Warwick
- Rhema FM Orange
- River FM Lismore
- Rock FM Moranbah
- Smart FM Swan Hill
- Star FM St Helens
- Tank Radio Kempsey
- Tasman FM Hobart
- Three Rivers Radio Dunedoo
- Triple B Tanunda
- Triple H Horsham
- Twin Cities FM Wanneroo
- UG FM Alexandra
- Valley FM Brisbane
- Valley FM Canberra
- VOX FM Wollongong
- WAR FM Gilgandra
- Way FM Canberra
- Way FM Launceston
- Yass FM Yass
- York FM York



Radio media outcomes

- [2MCE, Orange, 16:00, September 26, 2023](#)

Australian health advocates are worried about the lack of conversation surrounding women's health following a troubling study

Featuring grabs from Jana Pittman

Syndicated to 67 regional & metro radio stations

- | | | | |
|-----------------------|-----------------------------|-------------------------------|--------------------------------|
| • 100.9 FM Albany | • 3MBS Melbourne | • Bay and Basin FM Nowra | • Eurobodalla Radio Moruya |
| • 101.5 FM Caboolture | • 3MGB Mallacoota | • BAY FM Brisbane | • Ezy FM Lithgow |
| • 2CBD Deepwater | • 3REG Bairnsdale | • BAY FM Byron Bay | • Five-O-Plus Gosford |
| • 2HOT Cobar | • 3SER Pakenham | • Beau FM Beaudesert | • FM 96.3 Tumut |
| • 2MCR Campbelltown | • 4BCR Bundaberg | • BLU FM 89.1 Katoomba | • Fraser Coast Community Radio |
| • 2MTM Coonamble | • 4CRM Mackay | • Burnett River Radio Gayndah | • Hervey Bay |
| • 2SSR Wollongong | • 4YOU Rockhampton | • Cairns FM 89.1 | • Gippsland FM Sale |
| • 2WAY Wauchope | • 5CCR Ceduna | • City Park Radio Launceston | • Gulf FM Kadina |
| • 2WCR Coonabarabran | • 5THE Millicent | • Cow FM Casino | • KCR FM Perth |
| • 2XX FM Canberra | • Alpine Radio Mount Beauty | • Encounter FM Victor Harbor | • KRR Kandos |
| | | | • NineFourOne Wollongong |



Radio media outcomes

• 2MCE, Orange, 16:00, September 26, 2023

Australian health advocates are worried about the lack of conversation surrounding women's health following a troubling study

Featuring grabs from Jana Pittman



Syndicated to 67 regional & metro radio stations

- Oak FM Wangaratta
- Opal FM Lightning Ridge
- Paradise FM Ballina
- Phoenix FM Bendigo
- Radio Mansfield
- Rainbow FM Warwick
- Rhema FM Orange
- River FM Lismore
- Rock FM Moranbah
- Noosa Community Radio (Sunshine Coast)
- Smart FM Swan Hill
- Star FM St Helens
- Tank Radio Kempsey
- Tasman FM Hobart
- Three Rivers Radio Dunedoo
- Triple B Tanunda
- Triple H Horsham
- Twin Cities FM Wanneroo
- UG FM Alexandra
- Valley FM Brisbane
- Valley FM Canberra
- VOX FM Wollongong
- WAR FM Gilgandra
- Way FM Canberra
- Way FM Launceston
- Yass FM
- York FM

Radio media outcomes

- [Hit104.7, Canberra, 09:01, September 26, 2023](#)
A new campaign is being launched to remind women....
Featuring grabs from Jana Pittman
Syndicated to 1 metro radio station: Mix 106.3 FM Canberra
- [6PR, Perth, 11:02, September 26, 2023](#) – more than 90% of surveyed Australian women believe menstruation remains a taboo topic
Featuring grabs from Dr Brad Robinson
Syndicated to 1 metro radio station: 6iX Perth
- [6PR, Perth, 13:03, September 26, 2023](#) – new research is shining a light on the number of Australian women who suffer through heavy periods
Featuring grabs from Dr Brad Robinson
Syndicated to 1 metro radio station: 6iX Perth
- [Curtin FM, Perth, 13:03, September 26, 2023](#)
Australian health advocates are urging women to be more open about their menstrual cycle with their doctors following a worrying study
Featuring grabs from Jana Pittman



Radio media outcomes

- [Curtin FM, Perth, 14:01, September 26, 2023](#)
Australian health advocates are worried about the lack of conversation surrounding women's health following a troubling study
Featuring grabs from Jana Pittman
- [6PR, Perth, 18:03pm, September 26, 2023](#) – women's health experts are reminding people to speak with their doctors if they suffer from heavy periods
Syndicated to 1 metro radio station: 6iX Perth
Featuring grabs from Dr Talat Uppal
- [6PR, Perth, 21:03pm, September 26, 2023](#) – women's health experts are reminding people to speak with their doctors if they suffer from heavy periods
Syndicated to 1 metro radio station: 6iX Perth
Featuring grabs from Dr Talat Uppal



Radio media outcomes

- [KIIS 97.3FM, Brisbane, 06:41, September 27, 2023](#)
Last night on The Project ...
[Talk back interview with Dr Brad Robinson](#)
- [ABC, Southern Queensland, 08:33, September 27, 2023](#)
Australian health advocates are worried about the lack of conversation surrounding women's health following a troubling study
[Talk back interview with Jana Pittman](#)
- [KIIS 97.3FM, Brisbane, 08:55, September 27, 2023](#)
Interview with Doctor Brad Robinson on the show today ...
[Rerun of talk back interview with Dr Brad Robinson](#)
- [936 ABC Hobart, 16:07, September 27, 2023](#)
Jana Pittman will be along to chat about a really serious issue and something that she's shedding light on this week
[Talk back interview with Jana Pittman](#)



Radio media outcomes

- [Flownews24, Regional SA, VIC, NSW & NT, September 26, 2023](#)
Welcome back to the flow sport hour
Talk back interview with Jana Pittman
- [PulseFM, Geelong, 9:28, September 27, 2023](#)
A recent study of 5000 Australian women aged 32-55
Talk back interview with Jana Pittman





Social media outcomes

Social media outcomes



MJA @theMJA · 22h



The under-recognition and undertreatment of heavy menstrual bleeding leads to delayed diagnosis, affecting the lives of women across Australia, writes Dr Talat Uppal



The under-recognition and undertreatment of heavy menstrual bleeding leads to delayed diagnosis

MJA – X

Audience: 23,800

October 16, 2023

Social media outcomes



Dr Talat Uppal • 1st

Director at Women's Health Road

1d • Edited •



Thank you to [Medical Journal of Australia](#) Insight plus for this article aimed at raising HMB awareness.

A quarter of reproductive aged women suffer from this condition.

Quite needlessly as there are multiple options of care and support.

There can be an negative Impact on quality of life for them/their families but this is a productivity loss issue too.

Let's be the change and nail this treatable condition!

VIVA! Communications Pty Ltd - a GHMC Company #LevonorgestrelIUD
#tranexamicacid #irondeficiency #Fibroids #polyps #QualityOfLife
#endometrialablation #hysterectomy #shareddecisionmaking Royal Australian
and New Zealand College of Obstetricians and Gynaecologists RANZCOG Royal
College of Obstetricians and Gynaecologists | RCOG The Royal Australian College
of General Practitioners (RACGP) Macquarie University University of Sydney
Northern Sydney Local Health District Sydney North Health Network
Healthscope Northern Beaches Hospital Australian Digital Health Agency
Australasian Society for Ultrasound in Medicine Women's Health Road Women's
Agenda Australian Medical Association



The hidden impact of heavy menstrual bleeding on Australian women

[insightplus.mja.com.au](#) • 8 min read

Thank you to Medical Journal of Australia

[Dr Talat Uppal](#) – LinkedIn

Audience: 19,814

October 16, 2023

Social media outcomes



About one-quarter of women will regularly deal with heavy menstrual bleeding but most don't seek help

ABC News – Facebook

Audience: 4,700,000

September 26, 2023

Social media outcomes



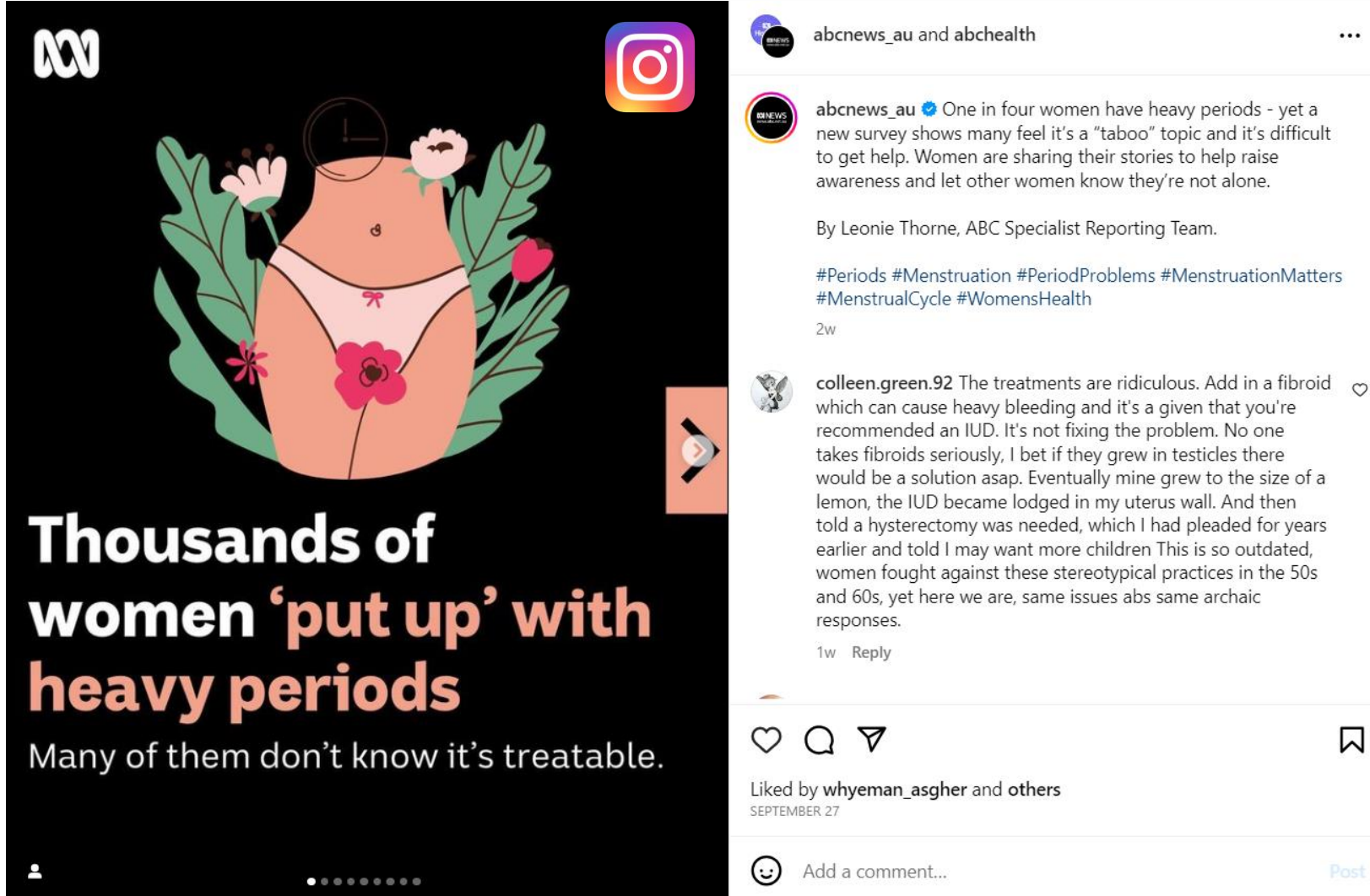
About one-quarter of women will regularly deal with heavy menstrual bleeding but most don't seek help

ABC News - X

Audience: 2,200,000

September 26, 2023

Social media outcomes



The image shows a screenshot of an Instagram post. On the left is a graphic with a black background. At the top left is the ABC logo, and at the top right is the Instagram logo. The graphic features a stylized illustration of a woman's torso and pelvic area, with green leaves and pink flowers. The text on the graphic reads: "Thousands of women 'put up' with heavy periods" in large white and orange letters, followed by "Many of them don't know it's treatable." in smaller white letters. On the right is the Instagram post interface. The post is from "abcnews_au and abchealth". The caption says: "abcnews_au One in four women have heavy periods - yet a new survey shows many feel it's a 'taboo' topic and it's difficult to get help. Women are sharing their stories to help raise awareness and let other women know they're not alone. By Leonie Thorne, ABC Specialist Reporting Team. #Periods #Menstruation #PeriodProblems #MenstruationMatters #MenstrualCycle #WomensHealth". Below the caption is a comment from "colleen.green.92" which reads: "The treatments are ridiculous. Add in a fibroid which can cause heavy bleeding and it's a given that you're recommended an IUD. It's not fixing the problem. No one takes fibroids seriously, I bet if they grew in testicles there would be a solution asap. Eventually mine grew to the size of a lemon, the IUD became lodged in my uterus wall. And then told a hysterectomy was needed, which I had pleaded for years earlier and told I may want more children This is so outdated, women fought against these stereotypical practices in the 50s and 60s, yet here we are, same issues abs same archaic responses." The post has a heart icon, a comment icon, a share icon, and a bookmark icon. It shows "Liked by whyeman_asgher and others" and "SEPTEMBER 27". At the bottom is a comment input field with a smiley face icon and the text "Add a comment..." and a "Post" button.

Thousands of women 'put up' with heavy periods

Many of them don't know it's treatable.

abcnews_au and abchealth

abcnews_au One in four women have heavy periods - yet a new survey shows many feel it's a "taboo" topic and it's difficult to get help. Women are sharing their stories to help raise awareness and let other women know they're not alone.

By Leonie Thorne, ABC Specialist Reporting Team.

#Periods #Menstruation #PeriodProblems #MenstruationMatters #MenstrualCycle #WomensHealth

colleen.green.92 The treatments are ridiculous. Add in a fibroid which can cause heavy bleeding and it's a given that you're recommended an IUD. It's not fixing the problem. No one takes fibroids seriously, I bet if they grew in testicles there would be a solution asap. Eventually mine grew to the size of a lemon, the IUD became lodged in my uterus wall. And then told a hysterectomy was needed, which I had pleaded for years earlier and told I may want more children This is so outdated, women fought against these stereotypical practices in the 50s and 60s, yet here we are, same issues abs same archaic responses.

Liked by whyeman_asgher and others

SEPTEMBER 27

Add a comment...

Post

About one-quarter of women will regularly deal with heavy menstrual bleeding but most don't seek help

ABC News – Instagram

Audience: 886,000

September 26, 2023

Social media outcomes



Heavy menstrual bleeding is more common than you might think.

About one in four women frequently deal with heavy bleeding during their time of month.

And new survey data shows more than half — 55 per cent — have not talked to a doctor about treatment options.



Image: Reuters/Ian Hodgson

Olympian Jana Pittman struggled with it her entire life, and once bled through a racing uniform at a world championships. “Unfortunately, it was a light bone-coloured uniform, so there was no way I was hiding it,” she said. Dr Pittman only realised she was dealing with “beyond normal” bleeding after studying medicine.



Image: Supplied

Business owner Annie Gibbins didn’t start having bad periods until she was 42. She assumed it was part of ageing, despite feeling like she was “haemorrhaging”. “I got a referral to a women’s health doctor and she said, ‘Oh my gosh, Annie, you could have come to me years ago. This is not normal,’” Ms Gibbins said.



What is heavy menstrual bleeding?

“Normal” levels of bleeding can vary from person to person.

Needing to change pads or tampons more than once an hour and bleeding through clothes are some signs of heavy periods.

However doctors say it’s more important to look at the impact on your quality of life, and whether your periods are so heavy they interfere with everyday activities.

About one-quarter of women will regularly deal with heavy menstrual bleeding but most don’t seek help

ABC News – Instagram

Audience: 886,000

September 26, 2023

Social media outcomes



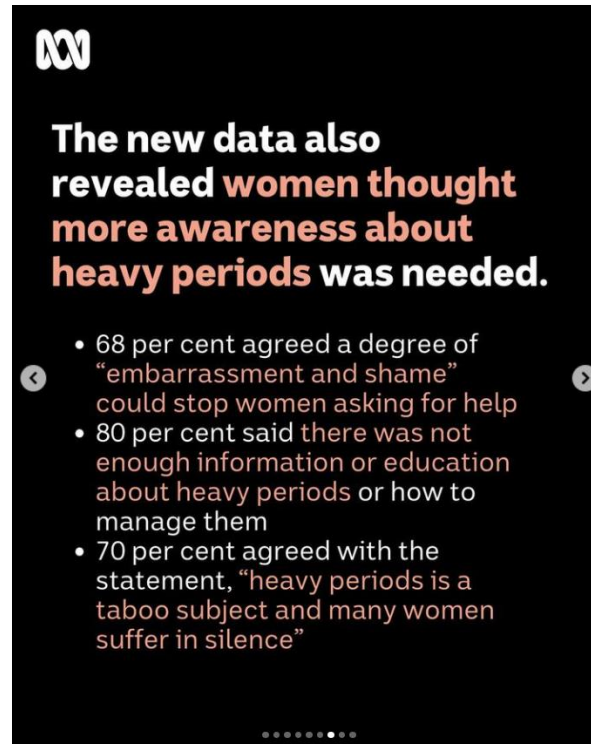
ABC News logo

Dr Talat Uppal
Obstetrician and gynaecologist

“Women typically are quite resilient, so they try to put up with things and try to make it work ... but it kind of disadvantages their care.”

Image: Supplied/Women's Health Road

This is a social media post with a pink background. It features a portrait of Dr. Talat Uppal, a woman with short dark hair and glasses, wearing a dark blazer. The text is presented in a white speech bubble. The ABC News logo is in the top left corner. Navigation arrows and a progress indicator are visible at the bottom.



ABC News logo

The new data also revealed women thought more awareness about heavy periods was needed.

- 68 per cent agreed a degree of “embarrassment and shame” could stop women asking for help
- 80 per cent said there was not enough information or education about heavy periods or how to manage them
- 70 per cent agreed with the statement, “heavy periods is a taboo subject and many women suffer in silence”

This is a social media post with a black background. It features the ABC News logo in the top left corner. The main text is in white, and the statistics are listed in a white bulleted format. Navigation arrows and a progress indicator are visible at the bottom.



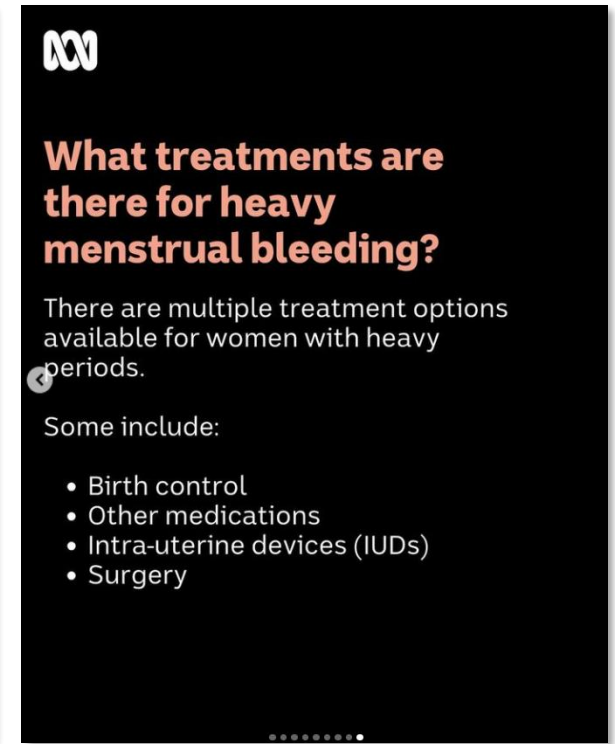
ABC News logo

Dr Jana Pittman
Olympian and doctor

“Let's start the conversation. I don't think you should be living with something just because you can be stoic.”

Image: ABC RN/Nick Baker

This is a social media post with a pink background. It features a portrait of Dr. Jana Pittman, a woman with long blonde hair, smiling. The text is presented in a white speech bubble. The ABC News logo is in the top left corner. Navigation arrows and a progress indicator are visible at the bottom.



ABC News logo

What treatments are there for heavy menstrual bleeding?

There are multiple treatment options available for women with heavy periods.

Some include:

- Birth control
- Other medications
- Intra-uterine devices (IUDs)
- Surgery

This is a social media post with a black background. It features the ABC News logo in the top left corner. The main text is in white, and the list of treatments is in a white bulleted format. Navigation arrows and a progress indicator are visible at the bottom.

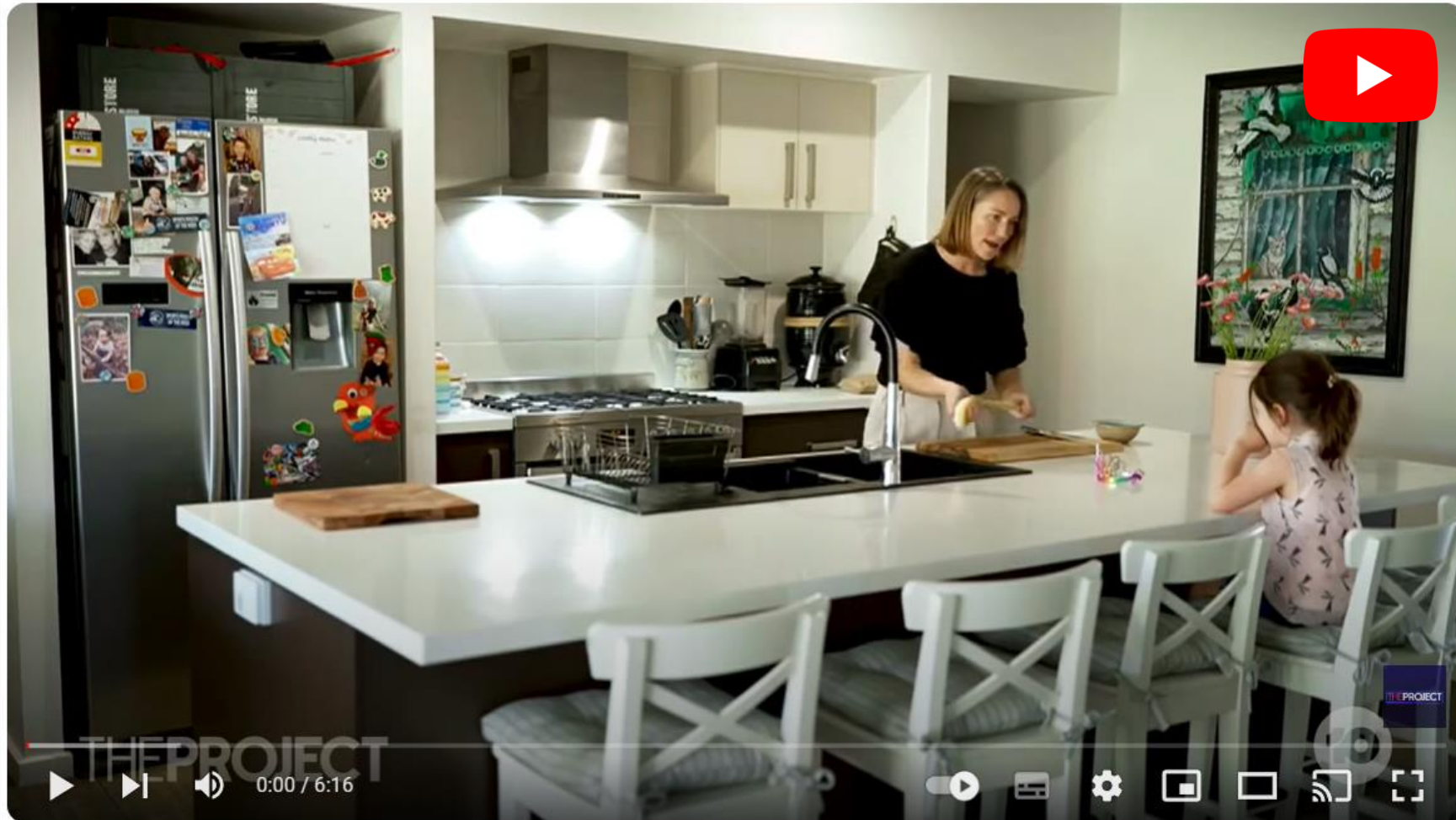
About one-quarter of women will regularly deal with heavy menstrual bleeding but most don't seek help

ABC News – Instagram

Audience: 886,000

September 26, 2023

Social media outcomes



70 Percent Of Australian Women Suffering From Heavy Menstrual Bleeding

70 Percent of Australian women suffering from heavy menstrual bleeding

The Project - Youtube

Audience: 126,000

September 26, 2023

Social media outcomes



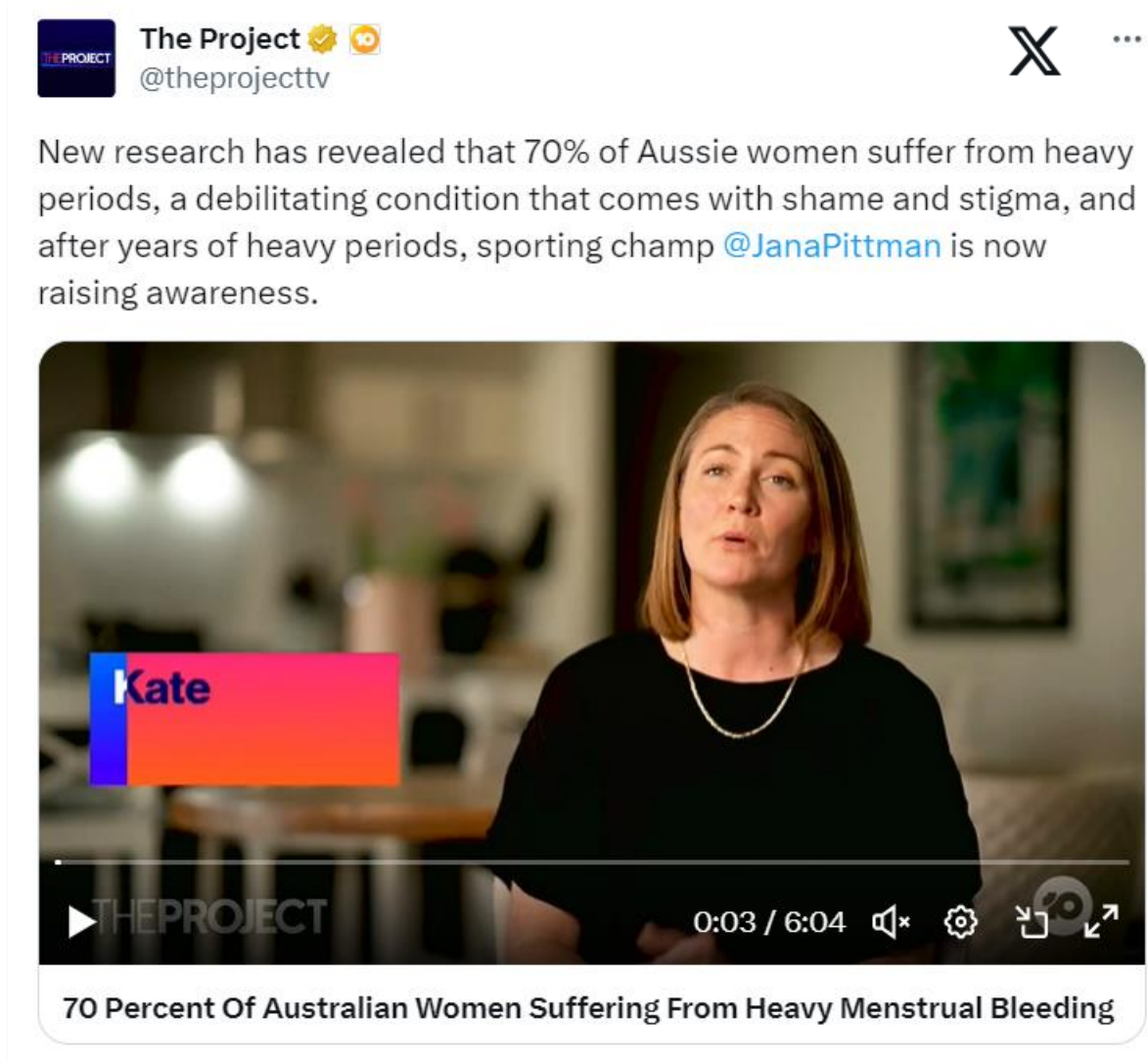
New research has revealed that 70% of Aussie women suffer from heavy periods

[The Project](#) - Facebook

Audience: 1,200,000

September 26, 2023

Social media outcomes



New research has revealed that 70% of Aussie women suffer from heavy periods

[The Project](#) - Twitter

Audience: 516,200

September 26, 2023

Social media outcomes



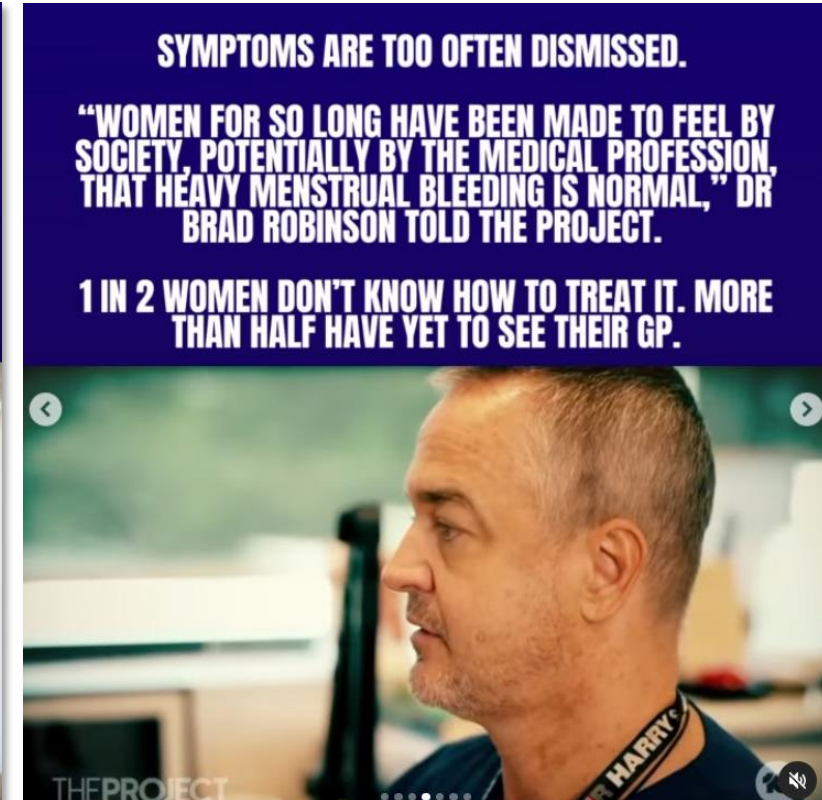
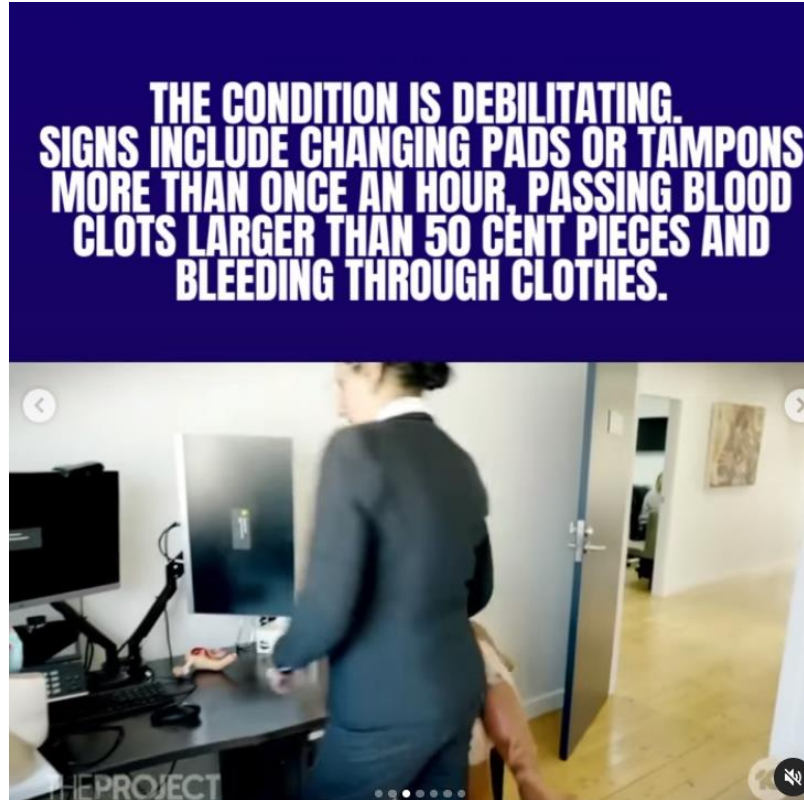
New research has revealed that 70% of Aussie women suffer from heavy periods

The Project – Instagram

Audience: 278,000

September 26, 2023

Social media outcomes



New research has revealed that 70% of Aussie women suffer from heavy periods

The Project – Instagram

Audience: 278,000

September 26, 2023

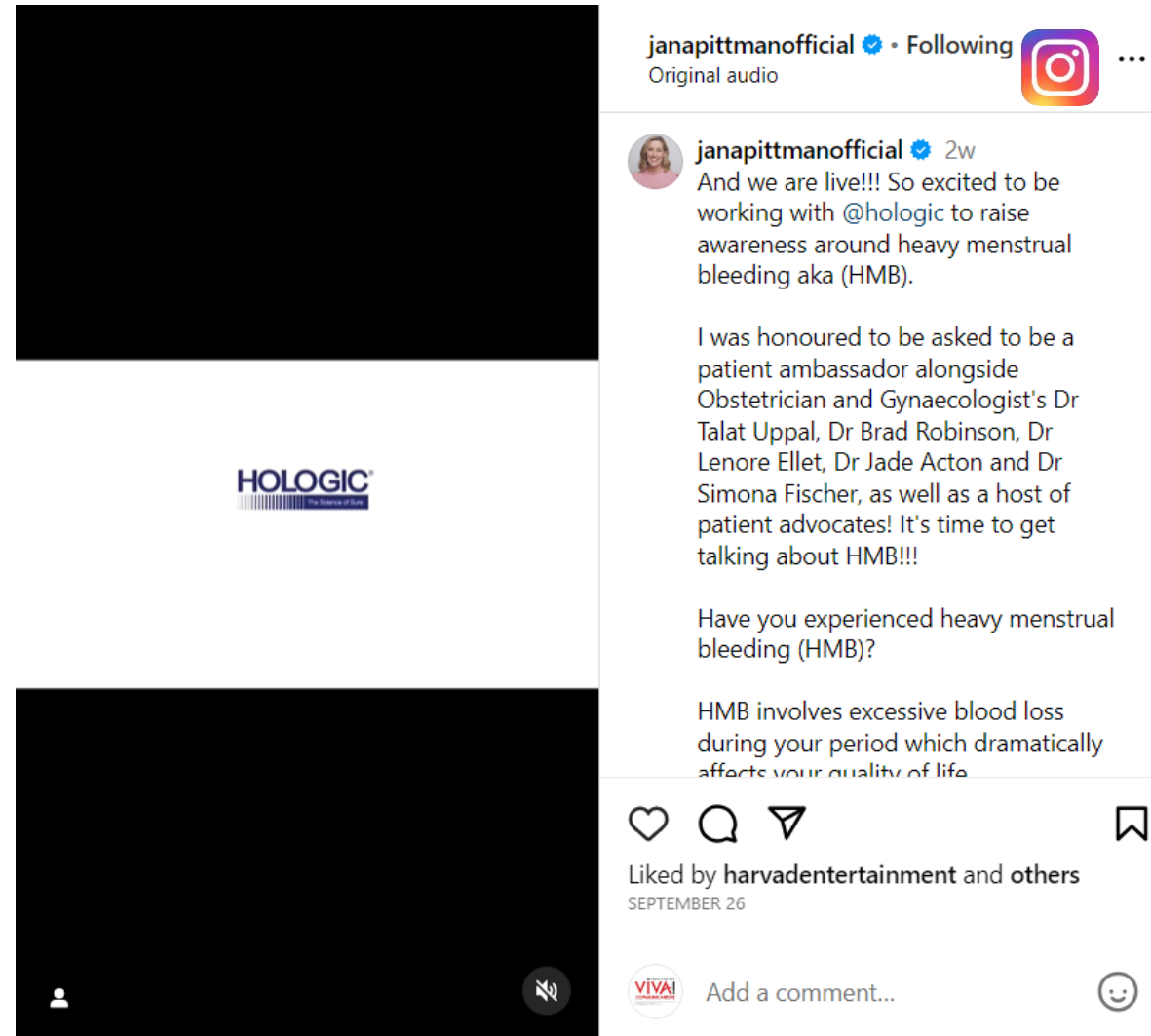
Social media outcomes



Social media outcomes



Social media outcomes



Social media outcomes



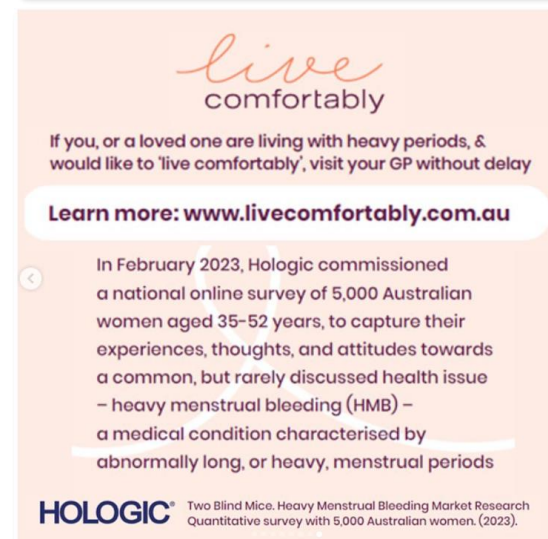
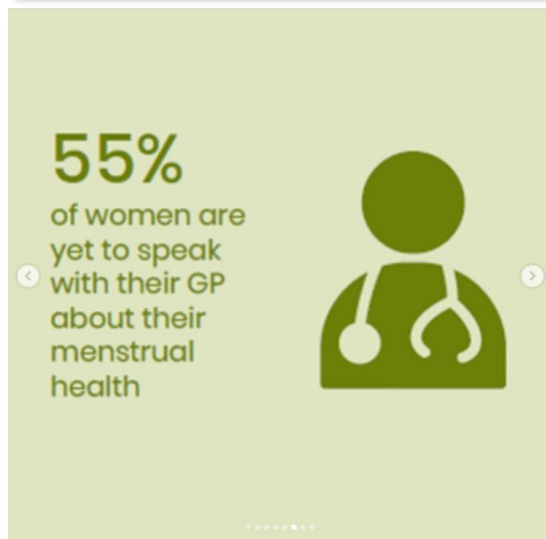
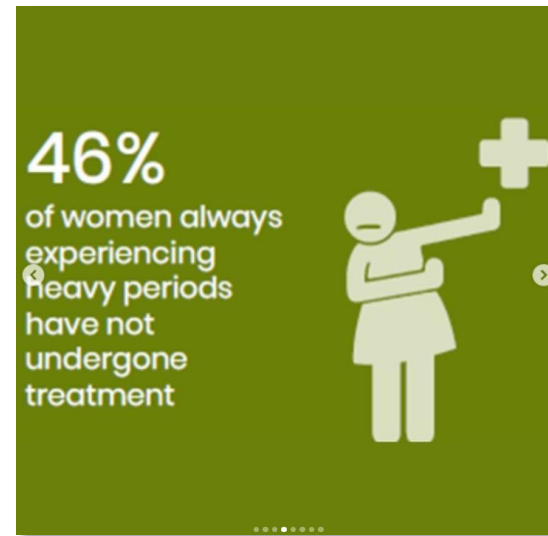
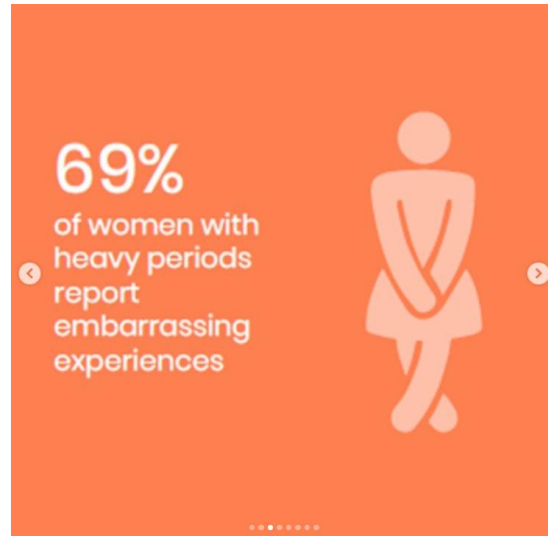
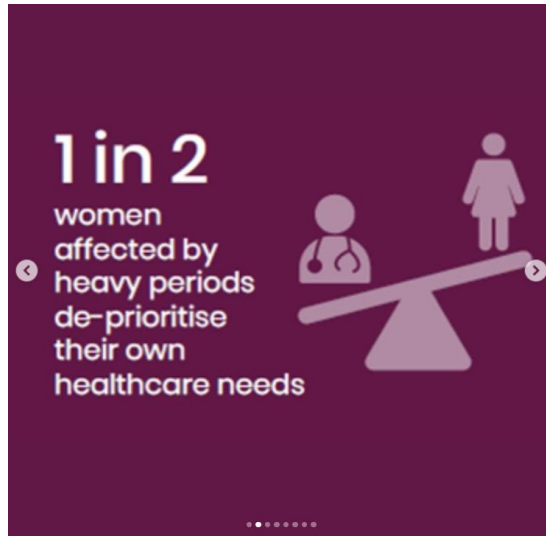
Today I'd like to take a moment to express my appreciation for all women!!

[Jana Pittman](#) – Instagram

Audience: 84,200

September 26, 2023

Social media outcomes



Today I'd like to take a moment to express my appreciation for all women!!

Jana Pittman – Instagram

Audience: 84,200

September 26, 2023

Social media outcomes



Great day raising awareness for Heavy Menstrual Bleeding (HMB)

Jana Pittman – Instagram

Audience: 84,200

September 26, 2023

Social media outcomes



New research has revealed that 70% of Aussie women suffer from heavy periods

Jana Pittman - Instagram

Audience: 84,200

September 26, 2023

Social media outcomes



Jana Pittman

26 September at 09:31 · 🌐



Today I'd like to take a moment to express my appreciation for all women!!

We females tend to be the unsung heroes. We represent 51% of the AUS population, work incredibly hard, and regularly put the needs of others before our own.

Too often, so many women downplay their health issues and put on a brave face, we need to speak up.

According to a new survey involving 5,000 women aged 32-52 years, 3-in-4 Aussie women have experienced heavy menstrual bleeding.

Are you one of these women????

Admittedly, I was one of these women for much of my adult life. I would regularly bleed through my clothes during the first few days of my period.

Let me ask you... Do you know what a normal period is? Do you know how to quantify heavy menstrual bleeding?

As women, we're not always great at prioritising our own health, particularly our menstrual health.

But this needs to change.

It's time that we raise awareness of this common, and serious health condition, and normalise period talk with our friends, our GPs, and the broader community.

Effective treatment options are available for heavy menstrual bleeding, so be sure to discuss them with your doctor today.

[#heavyperiods](#) [#heavymenstrualbleeding](#) [#periods](#) [#womenshealth](#) [#women](#)
[#periodproblems](#) [#periodtalk](#) [#periodpower](#) [#livecomfortably](#) [#ambassador](#)
[#sponsoredcampaign](#)

Are you among the
3 in 4 Aussie women
who have experienced
heavy periods?

**IT SHOULDN'T
BE THIS BLOODY
DIFFICULT!**



1 in 2

women
affected by
heavy periods
de-prioritise
their own
healthcare needs



1 in 2

women surveyed
reported no,
or limited
knowledge of
treatment for
heavy periods



46%

of women always
experiencing
heavy periods
have not
undergone
treatment



55%

of women are
yet to speak
with their GP
about their
menstrual
health



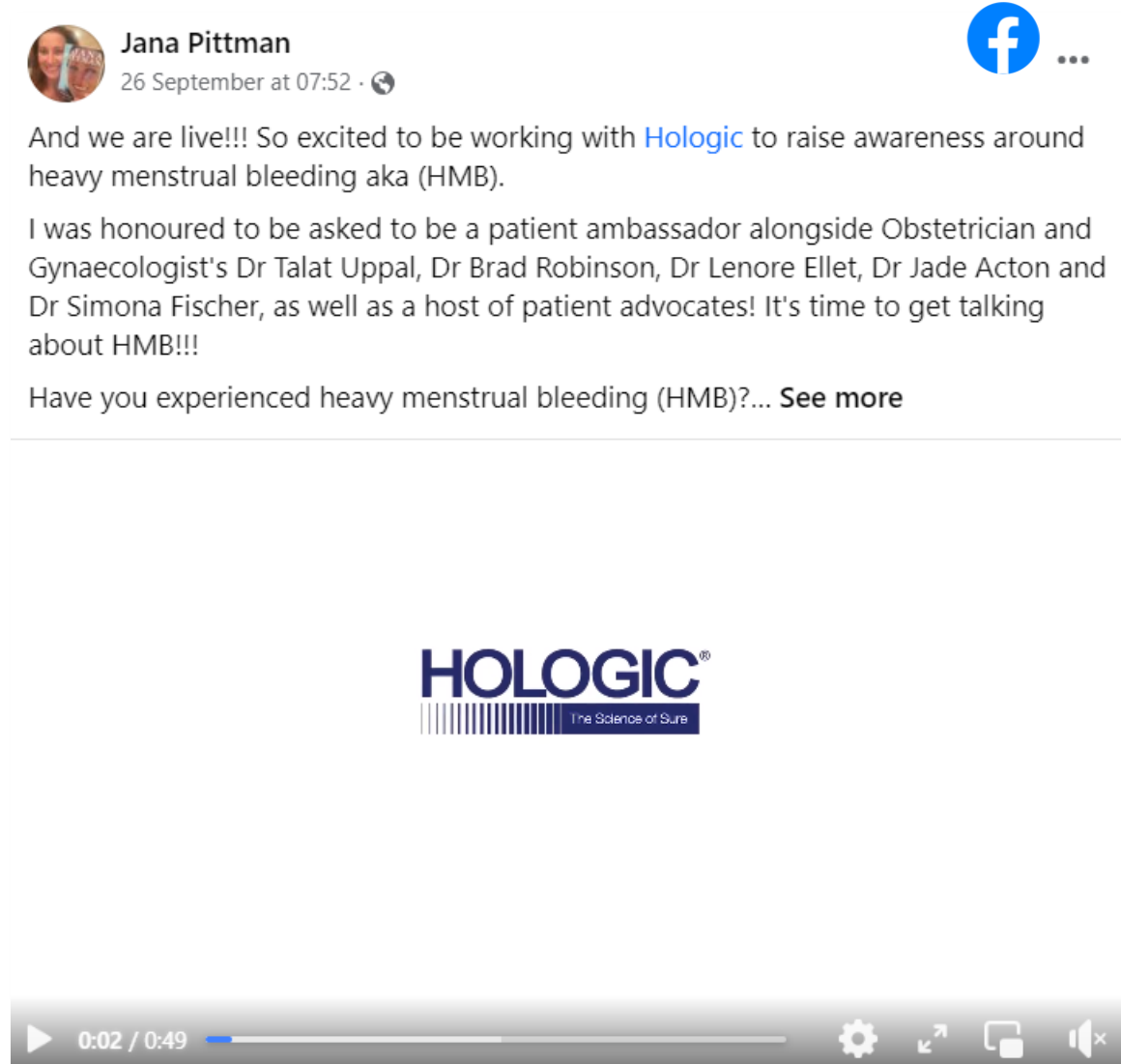
Today I'd like to take a moment to express my appreciation for all women!!

[Jana Pittman](#) - Facebook

Audience: 13,000

September 26, 2023

Social media outcomes



Social media outcomes



Social media outcomes



Loretta Hart

26 September at 13:23 · 🌐



I'm looking forward, as always, to a morning of great conversation

My first guest is @kaykerr_, author of Love and Autism. In this book Kay explores relationships, love, autism and how these connect and collide.

Lynne Donnelly will also join me. Her daughter is living with Long Covid. As the federal government launch an enquiry into Covid I wonder how it feels to be living with something many others have ticked off as finished and would rather never revisit.

And to round out the first hour I'll be speaking with [Jana Pittman](#) world champion 400m runner and now doctor who is wanting to raise aware about heavy menstrual bleeding. It effects 1 out of 4 women aged between 32-52 years, but only a quarter of those will seek treatment.

In the second hour of the program Sue Eddy who has worked with Hope Bereavement Care will chat with us about supporting children with grief. Christine Bernardo from G Force has a new opportunity called parents Next and then Rosemary Nuggent is going to come in for a little segment I'm calling Roamin' with Rosemary - it should be a hoot

THE PULSE 94.7 FM **LORETTA'S FRONT PAGE**
WEDNESDAY SEPTEMBER 27TH 9AM-11AM

download the app today

LORETTA HART
Host

KAY KERR
Love and Autism

LYNNE DONNELLY
Long Covid

JANA PITMAN
HMB

SUE EDDY
Kids Grieve Too Program

CHRISTINE BERNARDO
Parents Next G-Force

ROSEMARY NUGGENT
Roamin' with Rosemary

I'm looking forward, as always, to a morning of great conversation

[Loretta Hart](#) - Facebook

Audience: 2,600


September 26, 2023

Social media outcomes


THE PULSE
94.7 FM

LORETTA'S FRONT PAGE
WEDNESDAY SEPTEMBER 27TH 9AM-11AM


LORETTA HART
Host




KAY KERR
Love and Autism




LYNNE DONNELLY
Long Covid




JANA PITMAN
HMB




SUE EDDY
Kids Grieve Too Program



CHRISTINE BERNARDO
Parents Next G-Force





ROSEMARY NUGENT
Roamin' with Rosemary



download
the app today

loretta.hart • Follow






**loretta.hart** 2w

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And to round out the first hour I'll be speaking with Jana Pittman world champion 400m runner and now doctor who is wanting to raise aware




Liked by **kirstenroberts_studio** and others

SEPTEMBER 26



Add a comment...



I'm looking forward, as always, to a morning of great conversation

[Loretta Hart](#) – Instagram

Audience: 1,135

September 26, 2023

Social media outcomes



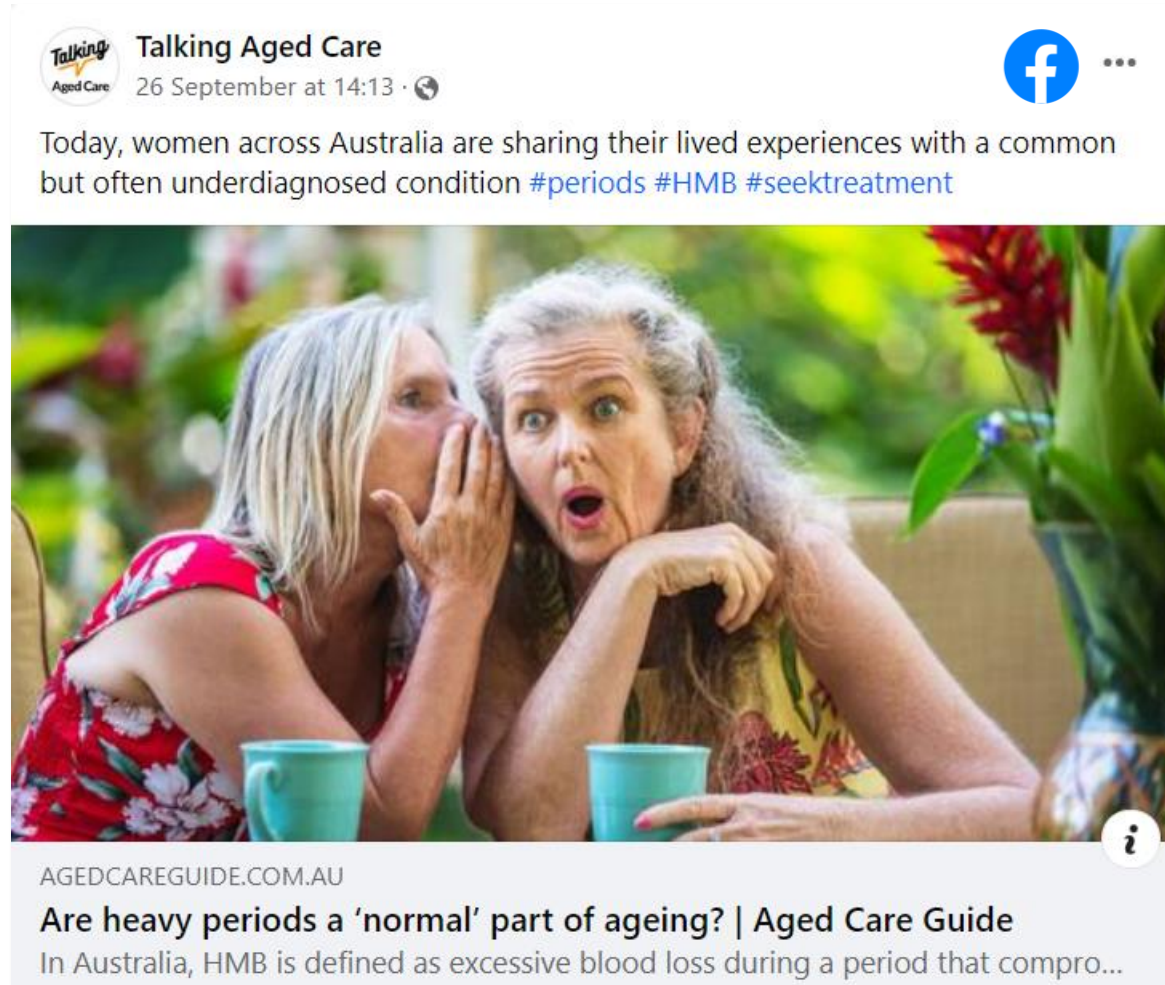
Today, women across Australia are sharing their lived experience...

DPS – LinkedIn

Audience: 1,270

September 26, 2023

Social media outcomes



Today, women across Australia are sharing their lived experience...

[Talking Aged Care](#) – LinkedIn

Audience: 12,000

September 26, 2023

Social media outcomes



Social media outcomes



Annie Gibbins • 2nd

Multi Award Winning CEO Women's Biz Global ♦ Global ...

2w • 🌐

+ Follow ...



In the news for an important women's health issue today 🩸🩸🩸

Congratulations [Dr Talat Uppal](#) for bringing national awareness to Heavy Menstrual Bleeding so women can get treated earlier, suffer less and improve their quality of life.

The AGE

The Age: <https://lnkd.in/d7c9zNR9>

ABC NEWS

<https://lnkd.in/djUt5ZAc>

9Honey

https://lnkd.in/d5Mez_vq

Brisbane Times

<https://lnkd.in/dfBWAQQC>

#WomensHealthAwareness #HeavyMenstrualBleeding #DrTalatUppal
#QualityOfLife #HealthAdvocacy #EarlyTreatment #EmpowerWomen
#BreakingSilence #HealthcareAdvocacy #NationalAwareness #WomenWellness
#PeriodPositivity #MedicalBreakthrough #HealthForHer #ABCNewsCoverage
#TheAgeArticle #9HoneyFeature #BrisbaneTimesReport

Royal Australian and New Zealand College of Obstetricians and Gynaecologists
RANZCOG Brisbane Times News Corp Australian Broadcasting Corporation (ABC)



Annie lived with 'silent condition' for a decade

brisbanetimes.com.au • 1 min read


In the news for an important women's health issue today

[Annie Gibbins](#) – LinkedIn

Audience: 14,407

September 26, 2023

Social media outcomes

 **Annie Gibbins**
26 September at 08:51 · 🌐

In the news for an important women's health issue today 💧💧💧

Congratulations Dr Talat Uppal for bringing national awareness to Heavy Menstrual Bleeding so women can get treated earlier, suffer less and improve their quality of life.

The Age
<https://www.theage.com.au/.../annie-lived-with-silent...>

ABC NEWS
<https://amp.abc.net.au/article/102898658>

9Honey
<https://honey.nine.com.au/.../ac73f6a7-d6d3-4da2-b74e...>

Brisbane Times
<https://www.brisbanetimes.com.au/.../annie-lived-with...>

#WomensHealthAwareness #HeavyMenstrualBleeding #DrTalatUppal #QualityOfLife
#HealthAdvocacy #EarlyTreatment #EmpowerWomen #BreakingSilence #HealthcareAdvocacy
#NationalAwareness #WomenWellness #PeriodPositivity #MedicalBreakthrough #HealthForHer
#ABCNewsCoverage #TheAgeArticle #9HoneyFeature #BrisbaneTimesReport

Royal Australian & New Zealand College of Obstetrician Brisbane Times News Corp Australia
Australian Broadcasting Corporation



Brisbane Times

BRISBANETIMES.COM.AU

Annie lived with 'silent condition' for a decade
The Sydney mother-of-five shares her battled with heavy menstrual bleeding.

In the news for an important women's health issue today

Annie Gibbins – Facebook

Audience: 5,800

September 26, 2023

Social media outcomes



Dr Talat Uppal • 1st
Director at Women's Health Road
2w • Edited •



True HMB stories 28/9/23

(I am happy to be apart of this media article aimed at raising awareness of this serious but often undertreated condition)

1. I went to the doctor and said I am bleeding heavily, changing a pad every hour, he said 'You look good' then I said 'But I don't feel good' I was not given any support.

2. I went to the doctor at 37 and said I am bleeding too much.

He said I will soon be menopausal.

I went again at 47 to the same doctor

He said I will soon be menopausal.

I was menopausal at 55.

I put up with it because I did not want to try anything unnatural.

I wasn't given anything solid to help anyway.

[#heavymenstrualbleeding](#) [#irondeficiency](#) [#IUD](#) [#endometrialablation](#) [#Fibroids](#)
[#polyps](#) [#adenomyosis](#) [#gynaecology](#) [#primarycare](#) [Royal Australian and New Zealand College of Obstetricians and Gynaecologists](#) [RANZCOG](#) [Royal College of Obstetricians and Gynaecologists](#) | [RCOG Australasian Society for Ultrasound in Medicine](#) [Australian Digital Health Agency](#) [Australian Medical Association](#)
[Macquarie University](#) [University of Sydney](#) [Northern Sydney Local Health District](#)
[MediRecords](#) [GE HealthCare](#) [Women's Agenda](#) [Women's Health Road](#) [GE HealthCare](#) [Commonwealth Bank](#) [Bayer](#) | [Consumer Health](#)

Former Olympian Jana Pittman opens up on 'taboo' heavy menstrual bleeding:
'Shouldn't be this bloody difficult'

[nypost.com](#) • 5 min read

Social media outcomes



Dr Talat Uppal • 1st

Director at Women's Health Road

1w • Edited •



There is a joy from working on this HMB campaign, with all these legends, to help change the status quo for women's well being!

Ask yourself please, how can you be a part of the solution?

Let no woman suffer with this taboo riddled, fixable condition,
[#heavymenstrualbleeding](#)

Thank you to team [Hologic, Inc.](#), [VIVA! Communications Pty Ltd - a GHMC Company](#), fellow spokespeople and patient advocates, [Jana Pittman](#), good change is in the air!

[Women's Health Road Macquarie University Royal College of Obstetricians and Gynaecologists | RCOG Royal Australian and New Zealand College of Obstetricians and Gynaecologists RANZCOG The Royal Australian College of General Practitioners \(RACGP\) Australian Digital Health Agency Australian Medical Association Australasian Society for Ultrasound in Medicine Australian College of Nursing \(ACN\) Australian College of Rural and Remote Medicine \(ACRRM\) University of Sydney #irondeficiency #fibroids #polyps #adenomyosis #iud #hysterectomy #hysteroscopy #endometrialablation #uterinecancer #endometrialhyperplasia](#)



VIVA! Communications Pty Ltd - a GHMC Company

1,379 followers

2w • Edited •

We've had a super productive week at VIVA! Communications, coordinating a national public health campaign focusing on a common, but rarely discussed female medical condition – heavy menstrual bleeding or 'HMB'.

We've worked consistently over the past few months to curate a fully integrated media campaign, culminating this week in our national news media launch.

Partnering with indefatigable two-time athletics World Champion, women's health doctor and mum-to-six, @Jana Pittman, and [Hologic, Inc.](#) to champion this public health issue, has been incredibly rewarding.

We released new Australian research involving 5,000 women aged 35-52 years, capturing their experiences, thoughts and attitudes towards this common, but rarely discussed health issue. We discovered more than one-in-two Australian women in this age group are grappling with abnormally long or heavy periods, but are yet to discuss this serious but treatable medical condition with their doctor.

Many women are clearly "suffering in silence" and mistakenly regarding their HMB symptoms as "normal", while 92 per cent are calling for more open conversations around treating heavy periods.

By not openly discussing their period health, these women are at serious risk of under-diagnosis and under-treatment, noting almost half (45 per cent) of the research respondents had no, or limited knowledge of HMB treatments.

Social media outcomes



Dr Talat Uppal • 1st

Director at Women's Health Road

1w • Edited •



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[Women's Health Road Macquarie University Royal College of Obstetricians and Gynaecologists | RCOG Royal Australian and New Zealand College of Obstetricians and Gynaecologists RANZCOG The Royal Australian College of General Practitioners \(RACGP\) Australian Digital Health Agency Australian Medical Association Australasian Society for Ultrasound in Medicine Australian College of Nursing \(ACN\) Australian College of Rural and Remote Medicine \(ACRRM\) University of Sydney #irondeficiency #fibroids #polyps #adenomyosis #iud #hysterectomy #hysteroscopy #endometrialablation #uterinecancer #endometrialhyperplasia](#)



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There is a joy from working on this HMB campaign

[Dr Talat Uppal](#) – LinkedIn

Audience: 19,814

October 6, 2023

Social media outcomes

"It shouldn't be this bloody difficult," Jana said.



"We need to be each other's village, break the silence, talk about our period health, & raise community awareness on behalf of all Australian women & girls who are living with HMB."

"Concerningly, this lack of understanding & control over their periods means many women accept their HMB symptoms as normal, which ultimately delays their diagnosis," said Obstetrician, Dr Uppal, Sydney.
There's certainly much more to be done to raise awareness of HMB.

But we've taken the first step this week, and generated extraordinary national and international media coverage on the topic.

Check our story on The Project here: <https://lnkd.in/gaHEvuKy>

For more stories featuring Jana reflecting on the topic, check out these links:

<https://lnkd.in/gFjaBYyP>

<https://lnkd.in/gEins98G>
<https://lnkd.in/gQrFMmxu>

<https://lnkd.in/gyKei5xR>

#HeavyMenstrualBleeding #HMB #heavyperiods #HMB #awareness
#JanaPittman #athlete #women #womenshealth

Hologic, Inc. Women's Health Road Jana Pittman Women's Health Road Annie Gibbins Aggie Cox James Ramshaw Chris Kolbach Dr Talat Uppal



who have experienced
heavy periods?

**IT SHOULDN'T
BE THIS BLOODY
DIFFICULT!**




There is a joy from working on this HMB campaign



Dr Talat Uppal – LinkedIn

Audience: 19,814

October 6, 2023



Social media outcomes



**Dr Talat Uppal** • 1st
Director at Women's Health Road
2w • 

What an enthusiastic response to the HMB campaign
The time is now, for womens health issues to be discussed and nailed!

[Women's Health Road Macquarie University](#)



Jana Pittman reveals 'alarming' condition that left her suffering in silence
[au.news.yahoo.com](#) • 3 min read

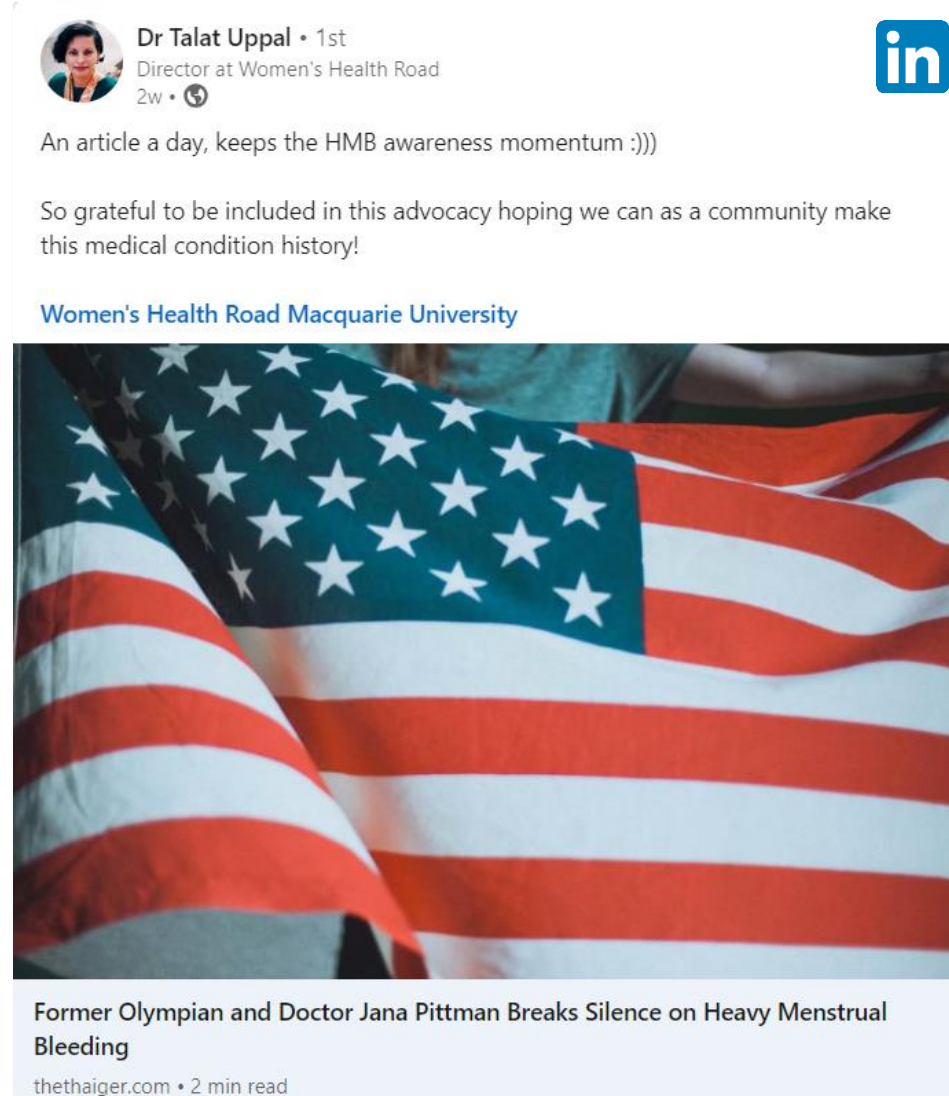
What an enthusiastic response to the HMB campaign

[Dr Talat Uppal](#) – LinkedIn

Audience: 19,814

October 2, 2023

Social media outcomes



An article a day, keeps the HMB awareness momentum :)))

[Dr. Talat Uppal](#) – LinkedIn

Audience: 19,814

September 29, 2023

Social media outcomes



Dr Talat Uppal • 1st

Director at Women's Health Road

2w • 🌐



The findings of this recent study highlight that women want more HMB conversations.

So be it then.

Thanks [Hologic, Inc.](#) for this campaign. It will change many lives.



Paul Braico • 2nd

Vice President and General Manager, ANZ at Hologic, Inc.

2w • 🌐

[+ Follow](#)

As a women's healthcare company, our mission is to empower people to live healthier lives. We accomplish this by providing technology to enhance early detection, diagnosis, and treatment of illnesses and raising awareness of health issues that affect women.

Our recent study, commissioned by Hologic ANZ, aimed to gain deeper insights into the experiences of Australian women aged 35-52 dealing with heavy periods. The findings were fascinating and highlighted the need for more open conversations and greater understanding about heavy periods and available treatment options.

We are pleased to collaborate with [Jana Pittman](#) to share this important data. The response and pick up of this campaign have been overwhelming, reaching both the UK and US. Let's work together to enhance our support for women affected by heavy periods.

[#hologic](#) [#womenshealth](#)

<https://lnkd.in/gpsJveih>



Hologic_HMB_Jana Pittman

[youtube.com](https://www.youtube.com/watch?v=Hologic_HMB_Jana_Pittman)

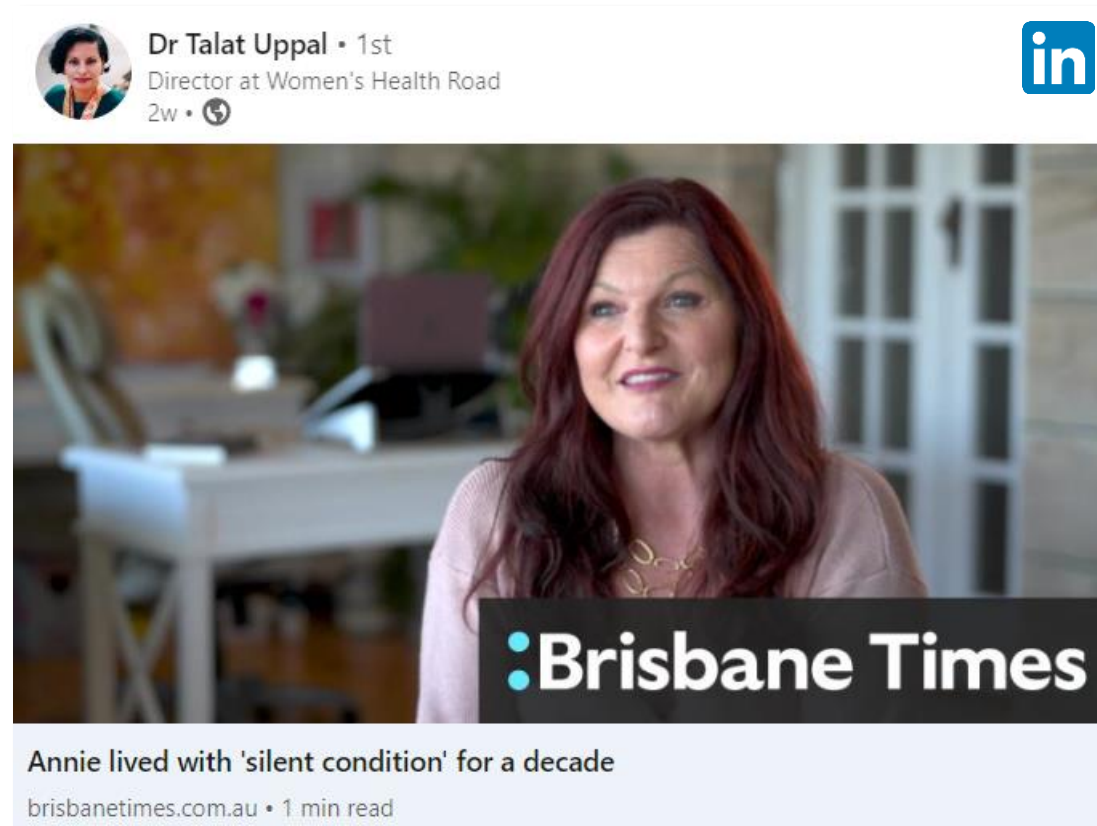
The findings of this recent study highlight that women want more HMB conversations.

[Dr Talat Uppal](#) – LinkedIn

Audience: 19,814

September 28, 2023

Social media outcomes



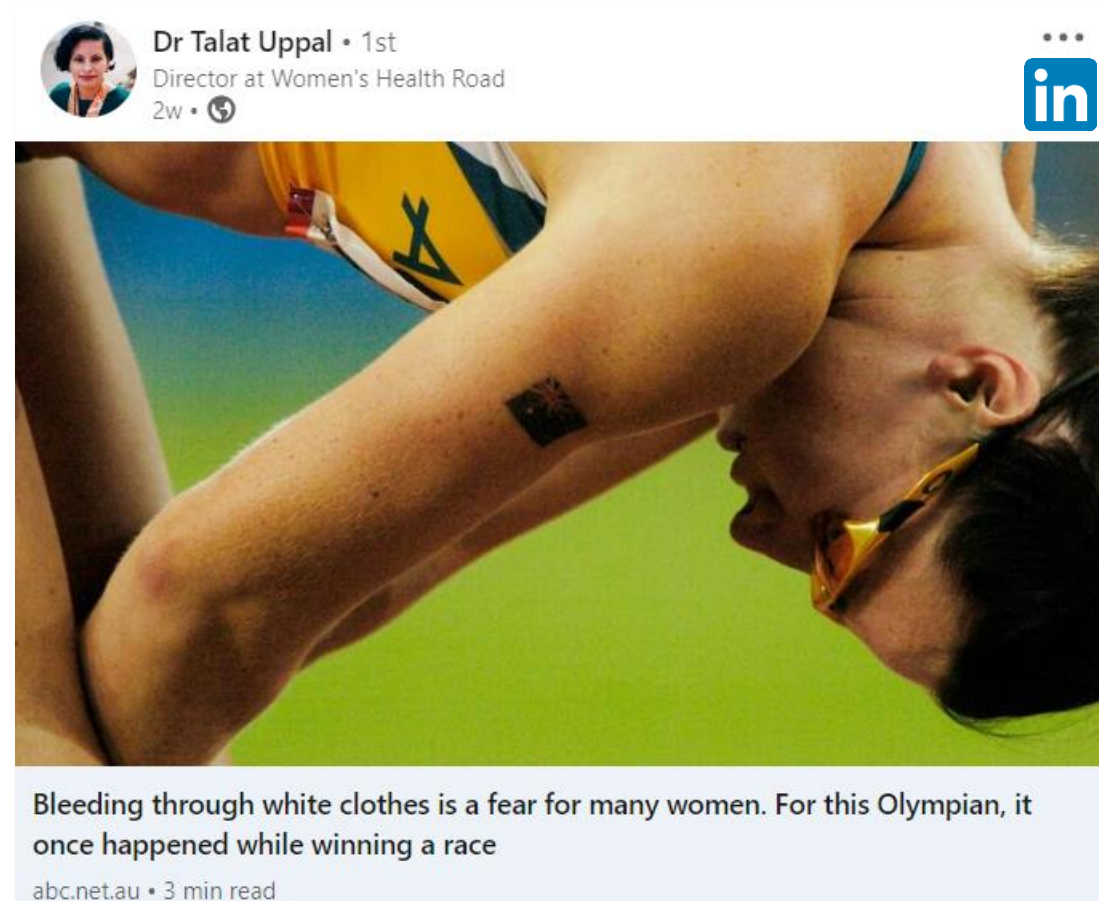
Annie lived with 'silent condition' for a decade

[Dr Talat Uppal](#) – LinkedIn

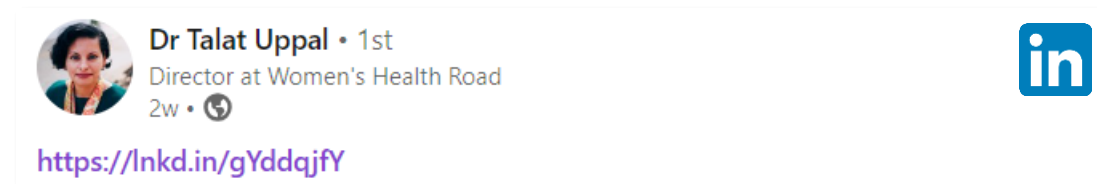
Audience: 19,814

September 27, 2023

Social media outcomes



Social media outcomes



Social media outcomes



Dr Talat Uppal • 1st

Director at Women's Health Road

2w •



Thank you [Annie Gibbins](#) for the courage to share your journey.

1 in 4 women suffer with Heavy Menstrual Bleeding, a problem with so many solutions.

It robs them of their quality of life in so many ways.

Women have spoken in this recent on line research.....

5000 of them!

We need to do have more conversations around menstrual health. To break the taboos.

[#heavymenstrualbleeding](#) [#womenshealth](#) [#makeyourowndoor](#)
[#womenshealthroad](#) [#generalpractitioner](#) [#nursepractitioner](#) [#GYNAECOLOGIST](#)
[#macquarieuniversity](#) [#northernbeaches](#) Royal Australian and New Zealand
College of Obstetricians and Gynaecologists RANZCOG Royal College of
Obstetricians and Gynaecologists | RCOG The Royal Australian College of General
Practitioners (RACGP) Australian Digital Health Agency MediRecords
Australasian Society for Ultrasound in Medicine Endometriosis Australia
[Australian Medical Association](#) Northern Sydney Local Health District



Bleeding through white clothes is a fear for many women. For this Olympian, it once happened while winning a race

abc.net.au • 3 min read

Thank you [Annie Gibbins](#) for the courage to share your journey

[Dr Talat Uppal](#) – LinkedIn

Audience: 19,814

September 26, 2023

Social media outcomes



Dr Talat Uppal • 1st

Director at Women's Health Road

1w • Edited •



HMB Diaries

Tell me about your periods.
They are pretty normal, I think.
Hmm... I noticed your iron levels are low.
Yes, though I had an iron infusion late last year.
Oh and I use super tampons on the initial days.

Red flags!
Red red flags!

For

Red red blood!

See your GP please, if this is you!

If you are a clinician please investigate and treat proactively.

Grateful to have my opinion included in this article.....

Women's Health Road Macquarie University Royal College of Obstetricians and Gynaecologists | RCOG Royal Australian and New Zealand College of Obstetricians and Gynaecologists RANZCOG The Royal Australian College of General Practitioners (RACGP) Australian Digital Health Agency Australian Medical Association Australasian Society for Ultrasound in Medicine Australian College of Nursing (ACN) Australian College of Rural and Remote Medicine (ACRRM) University of Sydney #irondeficiency #fibroids #polyps #adenomyosis #iud #hysterectomy #hysteroscopy #endometrialablation #uterinecancer #endometrialhyperplasia Jana Pittman



Olympian breaks silence on 'taboo' health issue

news.com.au • 5 min read

Social media outcomes



Dr Talat Uppal • 1st

Director at Women's Health Road

2w • Edited •



A consulting day filled with women thanking us at [Women's Health Road](#) for participating in this fabulous 'Heavy Menstrual bleeding Campaign'

Thankyou [Annie Gibbins](#) for having the courage to share your story. I was so touched how many women from our practice got behind this campaign, huge thank you!

What an amazing program, [Jana Pittman](#) kudos for the advocacy!

[#heavymenstrualbleeding](#) [#irondeficiency](#) [#IUD](#) [#endometrialablation](#) [#Fibroids](#) [#polyps](#) [#adenomyosis](#) [#gynaecology](#) [#primarycare](#) Royal College of Obstetricians and Gynaecologists | RCOG Royal Australian and New Zealand College of Obstetricians and Gynaecologists RANZCOG [The Royal Australian College of General Practitioners \(RACGP\)](#) Australasian Society for Ultrasound in Medicine Macquarie University Northern Sydney Local Health District Healthscope NSW Health [#northernbeaches](#) Women's Agenda The Tawny Frogmouth [Australian Medical Association](#) University of Sydney Sydney North Health Network MediRecords GE HealthCare Australian Digital Health Agency



A consulting day filled with women thanking us

[Dr Talat Uppal](#) – LinkedIn

Audience: 19,814

September 27, 2023

Social media outcomes



Talat Uppal

26 September at 10:13 · 🌐

Thank you [Annie Gibbins](#) for the courage to share your journey.

1 in 4 women suffer with Heavy Menstrual Bleeding, a problem with so many solutions.

Please join us say no more!

[#heavymenstrualbleeding](#) [#womenshealth](#) [#makeyourowndoor](#) [#womenshealthroad](#)
[#generalpractitioner](#) [#nursepractitioner](#) [#GYNAECOLOGIST](#) [#macquarieuniversity](#)
[#northernbeaches](#)

Royal Aust & NZ College of Obstetricians and Gynaecologists RANZCOG Royal College of General Practitioners ASUM - Australasian Society for Ultrasound in Medicine



Annie Gibbins

26 September at 08:51 · 🌐

In the news for an important women's health issue today 💧💧💧

Congratulations Dr Talat Uppal for bringing national awareness to Heavy Menstrual Bleeding so women can get treated earlier, suffer less and improve their quality of life.

The Age

<https://www.theage.com.au/.../annie-lived-with-silent...>

ABC NEWS

<https://amp.abc.net.au/article/102898658>

9Honey

<https://honey.nine.com.au/.../ac73f6a7-d6d3-4da2-b74e...>

Brisbane Times

<https://www.brisbanetimes.com.au/.../annie-lived-with-...>

[#WomensHealthAwareness](#) [#HeavyMenstrualBleeding](#) [#DrTalatUppal](#) [#QualityOfLife](#)
[#HealthAdvocacy](#) [#EarlyTreatment](#) [#EmpowerWomen](#) [#BreakingSilence](#) [#HealthcareAdvocacy](#)
[#NationalAwareness](#) [#WomenWellness](#) [#PeriodPositivity](#) [#MedicalBreakthrough](#)
[#HealthForHer](#) [#ABCNewsCoverage](#) [#TheAgeArticle](#) [#9HoneyFeature](#) [#BrisbaneTimesReport](#)

Royal Australian & New Zealand College of Obstetrician Brisbane Times News Corp Australia
Australian Broadcasting Corporation



BRISBANETIMES.COM.AU

Annie lived with 'silent condition' for a decade

The Sydney mother-of-five shares her battled with heavy menstrual bleeding.

Thank you Annie Gibbins

Dr Talat Uppal – Facebook

Audience: 2,500

September 26, 2023

Social media outcomes



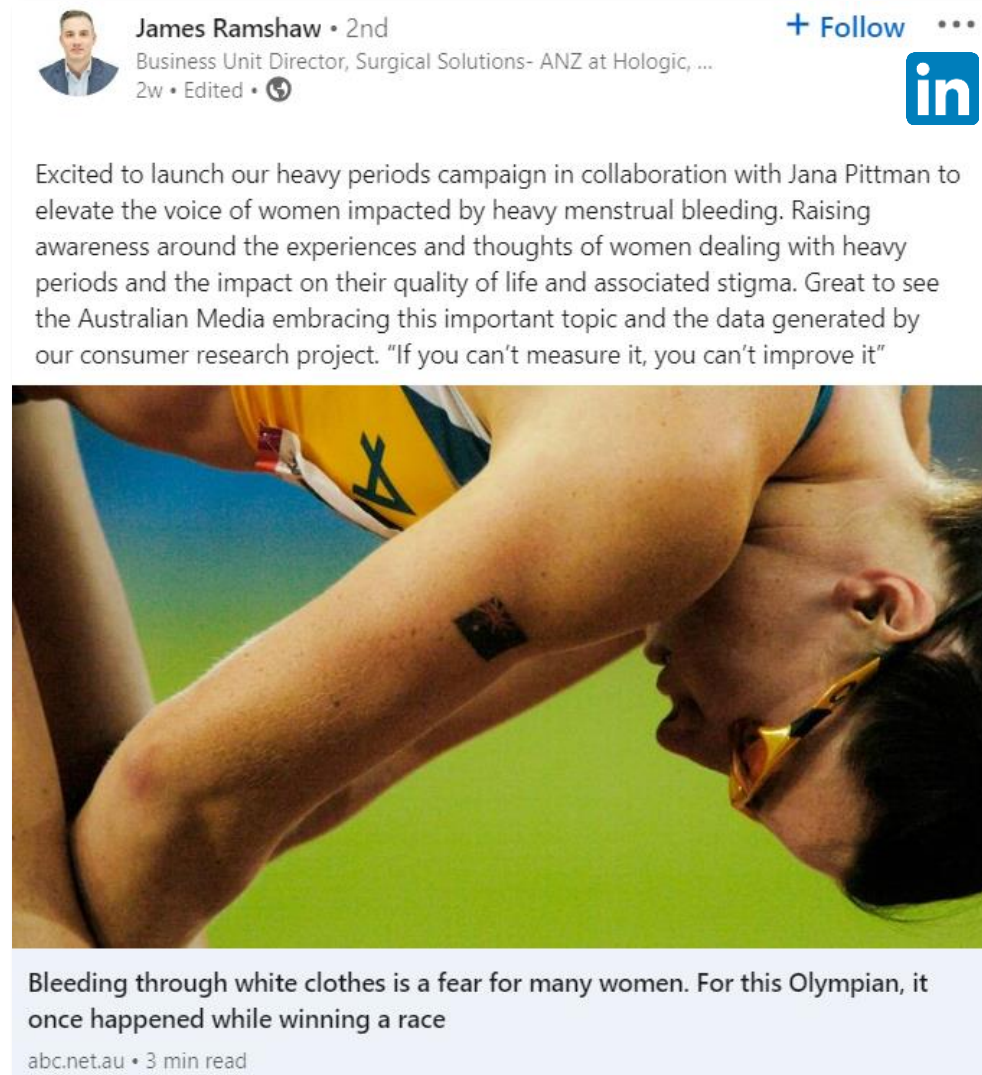
Glad to be a part of this media article aimed at raising awareness of this serious but often undertreated condition

Dr Talat Uppal – Facebook

Audience: 2,500

September 28, 2023

Social media outcomes



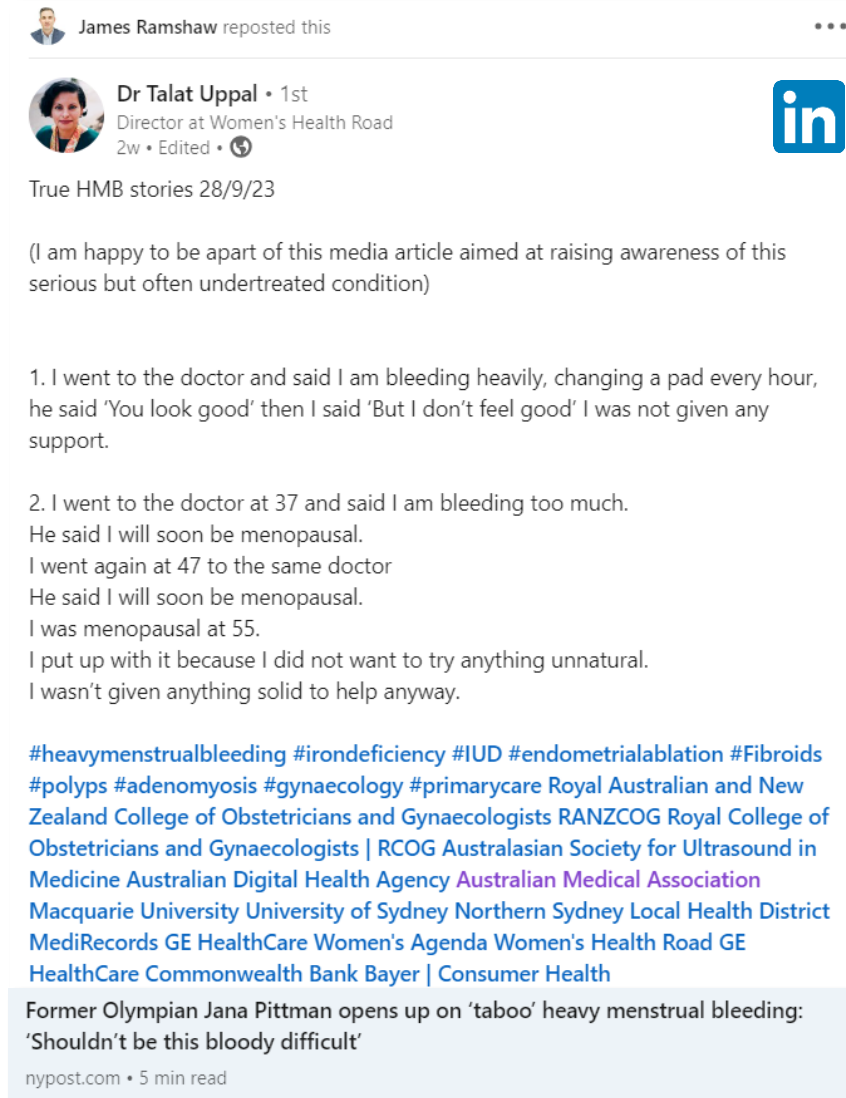
Excited to launch our heavy periods campaign in collaboration with Jana Pittman

[James Ramshaw](#) – LinkedIn

Audience: 925

September 26, 2023

Social media outcomes



Social media outcomes



Paul Braico • 2nd

Vice President and General Manager, ANZ at Hologic, Inc.

2w • 🌐

+ Follow ...



As a women's healthcare company, our mission is to empower people to live healthier lives. We accomplish this by providing technology to enhance early detection, diagnosis, and treatment of illnesses and raising awareness of health issues that affect women.

Our recent study, commissioned by Hologic ANZ, aimed to gain deeper insights into the experiences of Australian women aged 35-52 dealing with heavy periods. The findings were fascinating and highlighted the need for more open conversations and greater understanding about heavy periods and available treatment options.

We are pleased to collaborate with [Jana Pittman](#) to share this important data. The response and pick up of this campaign have been overwhelming, reaching both the UK and US. Let's work together to enhance our support for women affected by heavy periods.

[#hologic](#) [#womenshealth](#)

<https://lnkd.in/gpsJveih>



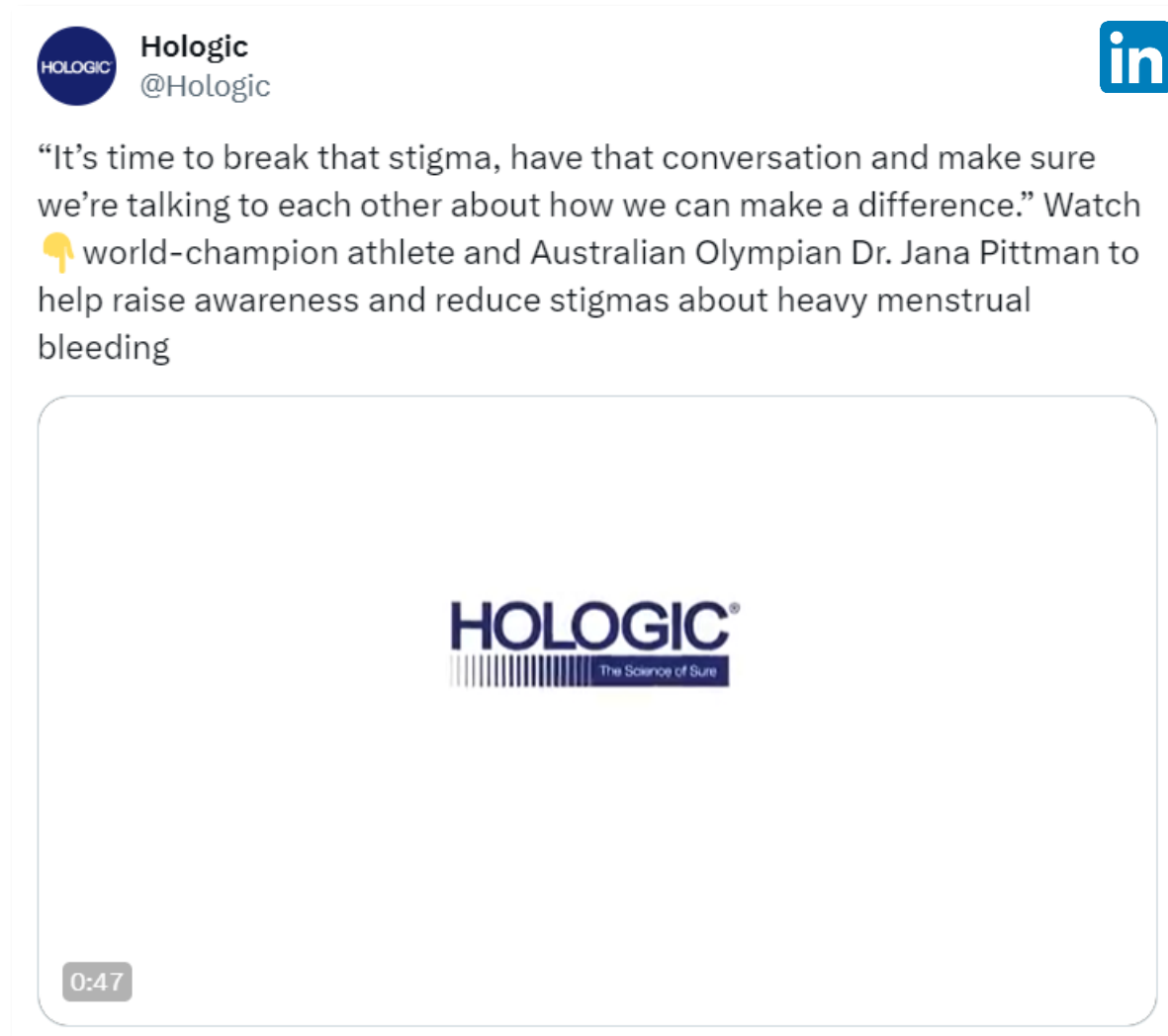
Hologic_HMB_Jana Pittman

youtube.com

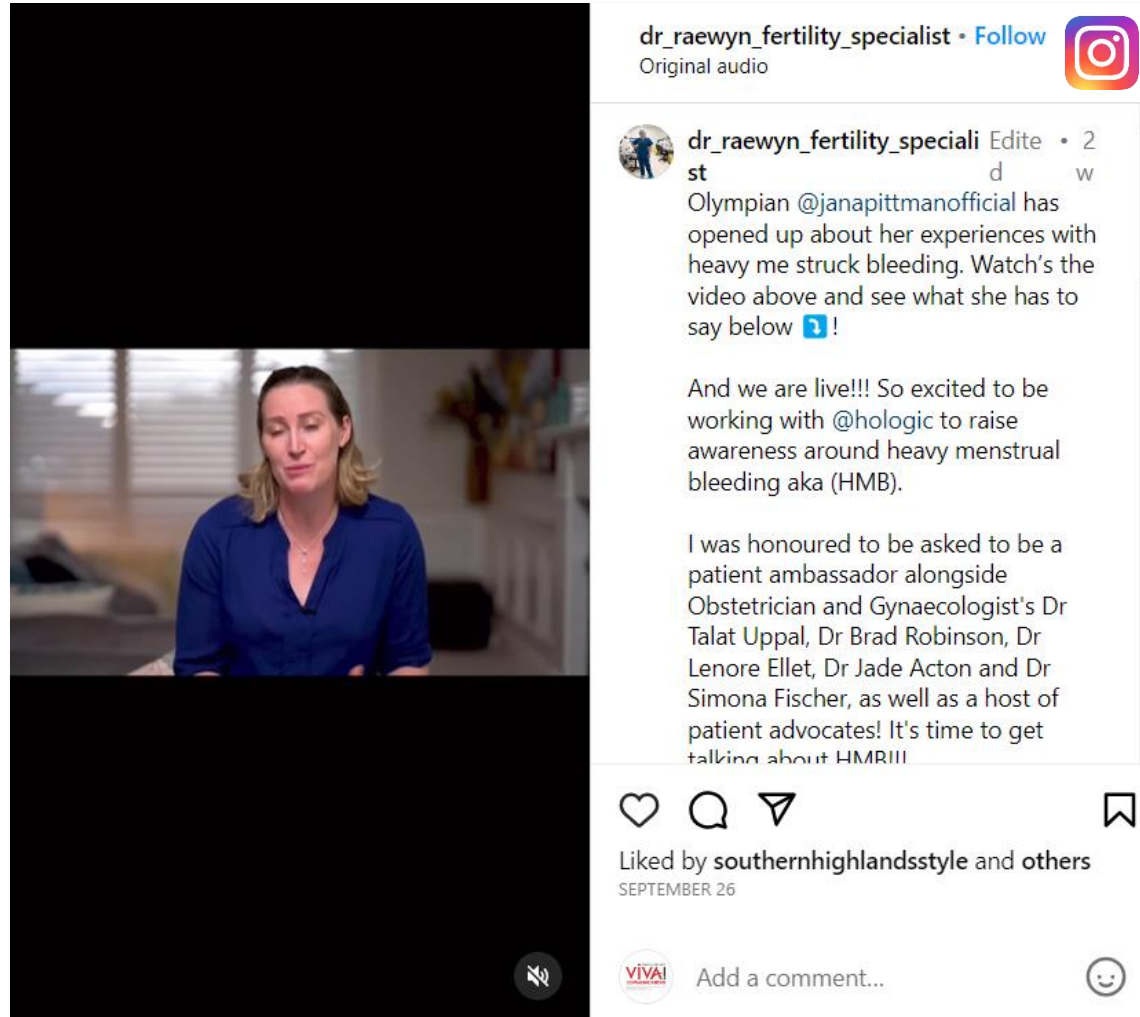
Social media outcomes



Social media outcomes



Social media outcomes



Olympian @janapittmanofficial has opened up about her experience

[Dr Raewyn Fertility Specialist](#) – Instagram

Audience: 9,110

September 27, 2023

Social media outcomes



Aggie Cox • 1st

Marketing Director - ANZ at Hologic, Inc.

2w • Edited •



In the past six months, I've had the privilege of being part of a remarkable team that has been working diligently on a truly special project. Yesterday, we proudly unveiled our awareness campaign focused on Heavy Menstrual Bleeding (HMB). This initiative, done in collaboration with the incredible [Jana Pittman](#), involved the release of findings from a comprehensive consumer survey encompassing 5000 women aged 35-52 across Australia.

The primary objective of this consumer research was to delve into the personal experiences and thoughts of women grappling with heavy periods. Equally important was to shed light on how HMB impacts their quality of life, and to highlight any associated stigma. The results we obtained were nothing short of alarming.

It's abundantly clear that there has been a significant lack of conversation surrounding menstrual health, particularly in relation to heavy periods. This silence has led to countless women needlessly enduring the physical and emotional burdens of HMB, often without the support they deserve. Since the release of our story yesterday, we have been inundated with stories from women who were either unaware that help was available for their heavy bleeding or who had been dismissed when they sought assistance. These stories have also revealed the embarrassing situations many have had to endure.

As a marketer, a former nurse, a woman, and the mother of a 16-year-old daughter, I can genuinely say that being a part of this project was extremely fulfilling. However, it has highlighted more work is required to break the silence and normalise discussions about periods. Heavy periods are not normal, and it's crucial for women to know that effective treatment is available.

It's time for society to openly and compassionately talk about periods, and we at Hologic are committed to playing our part in raising awareness and making a difference in the lives of women everywhere.

[VIVA! Communications Pty Ltd](#) - a GHMC Company [The Media Precinct SLIK](#) Two Blind Mice

[#hologic](#) [#womenshealth](#) [#heavyperiods](#)



70 Percent Of Australian Women Suffering From Heavy Menstrual Bleeding

[youtube.com](#)

In the past six months

[Aggie Cox](#) – LinkedIn

Audience: 1,328

September 27, 2023

Social media outcomes



Kirsten Bruce FPRIA (She/Her) • 1st

Principal, Founder & Owner, VIVA! Communications; exclusive Australian pa...
2w • Edited •



This week my team at [VIVA! Communications Pty Ltd - a GHMC Company](#) and I partnered with [Hologic, Inc.](#), dual sport Olympian, Doctor and mum-to-six, [Jana Pittman](#), and doctors and patients nation-wide to shine a 💡 on a common, under-diagnosed and under-treated condition - heavy menstrual bleeding or HMB.

From the outset, we knew it would be prove tricky to curate materials designed to lift the veil on this relatively taboo topic.

But I'm so happy to say that we did it! The local and international media embraced the topic, using our materials and fabulous talent, to spread this important public health message to women, girls, their families, friends and the broader community .

Huge thanks in particular to [#TheProject](#) for their fabulous story on the topic.

Just in case you missed the story, please watch below.

[#heavymenstrualbleeding](#) [#HMB](#) [#heavyperiods](#) [#peeiodhealth](#) [#women](#) [#girls](#)
[#health](#) [#wellbeing](#) [#havetheconversation](#) [#seeyourdoctor](#)



Aggie Cox • 1st

Marketing Director - ANZ at Hologic, Inc.
2w • Edited •

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It's time for society to openly and compassionately talk about periods, and we at Hologic are committed to playing our part in raising awareness and making a difference in the lives of women everywhere.

This week my team at VIVA! Communications...

[Kirsten Bruce](#) – LinkedIn

Audience: 1,381

September 27, 2023

Social media outcomes

[VIVA! Communications Pty Ltd - a GHMC Company](#) [The Media Precinct SLIK](#)

Two Blind Mice

[#hologic](#) [#womenshealth](#) [#heavyperiods](#)



70 Percent Of Australian Women Suffering From Heavy Menstrual Bleeding

[youtube.com](#)

This week my team at VIVA! Communications...

[Kirsten Bruce](#) – LinkedIn

Audience: 1,381

September 27, 2023

Social media outcomes



I saw a gyno due to this issue a few years back & went on Metformin for a while to attempt to ease it.

I've always had heavy periods but it was out of control for a bit.

Ended up pregnant shortly after unexpectedly after years of trying to conceive without luck.

Win win!



Dr Brad Robinson @DrBradRobinson · Sep 26

Heavy menstrual bleeding (HMB) is a huge health issue.

Woman are conditioned by society to 'suck it up' & 'get on with it' regardless of how heavy their period is.

...

[Show more](#)



I saw a gyno due to this issue a few years back

[LisaLemon09](#) - X

Audience: 1,225

September 26, 2023

Social media outcomes



Social media outcomes



Heavy menstrual bleeding affects up to 1 in 3 women

SLG Hospitals – Instagram

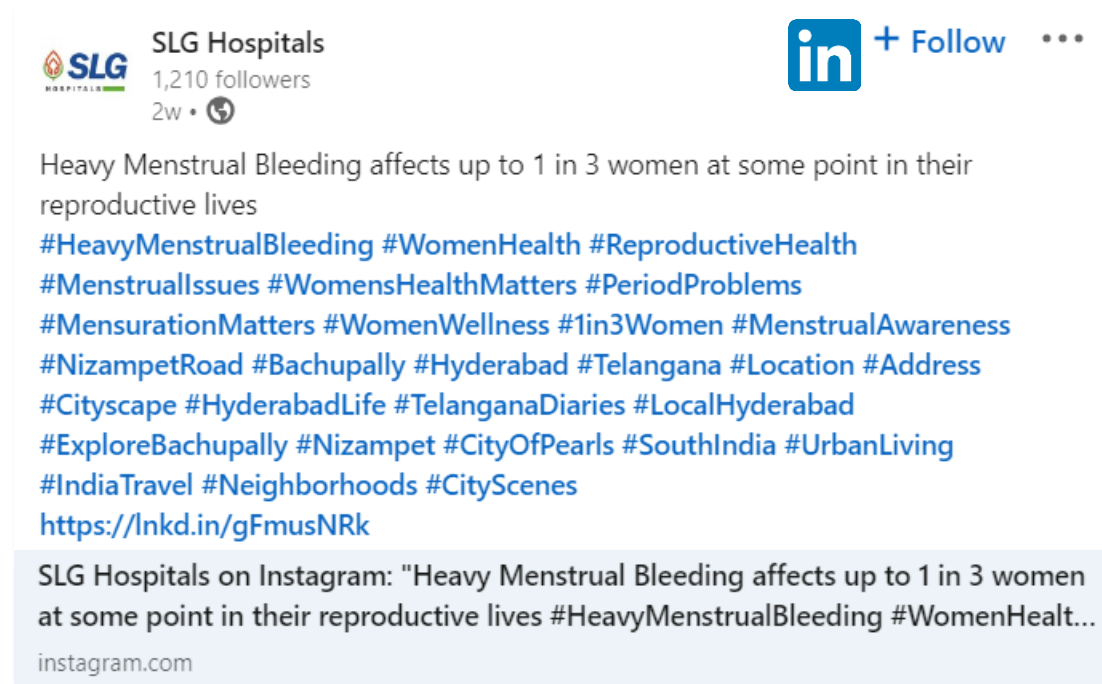
Audience: 2,171

September 26, 2023

Social media outcomes



Social media outcomes



Social media outcomes



Jana Pittman raced around the world with heavy periods, but didn't realise it was 'beyond normal' until later in life

B Hive Australia - X

Audience: 143

September 26, 2023

Social media outcomes



Robert Cunningham
@RobertC78726751



Women put up with heavy periods and excessive bleeding, but doctors say help is available [abc.net.au/news/2023-09-2...](https://www.abc.net.au/news/2023-09-26/women-heavy-periods-excessive-bleeding-doctors-say-help-is-available/10401444) via @ABCAustralia



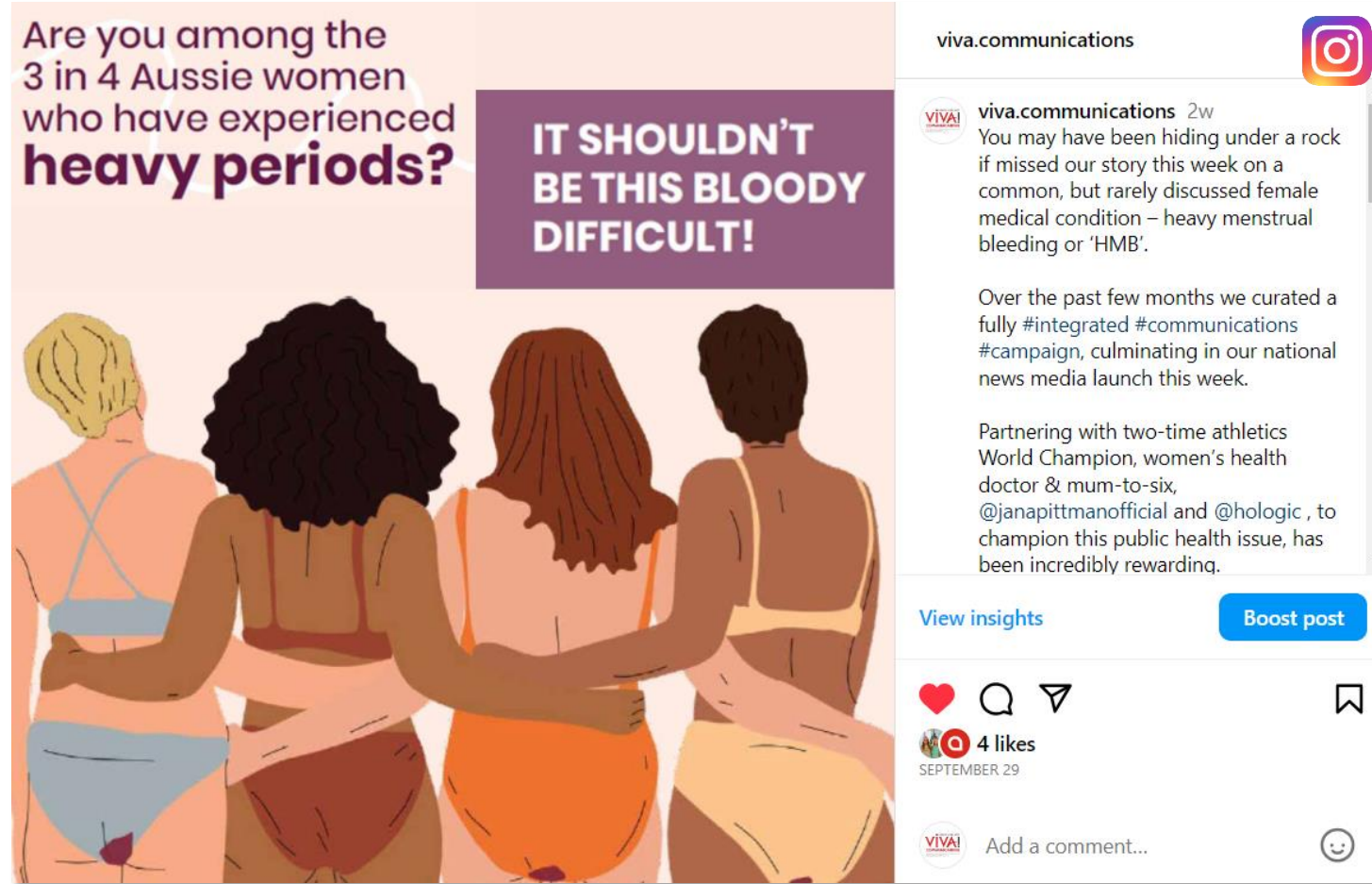
Women put up with heavy periods and excessive bleeding, but doctors say help is available

[Robert Cunningham](#) - X

Audience: 487

September 26, 2023

Social media outcomes



Social media outcomes



VIVA! Communications

Published by Hootsuite · 29 September at 17:39 · 🌐



You may have been hiding under a rock if missed our story this week on a common, but rarely discussed female medical condition – heavy menstrual bleeding or ‘HMB’.

Over the past few months we’ve been working consistently to curate a comprehensive, fully integrated public health campaign, culminating in our national news media launch this week.

Partnering with two-time athletics World Champion, women’s health doctor & mum-to-six, @Jana Pittman, and @Hologic, to champion this public health issue, has been incredibly rewarding.

We released new Australian research involving 5,000 women aged 35-52 years, capturing the experiences, thoughts & attitudes towards this common, but rarely discussed health issue. We found more than 1-in-2 Australian women in this age group are grappling with abnormally long or heavy periods, but are yet to discuss this serious but treatable medical condition with their doctor.

Consequently, many women are “suffering in silence” and mistakenly regarding their HMB symptoms as “normal”, while 92 per cent are calling for more open conversations around treating heavy periods.

“It shouldn’t be this bloody difficult,” Jana said.

To learn more, watch our story featuring on The Project here:

<https://10play.com.au/.../70-percent-of.../tpv230926bjesk>

To read a few more of our stories, read here:

<https://au.news.yahoo.com/jana-pittman-reveals-alarming...>

<https://www.houseofwellness.com.au/.../cond.../heavy-periods>

<https://www.abc.net.au/.../women-not-getting.../102898658>

<https://honey.nine.com.au/.../ac73f6a7-d6d3-4da2-b74e...>

#HeavyMenstrualBleeding #HMB #heavyperiods #HMB #awareness #JanaPittman #athlete #women #womenshealth

Hologic



Are you among the
3 in 4 Aussie women
who have experienced
heavy periods?

**IT SHOULDN'T
BE THIS BLOODY
DIFFICULT!**



You may have been hiding under a rock

VIVA! Communications – Facebook

Audience: 1,372

September 29, 2023

Social media outcomes



VIVA! Communications Pty Ltd - a GHMC Company

1,379 followers

2w • Edited •



We've had a super productive week at VIVA! Communications, coordinating a national public health campaign focusing on a common, but rarely discussed female medical condition – heavy menstrual bleeding or 'HMB'.

We've worked consistently over the past few months to curate a fully integrated media campaign, culminating this week in our national news media launch.

Partnering with indefatigable two-time athletics World Champion, women's health doctor and mum-to-six, @Jana Pittman, and [Hologic, Inc.](#) to champion this public health issue, has been incredibly rewarding.

We released new Australian research involving 5,000 women aged 35-52 years, capturing their experiences, thoughts and attitudes towards this common, but rarely discussed health issue. We discovered more than one-in-two Australian women in this age group are grappling with abnormally long or heavy periods, but are yet to discuss this serious but treatable medical condition with their doctor.

Many women are clearly "suffering in silence" and mistakenly regarding their HMB symptoms as "normal", while 92 per cent are calling for more open conversations around treating heavy periods.

By not openly discussing their period health, these women are at serious risk of under-diagnosis and under-treatment, noting almost half (45 per cent) of the research respondents had no, or limited knowledge of HMB treatments.

"It shouldn't be this bloody difficult," Jana said.

"We need to be each other's village, break the silence, talk about our period health, & raise community awareness on behalf of all Australian women & girls who are living with HMB."

"Concerningly, this lack of understanding & control over their periods means many women accept their HMB symptoms as normal, which ultimately delays their diagnosis," said Obstetrician, Dr Uppal, Sydney.
There's certainly much more to be done to raise awareness of HMB.

But we've taken the first step this week, and generated extraordinary national and international media coverage on the topic.

Check our story on The Project here: <https://lnkd.in/gaHEvuKy>

For more stories featuring Jana reflecting on the topic, check out these links:

<https://lnkd.in/gFjaBYyP>

<https://lnkd.in/gEins98G>
<https://lnkd.in/gQrFMmxu>

<https://lnkd.in/gyKei5xR>

[#HeavyMenstrualBleeding](#) [#HMB](#) [#heavyperiods](#) [#HMB](#) [#awareness](#)
[#JanaPittman](#) [#athlete](#) [#women](#) [#womenshealth](#)

[Hologic, Inc.](#) [Women's Health Road](#) [Jana Pittman](#) [Women's Health Road](#) [Annie Gibbins](#) [Aggie Cox](#) [James Ramshaw](#) [Chris Kolbach](#) [Dr Talat Uppal](#)

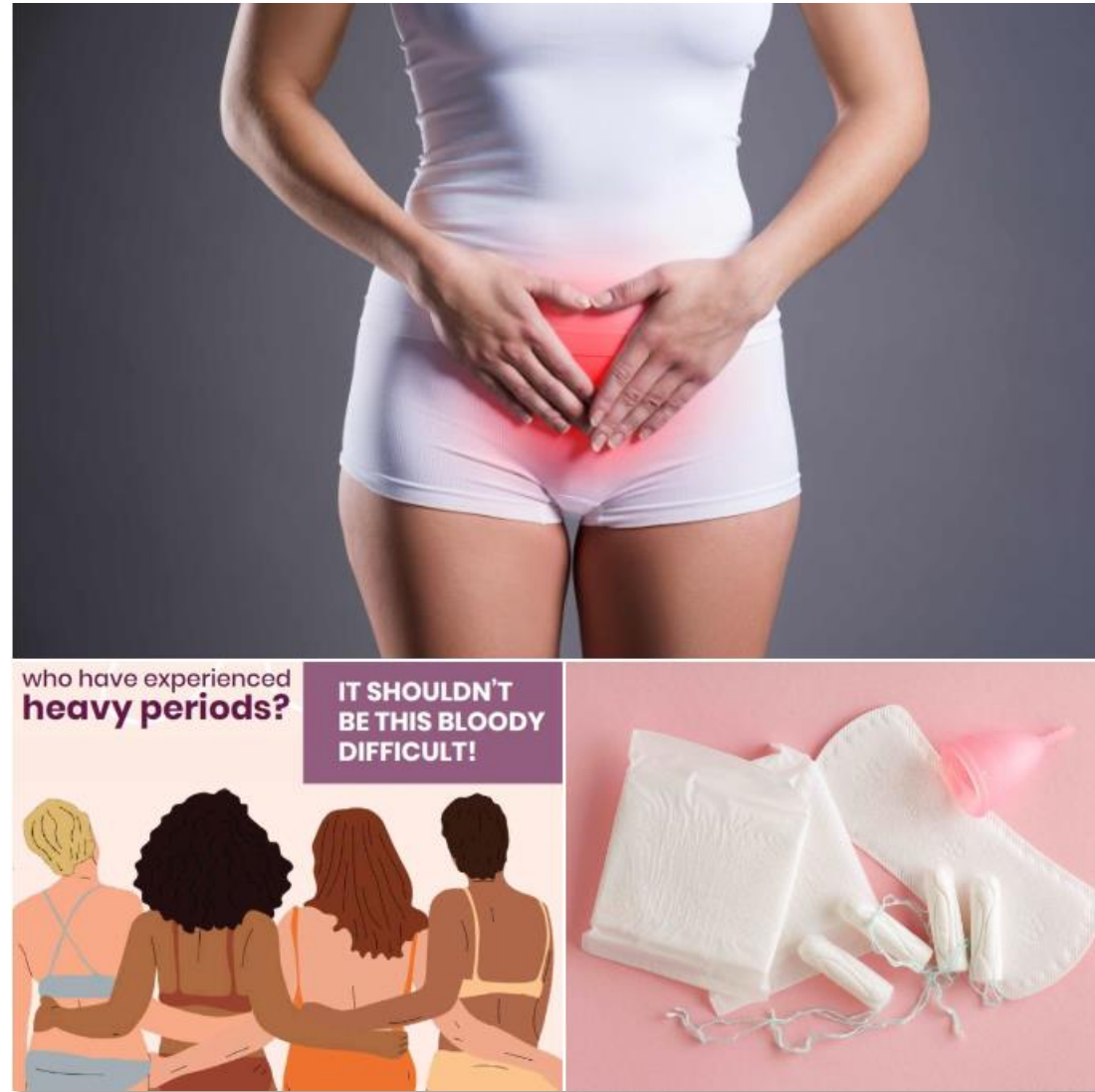
We've had a super productive week at VIVA! Communications

[VIVA! Communications](#) – LinkedIn

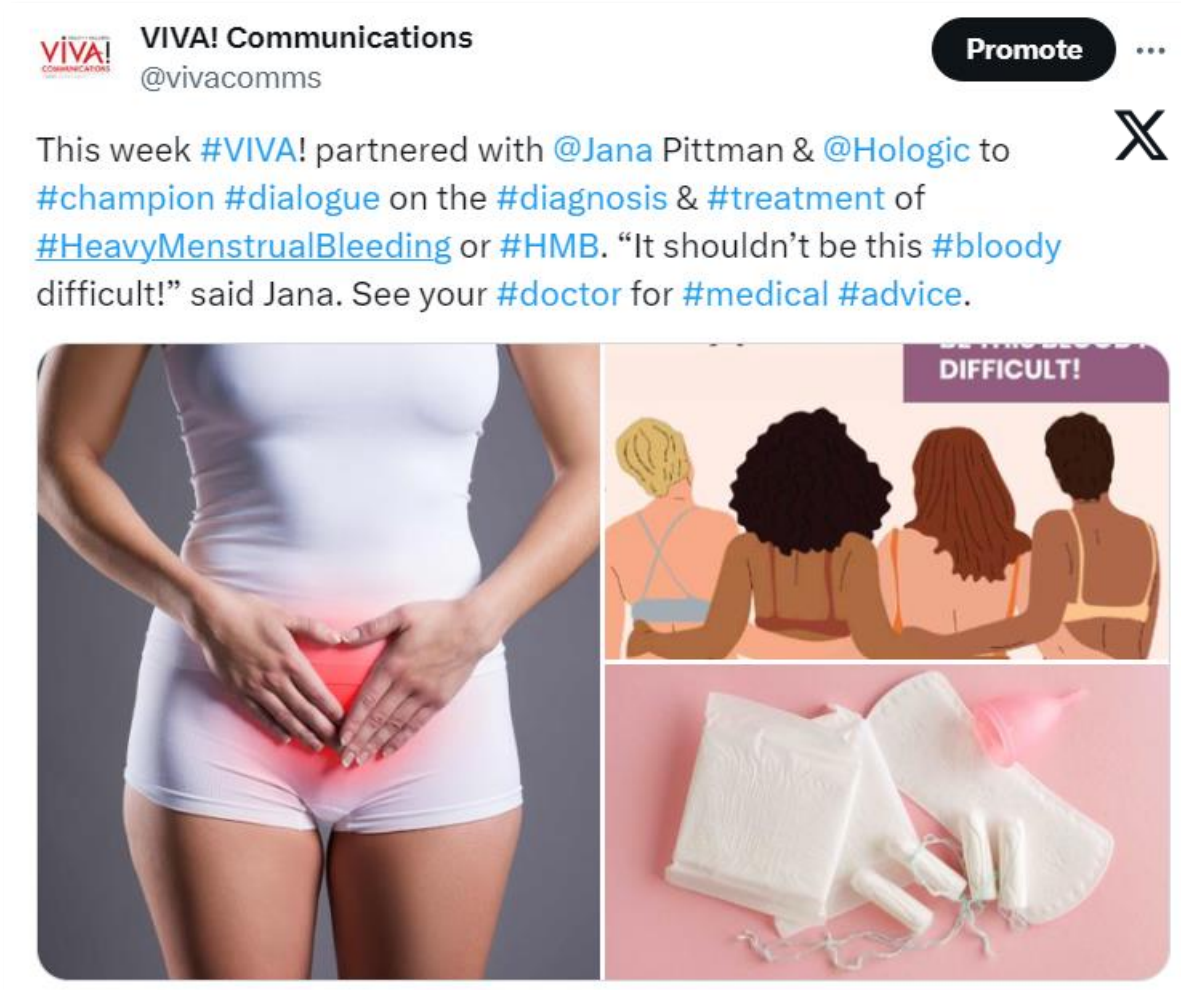
Audience: 1,372

September 29, 2023

Social media outcomes



Social media outcomes





Podcast news media outcomes

Podcast media outcome



Podcast Episode

S8E3: S8 Ep 03 Coping with heavy periods in menopause

Thriving In Menopause

Oct 29 · 19 min 1 sec

Episode Description

Dr Talat Uppal is a gynaecologist and the Founder and Director of Women's Health Road – an innovative, digitally integrated, multidisciplinary obstetrics and gynaecology centre. She is passionate about women's health and has a special interest in helping women navigate heavy periods, a common menopausal condition.

"Heavy menstrual bleeding is a common condition and is really a problem with many solutions, and I encourage women to proactively seek medical care, for such a fixable issue," she says.

"I consider it one of the biggest energy vampires robbing women of their quality of life. I constantly hear regret as to why some of the best years of life were compromised for want of not knowing about the various treatments available or inertia to seek help in a timely way."

S8E3 – Coping with heavy periods in menopause

Prevention media – Thriving in Menopause – Spotify, Apple Podcasts, Google podcasts, Amazon music, iHeartRadio, Stitcher, RSS Feed

Audience: 34,475

October 29, 2023



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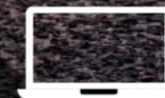
@VivaCommunications



@Vivacomms



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