



Federation Health Campaign: “Her Health Our Wealth”

Summary and Way Forward

1. Purpose

The Federation Health Campaign seeks to strengthen Soroptimist action on women’s health by enabling regions and clubs to identify priority health issues, develop practical projects and share learning across the Federation.

The campaign will connect local action with regional and global priorities while giving clubs a clear framework for leadership, project development, advocacy and measurable impact.

2. Current Position

The Regional Australian Presidents and National Presidents have been consulted and asked to identify the key women’s health priority for their region or country.

Their input will help ensure that the campaign reflects local needs and does not impose a single health issue across all regions. Verbal feedback is currently being collected and will be discussed at the forthcoming National Presidents Meeting.

The consultation is intended to identify:

- the most urgent women’s health issue in each region or country;
- existing club activities and areas of expertise;
- opportunities for collaboration;
- potential project or advocacy responses; and
- the support required from the Federation.

3. Proposed Campaign Direction

The campaign will operate through a **Federation-wide framework with regionally identified priorities**.

This approach will allow each region or country to select a health priority that is relevant to its own communities, while remaining connected to the overall Federation campaign and its shared objectives.

The expected direction is for each region and participating country to:

1. identify its priority women's health issue;
2. appoint or confirm a regional or national campaign lead;
3. engage clubs in discussing and responding to the priority;
4. identify existing or potential projects;
5. apply a simple leadership or project-development approach;
6. document activities and outcomes; and
7. share learning, resources and success stories across the Federation.

4. Desired Position

The campaign should progress from consultation to practical mobilisation.

The desired outcome is to have:

- engaged regional and national leads;
- clearly identified health priorities;
- clubs informed and beginning to participate;
- local leadership or project teams established;
- initial projects or advocacy activities identified;
- common reporting and storytelling processes in place; and
- regular opportunities for collaboration and learning.

The campaign should be practical and flexible. Regions and clubs should not be required to begin with a large or complex project. They may commence with awareness-raising, community education, advocacy, a small pilot project, a partnership or an expansion of existing work.

5. Federation-Level Coordination

SISEAP's Management Committee will oversee the Campaign and;

- support the overall direction of the campaign;
- coordinate communication with regional and national leads;
- encourage collaboration between regions and clubs;
- provide a simple campaign framework and resources;
- collect examples of activity and impact;
- support consistent messaging and visibility; and
- identify issues requiring Federation-level advocacy or partnership.

The Management Committee should support, rather than duplicate or control, the work of regions and clubs.

Regional and national leads will remain responsible for coordinating activity within their own areas and for ensuring that local priorities and capacities are respected.

6. Key Milestones

September to October 2026:

- Consultation and First Women's Forum online

- Receive verbal feedback from Regional Australian Presidents and National Presidents.
- Confirm the health priorities identified across regions and countries.
- Identify regional and national campaign leads.
- Prepare campaign messages, participation guidance and initial resources.

The Federation Health Campaign Committee will be introduced through the **September E-Bulletin**.

The announcement should:

- explain the purpose of the campaign;
- outline the campaign structure;
- identify the next steps for regions and clubs; and
- promote the October Women's Forum Webinar.

October 2026: Women's Forum Webinar

A Federation Women's Forum Webinar will be held in October.

Regional and national campaign leads will be expected to attend together with Club members who wish to do so from across the Federation. The Webinar will provide an opportunity to:

Key elements will include:

- A keynote presentation explaining why women's health matters to everyone and the goals of the Campaign.
- Regional snapshots highlighting diverse women's health challenges.
- Personal stories from women, health professionals, community representatives and Soroptimist's.
- An expert panel exploring access, awareness, prevention, technology and advocacy.
- A myth-busting session addressing common misconceptions about women's health.
- A showcase of successful club projects that could be replicated elsewhere.
- Breakout discussions identifying urgent issues, practical actions, potential partners and advocacy messages.
- A personal commitment activity encouraging participants to take action.
- A closing call for every club to plan one women's health initiative within the next 12 months.

The webinar will be interactive and include, discussion and regional reporting.

Following the Webinar: Local activation

After the Webinar, regions and countries should:

- brief their clubs;
- confirm their priority and campaign team;
- select an initial activity or project;

- identify partners and resources;
- establish a basic timeline; and
- provide a short progress update to the Federation Committee.

7. Proposed Leadership and Project Approach

Each region or country should be encouraged to use a simple project cycle:

1. **Identify** – define the health priority and affected population.
2. **Understand** – gather local information, member knowledge and partner input.
3. **Plan** – agree on a realistic project, advocacy action or awareness activity.
4. **Mobilise** – engage clubs, members, partners and relevant professionals.
5. **Deliver** – implement the agreed activity.
6. **Measure** – record participation, outputs, outcomes and lessons learned.
7. **Share** – communicate achievements and resources with the Federation.

This approach will help turn broad priorities into manageable action while allowing projects to differ according to local circumstances.

8. Support Required from the Federation

The Federation should provide:

- a campaign overview and implementation guide;
- a simple project-planning template;
- suggested outcome and impact indicators;
- communication and branding guidance;
- examples of successful health projects;
- partnership and advocacy guidance;
- webinar and training opportunities;
- a mechanism for sharing resources; and
- a simple progress-reporting process.

Resources should be concise, practical and adaptable to different levels of club capacity and internet access.

9. Measures of Progress

Early progress could be measured by:

- the number of regions and countries identifying a health priority;
- the number of regional or national leads appointed;
- participation in the October Webinar;
- the number of clubs briefed and engaged;
- the number of project or advocacy concepts developed;
- partnerships established;
- member participation;
- stories and examples shared; and
- evidence of improved awareness, access, referral, advocacy or community support.

At this stage, the emphasis should be on engagement, preparation and early action rather than large-scale numerical targets.

10. Immediate Decisions Required

At the National Presidents Meeting, the following matters should be discussed and confirmed:

1. What health priority has each region or country identified?
2. Who will act as the regional or national campaign lead?
3. What existing projects could be connected to the campaign?
4. What support do clubs require?
5. What should be presented at the October Women's Forum Webinar?
6. What information should regions provide following the Webinar?
7. What role should the Federation Committee play in coordination and support?

11. Conclusion

The Federation Health Campaign should now move from consultation to coordinated activation.

The immediate priority is to listen to and consolidate the health priorities identified by regions and countries, establish the Federation Committee, communicate the campaign through the September E-Bulletin and use the October Women's Forum Webinar to bring regional, national and club leaders together.

The campaign will be successful when regions and clubs are not only aware of the campaign, but are actively identifying their priorities, working together, developing practical responses and sharing measurable impact across the Federation.