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For immediate release

TAKING ACTION FOR WOMEN'S HEALTH, EMPOWERMENT AND EQUALITY ON INTERNATIONAL WOMEN'S DAY

Women's Health Victoria is today launching a social media campaign to celebrate International Women's Day on 8 March. Called *Taking action for women's health, empowerment and equality*, the campaign aims to build on what women have achieved, and highlight what still needs to happen.

Executive Director of Women's Health Victoria, Rita Butera, says, 'This is a day of celebration for women, but we still have a long way to go. We have to make sure that we don't take progress towards gender equality for granted'.

'At Women's Health Victoria, we see how women continue to be paid less than men, continue to be victims of violence at the hands of their partners, and continue to be objectified in media and advertising. All of this affects women's health, and the health of the community', said Ms Butera.

The campaign will urge social media followers to take action on issues affecting women by providing practical information on issues like how to respond to ads that objectify women, challenge every day sexism and take on inequitable policy and practice like the tampon tax. The campaign will culminate in the development of a 'Feminism Wish List' that will showcase the aspirations and goals for women and men in striving towards health, empowerment and equality.

- Violence is the leading contributor to death, disability or illness in Victorian women aged between 15 and 44 years.
- Australian women earn 17.4% less than men.
- Body image is the top personal concern for young women aged 11 to 24 years.

For more information, follow Women's Health Victoria:

- on facebook: <https://www.facebook.com/WomensHealthVictoria>
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