

Women's Health Victoria launches In My Prime, empowering women over 50 to support their health and wellbeing.

Media Release – 9 October 2023.

A unique new online resource is equipping women with reliable information and positive portrayals of older bodies to encourage older women to live active and connected lives on their own terms.

[In My Prime](#), an initiative by Women's Health Victoria in partnership with The University of Melbourne, provides detailed, evidence-based, and relevant health and wellbeing information on a range of topics, including menopause, relationships, and maintaining independence. It is the first of its kind in Australia, co-designed with older women.

Women over 50 make up around 20% of our population and that proportion is on the rise. However, as women get older, the effects of gender inequality combined with ageism have real impacts on older women's physical and mental health.

In My Prime was developed in consultation with the community it serves, with the strongest feedback centred on the importance of celebrating and embracing the experience of getting older.

The women involved in the co-design reported that they often feel sidelined or invisible in society. This is a key issue that the In My Prime online resource aims to address by showcasing accurate, positive representations of older women in all their strength and power.

As part of this, the website features a gallery of 30 nude photographs of women over 50, celebrating the diversity of older women's bodies. These photos include people with disabilities, people from migrant backgrounds and transgender people. The photos are by renowned Australian photographer Ponch Hawkes and Jodie Hutchinson.

"In My Prime gives a voice to older women who often feel forgotten or irrelevant" said Judy Hacker, Chair of the Board of Directors at Women's Health Victoria.

"It means they will now feel heard and valued and that is a wonderful outcome."

Professor Martha Hickey from the University of Melbourne, who partnered with Women's Health Victoria to develop In My Prime, said that this project challenges the narrative that being over 50 leads to decay and decline.

"In My Prime will empower women to enjoy the gains of ageing and thrive into older age."

In My Prime is supported by the Victorian Government, the Women's, the NHMRC and the Melbourne Academic Centre for Health.

Available for interview

Dr Sianan Healy, Senior Policy, Health Promotion & Advocacy Officer – Women's Health Victoria
Professor Martha Hickey, Department of Obstetrics and Gynaecology – The University of Melbourne

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About Women's Health Victoria

Women's Health Victoria is a state-wide women's health promotion, advocacy, and support service with a proud history of nearly 30 years. We are an independent, feminist, not-for-profit organisation that is dedicated to improving the health and wellbeing of all Victorian women (cis and trans inclusive) and gender diverse people.

We collaborate with the community, health professionals, researchers, policy makers, service providers and organisations to advocate and build system capacity for a gendered approach to health that reduces inequalities and improves health outcomes for Victorian women. For more information, visit whv.org.au