



**EDUCATION
PROGRAMME
IMPACT REPORT
2023**

ABOUT US

The Lady Garden Foundation is a National Women's Health Charity, dedicated to eliminating the five gynaecological cancers (Ovarian, Cervical, Vaginal, Vulval and Womb (Uterine)). Each year in the UK, over 21,000 women are diagnosed with a gynaecological cancer, which is equivalent to 58 women each day. With a devastating mortality rate of 37%, each day 21 women will die from a gynaecological cancer, often because their diagnosis simply came too late.

We launched the charity in 2014 and have spent the last ten years raising funds to support groundbreaking research into the treatment of these cancers and building awareness of their symptoms. We want to ensure that every woman knows the signs to look out for and normalise the conversation around gynaecological health across the UK.

WHY A STUDENT AWARENESS CAMPAIGN?

Our research revealed that 78% of women were unable to recognise the signs and symptoms of the five gynaecological cancers. We set out to significantly reduce this figure with our 'lifecycle learning programme'.

Our student campaign is designed to educate and drive UK-wide awareness of the signs and symptoms, as well as encourage young people to attend regular cervical screenings without fear or embarrassment.

To road test a national student campaign, we attended the Manchester University freshers fair in 2022. We chose Manchester due to the fact that gynaecological cancer deaths in the city are higher than other student populated areas, due in part to under-resourced healthcare and accessibility to services. Watch our 2022 Give Your Fanny Five film [here](#).

The Give Your Fanny Five campaign effectively demonstrated that by changing the way we present and discuss a serious public message, we can empower those with vaginas to overcome embarrassment and take better care of their gynae health.



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2022 FRESHERS PILOT

Our 2022 pilot included a 2-day stand at Manchester Freshers Fair with brand ambassadors distributing physical and digital copies of **The Vagina Dialogues: Our Essential Guides to Gynae Health**.

The 2022 campaign also included a full social media campaign across the Manchester region as well as targeted Spotify advertisements.



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2023 STUDENT CAMPAIGN

Building on the success of our 2022 campaign, we took our eye-catching 'Give Your Fanny Five' campaign to 14 UK universities in 2023.

Our passionate brand ambassadors spoke to every student who visited our stands, normalising the conversation about gynaecological health.

We also had some fanny-inspired merchandise. This included our sort after '**Vag for Life**' tote bags.

As a result of 2023's campaign, over 32 universities have shown interest in hosting our student campaign in 2024.



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OUR 2024 ROLLOUT PLANS

In September 2024, we are aiming to take our 'Give Your Fanny Five' campaign to **20** universities, reaching approximately 15% of freshers across the UK.

We will continue to distribute copies of The Vagina Dialogues as well as produce a nation-wide social media campaign.

Alongside our brand ambassadors, we hope to utilise our student ambassador network to represent the 'Give Your Fanny Five' campaign at their university, raise awareness and break taboos among their fellow students.



STUDENTS WHO FELT MORE COMFORTABLE TALKING TO A HEALTH PROFESSIONAL ABOUT THEIR GYNAE HEALTH AFTER THE CAMPAIGN



SOCIAL MEDIA

1.4

MILLION
IMPRESSIONS

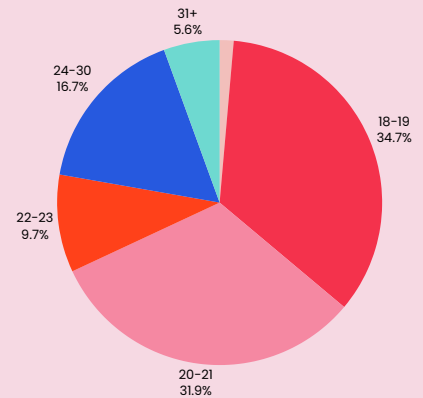
306%

INCREASE IN WEBSITE
VISITS COMPARED TO
PREVIOUS MONTHS

LOCATION



AGE GROUP



36% OF FIRST YEAR STUDENTS
ARE UNDER THE AGE OF 20

STUDENT NEWSLETTER OPENING RATE



OVER **90** STUDENTS SHOWED
INTEREST IN BEING AMBASSADORS
ON THERE CAMPUS.



2,600 DIGITAL DOWNLOADS OF
OUR VAGINA DIALOGUES
INFORMATION PACKS.



2,277 STUDENTS SIGNED UP FOR
THE STUDENT NEWSLETTER TO
CARRY ON THE OPEN DIALOGUE
ABOUT GYNAE HEALTH.

14.5%

OF UNDER-GRAD AND POST-GRAD
FIRST-YEAR STUDENTS WERE
REACHED.

415,860

STUDENTS REACHED BY OUR DIGITAL
ADVERTISING SCREENS ACROSS THE
STUDENT UNIONS.

20X

MORE VISITS TO OUR 5 GYNAE
CANCER INFORMATION PAGE.

85%

OF PARTICIPANTS WOULD TALK TO THEIR FRIENDS ABOUT THEIR GYNAE HEALTH.

68%

KNOW WHERE TO FIND THEIR GP OR MEDICAL ADVICE WITHIN THEIR UNIVERSITY.

WHAT STUDENTS SAID ABOUT THE GIVE YOUR FANNY FIVE CAMPAIGN:

"So important and so happy you're making it less of a taboo!!!!"

"I loved it, normalising women's health that was previously taboo"

"It's an amazing opportunity for women to learn about their body and improve their health and also good way to know what to look out for in case there's anything wrong "vaginal-ly"

"It's very good that these topics are being brought to the attention of many people"

"Excellent idea to get people talking about serious health issues without the stigma."

"I thought it was great as we have broken the barriers for the stigma around breast cancer so we have to for vaginas"

"It made me emotional because I lost someone to ovarian cancer and I think it is very important for women to talk about their gynaecological health."

"It was interesting, and I found the style I'd advertising very eye catching and thought provoking"

"I think it is important that the campaign is out there to show how important it is to look after your hygiene and to look out for sign and symptoms of diseases etc"

"I thought it was really clever and engaging, it provided a giggle while also dealing with tough topics"

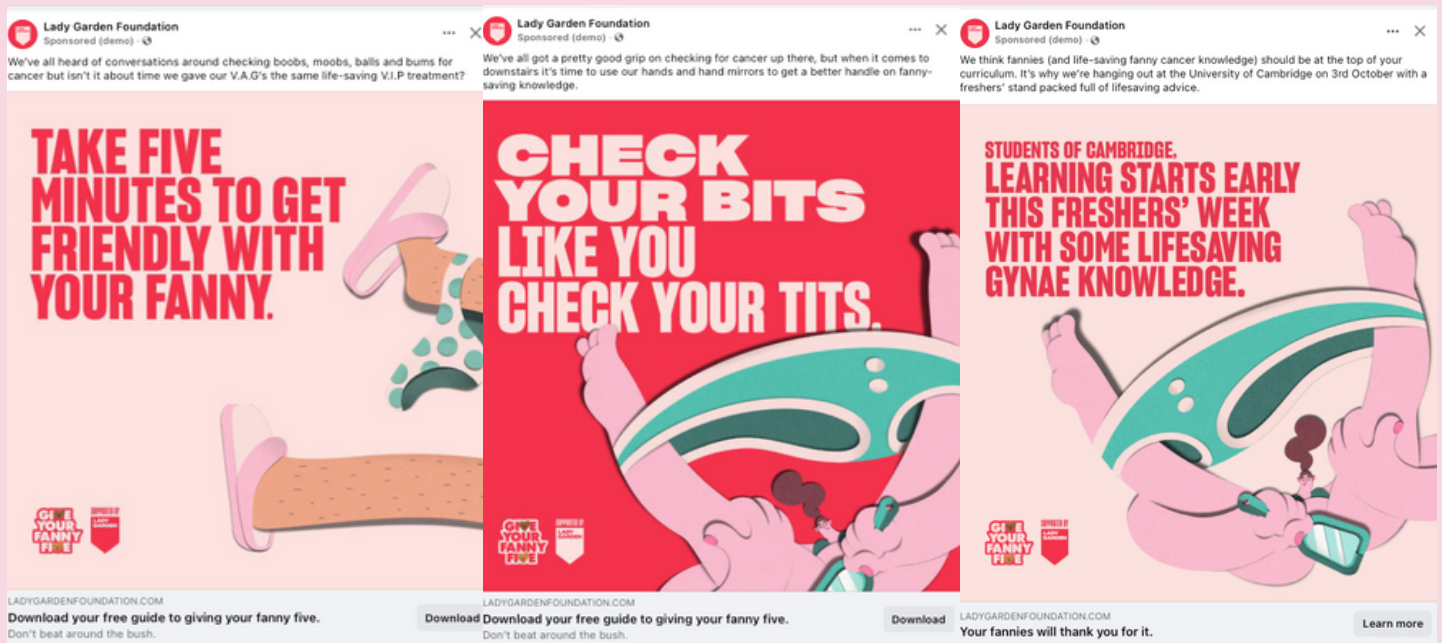
"It gave me the confidence to, if I was in any worry, to talk to my friends and family about gynae cancer"

"The information is clear, detailed and presented in a way that is not threatening. Rather than being scary, the campaign welcomes a dialogue, to encourage us to talk more openly about cancers originating in the female genitalia."

SOCIAL MEDIA ADS CAMPAIGN

We ran a Give Your Fanny Five social media campaign across Instagram and Facebook for over 7 weeks resulting in **1.4 million impressions** and **7,000 website engagements**. We averaged a 1.46% click-through rate to our social channels and website student hub, totalling over 21,000 clicks. The two most engaged universities with the social media ads were University College London and Sheffield Hallam University with their click-through rates being over 2%.

The ads were aimed at 18–24-year-old females in the university freshers fair regions, with the chosen uni in their profile as well as females interested in the university in the located area. Using demographic-specific social media ads ensures the Give Your Fanny Five messaging is hitting its target audience while introducing the campaign to students before the fresher's fair.



STUDENT AMBASSADOR NETWORK:

During our 2023 student campaign, we introduced our student ambassador network for individuals who were particularly interested in raising awareness of the five gynae cancers at their university. We have had **98** students sign up to our student ambassador programme.

Our student newsletter has also grown in subscribers since September 2023; it now has 3,477 subscribers. The second student newsletter, sent out in January 2024, had an opening rate of 45%.

This demonstrates a long-term engagement with our education piece, which we hope to continue through further freshers activations in the upcoming academic year. Our student ambassadors will also lead ongoing awareness activities throughout the year.

98

STUDENTS SIGNED UP TO OUR STUDENT AMBASSADOR PROGRAMME.

3,477

SUBSCRIBERS TO STUDENT NEWSLETTER IN JAN 2024.

45%

OPENING RATE FOR SECOND STUDENT NEWSLETTER IN JAN 2024.

Look out for our 2024 campaign.

For more information please contact:

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