

Health promotion in action: Your Fertility seven years on

Karin Hammarberg

Victorian Assisted Reproductive Treatment Authority
and
Monash University



VICTORIAN ASSISTED REPRODUCTIVE TREATMENT AUTHORITY (VARTA)



- Statutory authority
- Administers Assisted Reproductive Treatment Act 2008
- Public education role
- Secured government grant for a fertility health promotion program in 2011



BACKGROUND

- Potentially modifiable factors affect fertility
- ~50% of infertility could be avoided
- Fertility related knowledge low
- Environmental scan in 2010 found no comprehensive fertility health promotion program
- Your Fertility established in 2011





MONASH University

ADVISORY PANEL

- Fertility expert
- Andrologist
- GP
- Maternal Child and Family Health Nurse
- Psychologist
- Digital communications expert
- Family planning
- Multicultural Women's Health
- Foundation for Young Australians
- Women's health and health promotion organisations



FIVE FOCUS AREAS

- Research to inform the program
- Develop, maintain and monitor program website
- Community education events
- Education for health and education professionals
- Establish partnerships and collaborations



Knowledge about factors that influence fertility among Australians of reproductive age: a population-based survey

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ORIGINAL ARTICLE

Fertility-related knowledge and information-seeking behaviour among people of reproductive age: a qualitative study

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Conclusions

- Considerable knowledge gaps identified
- Most underestimated, by about 10 years, the age when fertility drops
- Many unaware of the effects of smoking and obesity
- 40% unaware about the fertile window
- Most use the Internet for information
- Men generally more unaware than women



Thinking about having a baby?

Most people want to become parents one day



Fertility is the ability to have a baby.

Many things can affect women's and men's fertility, including their age, when they have sex, how healthy they are, and whether they have any medical conditions.



5 ways to improve your chance of getting pregnant and having a healthy baby

1. Age

Age is the most important factor when it comes to fertility, as fertility declines with age.

If you have a choice, trying for a baby sooner rather than later improves your chance of pregnancy.

Test your fertility knowledge

Question:
What can improve your chances of conceiving?

Take our quiz, get the facts

Website

Accessible evidence based information

Male inclusive

Section for education and health professionals

Interactive tools

Blog with updates on new research

Downloadable resources

Videos and animations

Social media



Men, age and fertility

Ovulation calculator

Please select the first day of your last menstrual period:

March ▾ 31 ▾ 2017 ▾

Usual number of days in your cycle:

28 ▾

Calculate

WELCOME TO

Your Fertility



How to improve your chance of pregnancy and having a healthy baby



TIMING



AGE



LIFESTYLE &
ENVIRONMENT



HEALTH & MEDICAL



WEIGHT

[MORE INFORMATION](#)

WEBSITE MAINTENANCE

- Launched in 2012
- New information added as evidence emerges
- All content reviewed annually
- Health On the Net (HON) certified



WEBSITE MONITORING

- ~ 3.5 million visits annually
- Timing page >14 million views
- 'Thinking of having a baby' most downloaded
- Videos and animations played >300,000 times
- >90,000 printable resources downloaded
- Social media reached > 5million and engaged >100,000





fertility



All Images News Maps Shopping More Settings Tools

About 116,000,000 results (0.52 seconds)



Rating ▾ Hours ▾

City Fertility Centre - Melbourne City

4.8 ★★★★★ (6) · Fertility Clinic

Ground, 493 St Kilda Rd · 1300 354 354

Open · Closes 5PM



WEBSITE

DIRECTIONS

Fertile Ground Health Group

4.9 ★★★★★ (8) · Fertility Clinic

Albert Street Medical Centre, Suite 3 Level 6, 372-376 Albert Street · (03) ...

Open · Closes 6PM



WEBSITE

DIRECTIONS

Melbourne IVF East Melbourne

2.5 ★★☆☆☆ (27) · Fertility Clinic

344 Victoria Parade · (03) 9473 4444

Open · Closes 4:30PM



WEBSITE

DIRECTIONS

☰ More places

Your Fertility

<https://yourfertility.org.au/> ▾

Why Your Fertility? Most Australians want to have children. However, about one in six couples has difficulty conceiving and the use of IVF is increasing. About ...

COMMUNITY EVENTS

Fertility Week

Key fertility factors (2012)

Timing (2014)

Obesity (2015)

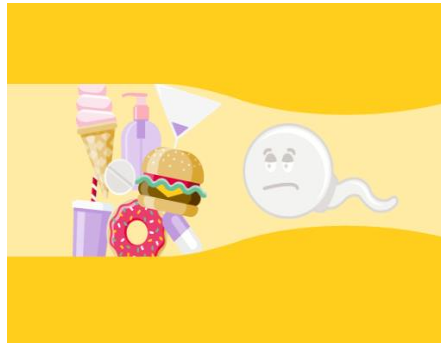
Chemicals in the home (2017)

Men and fertility (2013)

'Fertility is Ageist' (2014)

'Quit for Fertility' (2016)

Preconception health (2018)



2017 FERTILITY WEEK

- Launch of two fact sheets
- Short videos featuring expert and couple
- Social media campaign strategy
- Media release – print, radio and online
- Marketing via partner organisation



RESEARCH LINKS INFERTILITY IN MEN AND WOMEN TO COMMON, EVERYDAY HOUSEHOLD CHEMICALS



2017 FERTILITY WEEK REACH

- Significant social media reach (>62,000) and engagement
- Facebook posts reached >45,000 people
- Growth in social media network
- Significant media uptake (55 features in print and radio) with combined audiences of >72 million people



KEYS TO CAMPAIGN SUCCESS

- ‘News worthy’ topic with appeal to media
- Involving expert identifiable as credible and able to conduct media interviews (ideally attached to a reputable organisation)
- Consumer involvement in a case study and for media interviews
- Release of new resources, publications or research on the topic
- Using both social and traditional media.



Knowledge, attitudes and practices relating to fertility among nurses working in primary health care

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Survey of Maternal, Child and Family Health Nurses' attitudes and practice relating to preconception health promotion

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Survey of GPs

Men's preconception healthcare in Australian general practice: GPs' knowledge, attitudes and behaviours

Hogg K, Rizio T, Manocha R, McLachlan R,
Hammarberg K

Australian Journal of Primary Health, In press



Health professionals and fertility health promotion

GPs, Primary Health Nurses, Maternal and Child Health Nurses

- Believe it's their role to promote
- Feel that they don't know enough
- Worry about bringing up the subject
- Want more education
- Want resources to share with patients

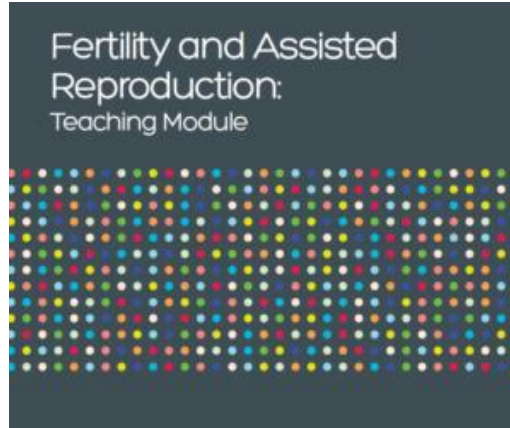


PROFESSIONAL EDUCATION

- Three online learning modules for health professionals
- Teaching aid
- Webinars, podcasts, videos, fact sheets
- Range of resources to share with patients



'Talking about fertility' a Practice Nurse perspective



'Talking about fertility' a GP perspective



Preconception health promotion in primary care

START COURSE

DETAILS 




This program aims are to improve awareness of fertility and preconception health among women and men, increase the chance of conception and reduce the risk of infertility, and enhance the health of parents and their future children.

PROFESSIONAL EDUCATION

Articles in professional magazines and websites

Endocrine disrupting chemicals and fertility



In our modern everyday life we are all exposed to many different chemicals through the products we use, the food we eat, and the air we breathe. Studies show that a particular group of chemicals

With the different levels of exposure to these chemicals, and the individual's response to them, the risk of developing a fertility problem varies. It is important to be aware of the chemicals we are exposed to and to take steps to reduce our exposure to them.

WHAT ARE EDCs?
EDCs are a group of chemicals that can interfere with the body's endocrine system. They are found in many everyday products, including food, cosmetics, and household items. Some EDCs are more potent than others, and some are more persistent in the environment.

WHY ARE EDCs A CONCERN?
EDCs can interfere with the body's endocrine system, which is responsible for regulating many of the body's functions. This can lead to a variety of health problems, including fertility issues. EDCs can also affect the development of the fetus, leading to birth defects and other health problems.

Obesity and reproductive outcomes

The 'TasTilly' is a government funded national public education program to improve low fertility rates. It focuses on the link between obesity and pregnancy health. In 2011, the National Institute of Statistics in TasTilly that 'TasTilly' is one of the most important factors in the decline in fertility. In 2011 it highlighted the importance of being overweight in the context of fertility. Obesity is one of the great public health challenges in contemporary high-income societies. Awareness of many of the adverse health consequences of obesity is growing, and the role of professional health promotion in reducing the prevalence of obesity is increasingly being recognized. The development of obesity prevention and reproductive outcomes is a key challenge.

Prevalence and causes of obesity
In 2011, the prevalence of obesity (BMI ≥ 30) was 23.5% in men and 23.5% in women. In 2011, the prevalence of obesity (BMI ≥ 30) was 23.5% in men and 23.5% in women.



FERTILITY

No quick fix for ageing



IMPACT OF AGE
The impact of age on fertility is a complex issue. It is not just about the number of eggs, but also about the quality of the eggs. As a woman's age increases, the quality of her eggs decreases, which can lead to a higher risk of miscarriage and chromosomal abnormalities. This is why it is important for women to be aware of their fertility status and to seek medical advice if they are having difficulty conceiving.

Most men don't realise age is a factor in their fertility too



November 11, 2016 12:55pm AEDT

In a recent survey, most men didn't think their age was a big factor in their fertility. [from www.shutterstock.com.au](http://www.shutterstock.com.au)

- Email
- Twitter 62
- Facebook 169

Most people want to have children sometime in their life and expect this will happen when the time is right for them. In Australia, the "right" time to have a first child has shifted from being in the mid-twenties a few decades ago to around 30 today. In 1991, [less than a quarter](#)

PARTNERSHIPS

- 14 External partnerships
 - Fertility Society of Australia
 - Family Planning organisations
 - Four universities
 - Health promotion organisations
 - Quit, The Obesity Coalition, Live Lighter, Diabetes Victoria
 - Government health information websites
 - healthdirect and Better Health Channel
 - Professional organisations

Quit For Fertility

New interactive tool developed with Quit Victoria



www.sciencedirect.com
www.rbmsociety.com



REPORT

Development of a health promotion programme to improve awareness of factors that affect fertility, and evaluation of its reach in the first 5 years

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Conclusion

Our research and data collected over 7 years indicate that the *Your Fertility* program meets a need for targeted, evidence-based, accessible fertility-related information.

Your Fertility Monthly e-bulletin

Sign up now for [Your Fertility Monthly](#) featuring the latest articles, videos and links to resources delivered to your inbox every month.



April 2019 - Five health risks to be aware of



March 2019 - Five ways to improve your chance of pregnancy



February 2019 - Age and fertility: Understanding your options

Looking ahead

- Continued funding to 2023
- Research to inform the program and multi-stranded approaches to dissemination of messages
- Primary health care providers and education professionals
- Focus on men, young people, ATSI, and CALD groups
- Move beyond information sharing to behavioural change interventions



LIKE US PLEASE!



Twitter = @Your_Fertility



Facebook = @YourFertility



Instagram = your_fertility



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