Together, we can make women's health a priority

Why we developed this campaign

Women's health has been overlooked for too long. Across the UK, women face barriers to care, under-researched conditions, and poorer health outcomes. While national policies are driving change, real progress happens locally—where services are designed around women's needs. In Bradford District and Craven, we've been working to improve women's health by expanding clinician training, improving menopause information, and embedding support into community wellbeing hubs. Through our Women's Health Network, professionals, voluntary sector organisations, and the public are pushing for better services.

Women told us they wanted women's health to be more visible and taken seriously. Co-created with women from across our area, this campaign highlights the challenges they face—from difficulties accessing care to a lack of trusted information. Many feel unheard and unsure of where to turn for help.

This movement will raise awareness, spark conversations, and ensure everyone impacted by women's health gets the support they need**.**

As a partner, you play a vital role in amplifying this movement.

This toolkit provides ready-to-use content for internal bulletins, external newsletters, and social media. You can also download posters to print – we'd love these to be displayed in waiting areas, staff rooms, on the back of toilet doors, at events, in community centres, or anywhere and everywhere women will see them.

We have created a visual identity to bring together different strands of work on women's health as part of one recognisable movement across Bradford District and Craven.

To show your support, use our digital badge, demonstrating that your organisation is part of a wider effort to improve women's health.

From our partnership campaign centre, you can download a suite of posters and social media graphics, that include both image-led and text-led materials to suit your needs, as well as campaign guidelines so you can use the identity across your own materials.

#BetterHealthWomen

Suggested copy for internal communications

1. Supporting the movement

Together, we can make women's health a priority

Women's health has been overlooked for too long. Across Bradford District and Craven**,** women have told us they face challenges in accessing care, finding trusted information, and being heard when they raise health concerns.

That's why we are supporting **Together, we can make women's health a priority**—a movement to raise awareness, improve access to care, and ensure women's health is taken seriously. This campaign has been co-created with women from across our area, bringing together healthcare professionals, community organisations, and local services to drive change. By working together, we can help ensure that every woman knows where to go for support and gets the care she needs**.**

Find out more and get involved: **BetterHealthWomen.co.uk**

2. Signposting for healthcare professionals

Supporting women's health

Professionals across health, care, and community services play a vital role in improving women's health. Whether you're working in clinical care, public health, or community support, having the right information at the right time can make a difference.

The **Better Health for Women** resource hub provides trusted guidance, training opportunities, and tools to help you better support women's health needs. From menopause and reproductive health to mental wellbeing and signposting services, you'll find practical information to use in your role.

Explore the resources at **BetterHealthWomen.co.uk** and help ensure every woman gets the care and advice she needs.

External communications copy

1. Supporting the movement

Together, we can make women's health a priority

Across Bradford District and Craven, women have told us they face challenges accessing care, finding trusted information, and being heard when they raise health concerns.

That's why [INSERT ORGANISATION NAME] are proud to be supporting **Together, we can make women's health a priority**—a movement to ensure women's health is taken seriously. Co-created with women from across our area, this campaign brings together healthcare professionals, community organisations, and local services to raise awareness, improve access to care, and spark change.

By working together, we can help ensure that every woman knows where to go for support and gets the care she needs. Find out more and get involved at BetterHealthWomen.co.uk.

2. Signposting women to support

Questions about your health? Here's where you find the answers.

Too many women struggle to find clear, trusted information about their health. That's why **BetterHealthWomen.co.uk** has been created—to bring together reliable advice, local support, and practical resources all in one place.

Whether you have questions about menopause, reproductive health, mental wellbeing, or accessing the right care, this online resource can help. Visit BetterHealthWomen.co.uk to find the information and support you need.

3. Community grant initiative

Grants available for community-led women's health projects

Community groups, charities, and voluntary organisations in Bradford District and Craven can apply for grants of £500 to £2000 to support local projects that improve women's health. Bradford District and Craven Health and Care Partnership has launched these grants to support its new campaign - Together, we can make women's health a priority.

Funding is available for initiatives focused on menstrual health, pregnancy, menopause, mental health, cancer, and more. Grants can support events, outreach, and resources that activate the awareness campaign. Grants are administered by the VCS Alliance, working closely with the Women's Health Network to ensure that funding aligns to what matters most to local women.

For full details and how to apply, download the information pack from BetterHealthWomen.co.uk

Social media content

Suggested copy	Graphic	ALT text
Many women struggle to find clear, trusted information about their health. We're making it easier to get the answers you need. Find reliable health information, local support, and ways to get involved at **BetterHealthWomen.co.uk** #BetterHealthWomen	 Download the 1920x1080 image.	A woman wearing a brown headscarf and glasses smiles confidently. The text reads, "Questions about your health? Here's where you find the answers." BetterHealthWomen.co.uk

Women's health has been overlooked for too long. Together, we're changing that. Join the movement to help all women get the care, support, and information they deserve. Find out more at **BetterHealthWomen.co.uk** #BetterHealthWomen	 Download the 1080x1080 image.	A bold, purple and pink graphic with the words, "Together, we can make women's health a priority." The background features hand-drawn 'W' symbols representing women across Bradford District and Craven.

Women from across Bradford District and Craven are leading the movement to make women's health a priority. Find trusted information, explore support services, and join the conversation at **BetterHealthWomen.co.uk** #BetterHealthWomen	 Download the 1080x1350 image.	A woman wearing a beige sweater stands against a bright yellow and orange background, smiling. The words "Together, we can make women's health a priority" are displayed
Too many women's health concerns are dismissed or ignored. But your health matters. Listen to your body, seek support, and access trusted health information at **BetterHealthWomen.co.uk** #BetterHealthWomen		A young woman in a white t-shirt and jeans stands confidently against a green background. The text reads, "If your body's telling you something, find out what it's saying."

	Download the 1200x630 image.	

International Women's Day 8 March

The campaign is launching just before IWD2025, which falls on Saturday 8 March, creating a great opportunity really amplify our messages on this date.

Suggested copy (using any of the above graphics)

> This International Women's Day, we are calling for action on women's health. Too many women still struggle to access the care, support, and information they need. We are working to change this—ensuring women's voices are heard and their health is taken seriously. **Together, we can make women's health a priority**.
>
> Accelerating action starts with access to the right information. Find trusted resources and local support at BetterHealthWomen.co.uk #BetterHealthWomen #InternationalWomensDay #AccelerateAction
>
> OR
>
> This International Women's Day, we are standing up for **rights, equality, and empowerment** in women's health.
>
> Every woman deserves access to high-quality healthcare, trusted information, and support that meets her needs. Through BetterHealthWomen.co.uk, we are making it easier for women to find answers to their health questions and get the help they need.
>
> Let's accelerate action for women's health. Find out more at BetterHealthWomen.co.uk #BetterHealthWomen #IWD2025

Future plans

We have built up a bank of photography and backgrounds for our visual identity, and will be using this to develop content that links to specific topics within the online information hub – such as menopause, periods, etc.

Please contact communications@bradford.nhs.uk for more information, or if you would like to collaborate on specific messages for your organisation or sector.