



EARNED MEDIA

Throughout the month of January, earned media coverage was secured across top tier Australian media outlets on the topics of cervical cancer screening and perinatal autopsies with PAA ambassadors Prof Marion Saville and Prof Jane Dahlstrom. Among the coverage secured was a page three newspaper feature in The Age. The total reach of all coverage surpassed 14.5 million.

THE  AGE

• Brisbane Times
WA today

The Sydney Morning Herald

Mamamia

‘A real gift to women’s health’: The Pap smear era is over. Enter the DIY test

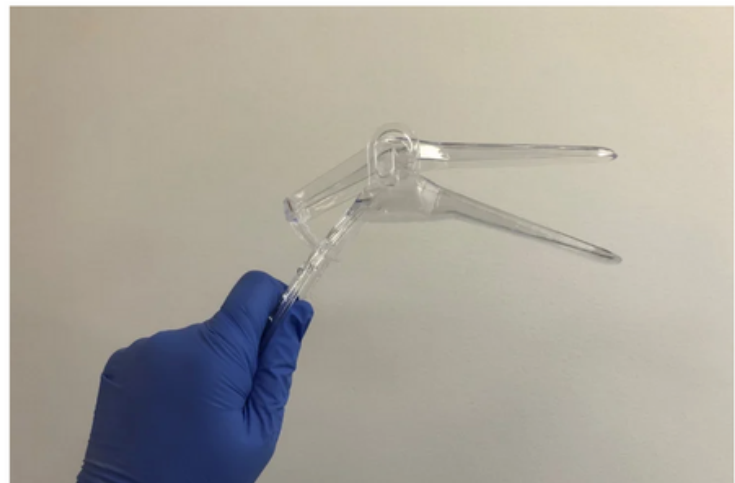
The test involves a swab [that people can insert into their vagina and rotate for 20 to 30 seconds](#) using a private space such as a bathroom. It is somewhat similar in design to a COVID rapid antigen test.

It means women are no longer required to have a test performed by a doctor using a speculum – a duck bill-shaped device used to hold open the vaginal walls, which can become increasingly uncomfortable to insert as women age.

Dr Lara Roeske, a general practitioner in Melbourne, said there was now a new generation of young people who were vaccinated against most cases of cervical cancer and who also may never need to go through the “awkward, embarrassing, sometimes quite painful and confronting” Pap smear.

“I see this as a real gift to women’s health,” said Roeske, a member of the federal government’s self-collection implementation committee.

“I see this as a real gift to women’s health,” said Roeske, a member of the federal government’s self-collection implementation committee.



For generations of women, the traditional speculum exam used in cervical cancer screening has been viewed as a necessary discomfort.

Melbourne mother and small business owner Sherry McMillan was about 3½ years overdue for a Pap smear in 2016 when she was diagnosed with cervical cancer at age 37.

“I’d never had a problem with my screening prior, so I wasn’t too concerned,” she said.



CAREER

'I perform autopsies. It's a privilege to try and uncover the full truth.'



Content warning: This story includes discussions of child loss that may be distressing to some readers.

For more than 30 years, Professor Jane Dahlstrom OAM has been conducting autopsies, [uncovering much-needed answers](#) for grieving loved ones.

It's a job she is incredibly passionate about, a job that requires a careful [balance between science and emotion](#).

Interestingly, it's also a job that fascinates a lot of people, many of us only seeing the realm of autopsies through the lens of crime drama TV shows and movies. But according to Prof Dahlstrom, there's far more to it than what's seen in popular culture.

Prof Dahlstrom is a Perinatal Pathologist, specifically, meaning a large part of her work is around fetuses.

"We examine the tissues of the pregnancy, from the placenta, to the embryos and fetuses. It's about trying to uncover why the baby died. Could the problem recur in another pregnancy? Could it have been avoided or prevented? It's those sorts of questions that we desperately want to answer for the family, and that's always been a strong motivator," she tells *Mamamia*.

"It's understandably an incredibly difficult time for families. In Australia we have over 3000 perinatal deaths a year. And it can impact you. But you learn how to reframe death when working. I try not to focus on the fact I'm looking after a loved one who is deceased. That can be quite painful. Instead, I focus on trying to give answers to a family."

In 90 per cent of cases, answers are uncovered. Closure is given. But for the 10 per cent, Prof Dahlstrom says the family often finds some solace in the fact all efforts were taken to try to find an answer.

It was back in the early '90s that Prof Dahlstrom did her first autopsy as part of her training. She remembers it vividly.

Her first was an adult, a woman who was just 35 years old. She had died six weeks after delivering a baby, knowing her time was limited due to an aggressive and rare form of cancer.

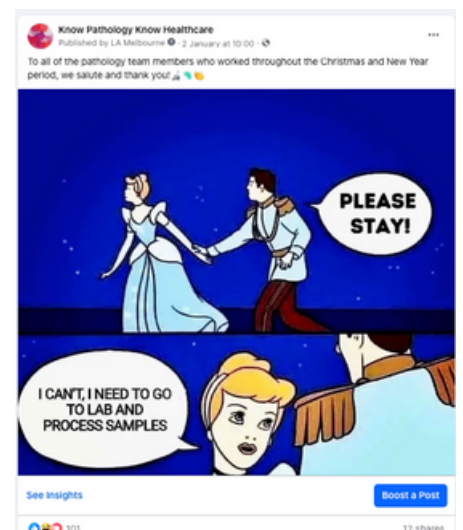
"That woman was able to bring life into the world. The devastating thing was, of course, she would never see her baby grow up. That certainly left an indelible mark on me, in terms of my feelings for the job."

What happens during an autopsy?

There are a variety of different types of autopsies, dependent on what's needed for the specific case, explains Prof Dahlstrom.

SOCIAL MEDIA

In January, we shared social media content highlighting recently secured media coverage, big wins for the pathology community such as Prof Richard Scolyer AO and Georgina Long AO being named joint 2024 Australians of the year, along with humorous pathology-related posts that receive the highest engagement, related to both Australia and New Zealand.



UPCOMING ACTIVITIES

- London Agency is following up with priority politicians Ged Kearney (VIC) and Helen Haines (VIC), as well as a possible trip to Tasmania to facilitate tours with senators Tammy Tyrell, Wendy Askew and Peter Wish-Wilson.
- An earned media story on the latest influenza data is in development with ambassador A/Prof Caitlin Keighley.



EARNED MEDIA

Throughout the month of February, **51 pieces of earned media coverage** were secured across both medical and consumer media outlets on the topics of paediatric influenza, sexually transmitted infections and an ABC journalist's personal breast cancer diagnosis. PAA ambassador A/Prof Caitlin Keighley and the pathologist who diagnosed ABC Mary Lloyd's cancer, Prof Andrew Field, were involved in the media stories. Extensive media coverage was secured across TV, print, online, and radio outlets. Among the 51 outlets were NewsGP, The Herald Sun, WIN TV, Nine, ABC TV (7:30), The Advertiser, 4BC & more. The total estimated reach of all coverage surpassed **11.6 million people**.



Microbiologist and Pathology Awareness Australia ambassador Associate Professor Caitlin Keighley said: "Prior to influenza infection, children do not have baseline antibodies, and their immune systems are more vulnerable due to no prior exposure to the virus, making them susceptible to worse outcomes.

"Therefore, vaccination for this age group is of the utmost importance.. Young children are also at increased risk of bacterial super infection following influenza, such as pneumococcal disease and group A streptococcus, making the risks even greater. The flu vaccine reduces babies and young children's risk of serious infection and complications."



Kids flu cases predicted to spike if vaccine rates remain low



Just 28% of children received a flu vaccination last year.

However, despite the availability of free vaccines for children, uptake has significantly declined post COVID-19.

Associate Professor Caitlin Keighley, a microbiologist and Pathology Awareness Australia ambassador, said she is already concerned that a repeat of the 2023 flu season is looming.

'If this pattern of increased infections and lower vaccination rates happens again this year, then we could be in for a really big 2024 flu year,' she said.

'And a really big flu year means a lot more hospital admissions, a lot more ICU admissions, and subsequently, a lot more deaths, and the bottom line is, it is preventable.

'You never know when you're going to catch it. Most years there is a child that dies of influenza, and that is preventable.'

The influenza vaccine is free in Australia under the National Immunisation Program for children aged six months to under five years, Aboriginal and Torres Strait Islander people from six months, pregnant women, people aged 65 or over, and people with specific medical conditions.

Around 1% of the entire Australian population had a confirmed flu case through pathology tests last year.



SOCIAL MEDIA ANALYTICS

Performance

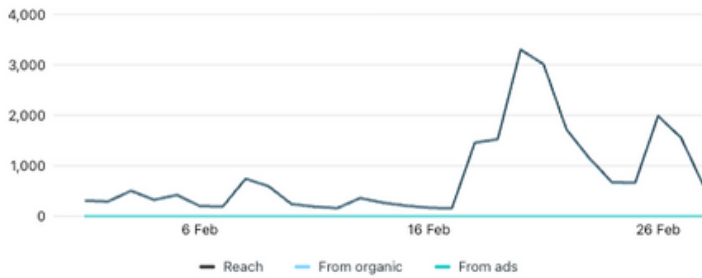
Reach **13.2K** ↓ 8.5%

Content interactions **782** ↓ 31.5%

Followers **14.2K** Lifetime

Link clicks **31** ↓ 61.7%

Minutes viewed **167** ↑ 282.4%



Reach breakdown

Total **13,156** ↓ 8.5%

From organic **12,851** ↓ 10.6%

From ads **0** 0%

Visits

Facebook visits

629 ↑ 2.2%



New likes and follows

Facebook Page new likes

8

0%



POST PERFORMANCE

Know Pathology Know Healthcare
Published by LA Melbourne · 21 February at 12:00 · 🌐

The Molecularbiologist is so tiny 🤖

Biologist



Microbiologist



Molecularbiologist

Overview

Reach **9,568**

Higher than typical

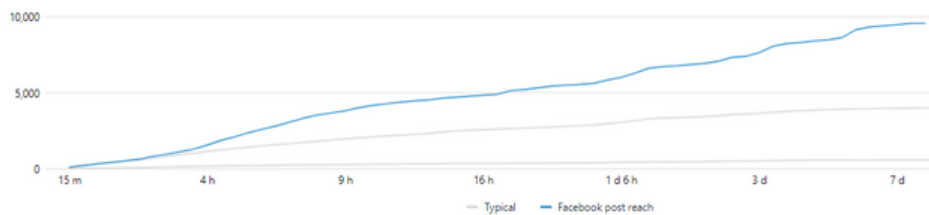
Impressions **9,730**

Higher than typical

Interactions **216**

Higher than typical

Reach



Interactions

Reactions **171**

Higher than typical

Comments **11**

Higher than typical

Shares **34**

Higher than typical

SOCIAL MEDIA CONTENT

In February, we shared social media content highlighting recently secured media coverage including Pathology Awareness Australia ambassador Prof Jane Dahlstrom on her role as a perinatal pathologist, information about Pathology Update, interesting pathology-related content, along with humorous pathology-related posts that receive the highest engagement.

Know Pathology Know Healthcare
Published by LA Melbourne · 2h · 🌐

The talented Prof Jane Dahlstrom OAM discussed her work as a Perinatal Pathologist with the Mamamia team this month.

In Prof Dahlstrom's words, "It's a job I never anticipated I would do. Young me would be surprised. But I'm so glad I did it - it's now my passion."

Pathology is the black box of healthcare; giving the public a look into the world behind the lab doors is so important for public awareness and understanding of the great work being done by pathologists across A... See more



MAMAMIA.COM.AU
What it's really like performing autopsies.
Professor Dahlstrom vividly remembers the first autopsy she did.

Know Pathology Know Healthcare
Published by LA Melbourne · 4 February at 12:00 · 🌐

Shout out to the pathologists in Australia and New Zealand who test for and diagnose cancer behind the scenes in the lab every day.

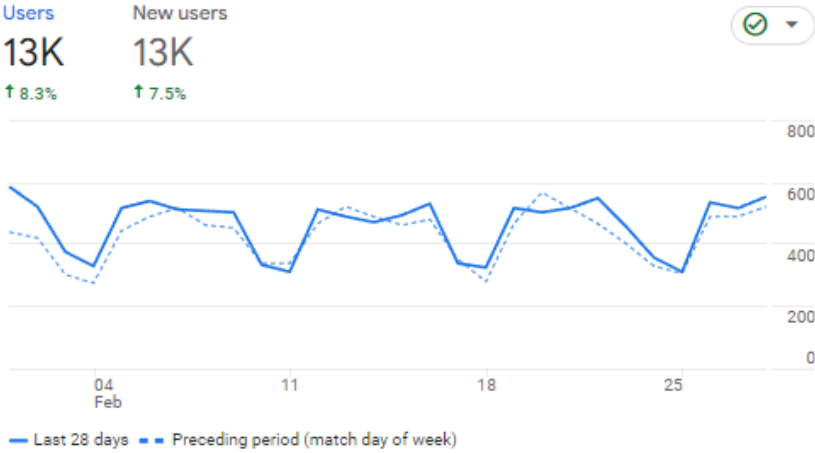
Today is World Cancer Day, and today and every day, your work is so valued.

#WorldCancerDay #WorldCancerDay2024



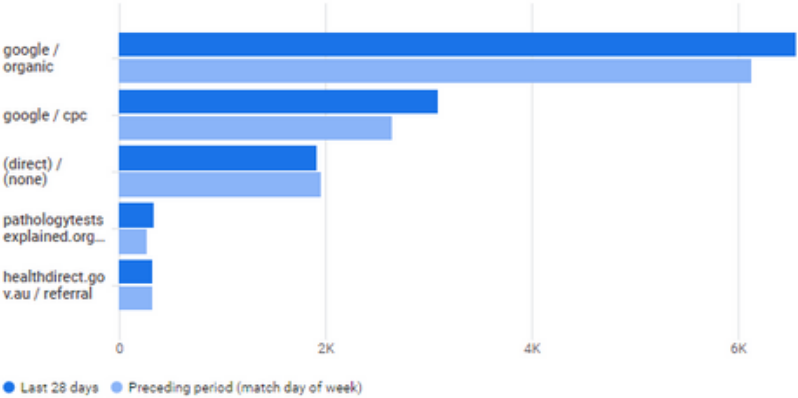


WEBSITE ANALYTICS



Data shown is Google Analytics data for knowpathology.com.au February 2024 compared to the previous 28 day period

Users by Session source/medium



	↓ Users	Sessions	Engaged sessions
pathologytestsexplained.org.au / referral	12,789 vs. 11,804 ↑ 8.34%	14,302 vs. 13,220 ↑ 8.18%	9,819 vs. 8,851 ↑ 10.94%
1 Feb - 28 Feb 2024	332	370	223
4 Jan - 31 Jan 2024	262	300	159
% change	26.72%	23.33%	40.25%

UPCOMING ACTIVITIES

- Earned media story on paediatric influenza is still being pitched widely to consumer and medical media.
- Earned media story on Tonga pathology trainee program is in progress - background interviews taking place.
- Draft medical college letter to be shared with the board in March for review.
- London Agency to share budget for review and approval regarding potential political laboratory tours to take place in April 2024.



EARNED MEDIA

Throughout the month of March, **130 pieces of earned media coverage** were secured across consumer and medical media outlets on the topics of paediatric influenza and pathology training helping build up Pacific healthcare. PAA ambassadors A/Prof Caitlin Keighley and Dr David Clift were involved in the media stories, along with Tongan pathology trainee Dr Ilaisaane Fonohema. Extensive media coverage was secured across online, and radio outlets. Among the 130 outlets were The Australian, News.com.au, The Herald Sun, Yahoo News Australia & NZ, Health Times, ABC online and radio, National Indigenous Times & more. The total estimated reach of all coverage surpassed **135 million people**.



Pathology training helping build up Pacific health care



Patients being tested for cancer, infectious diseases and diabetes in Ilaisaane Fonohema's home country face long and anxious delays for their results.

But as a desperately needed doctor in Tonga, she is determined to help change that.

She is one of two practitioners undertaking specialist training in pathology, with no full time specialists currently working in the Pacific island nation of more than 100,000 people.

Retired pathologist David Clift examines the country's medical results in his capacity as Honorary Pathologist to the Kingdom of Tonga.

He also oversees Dr Fonohema's training, which he said is the first of its kind, with hopes it can be expanded to other Polynesian nations such as the Solomon Islands, Samoa and Tuvalu.

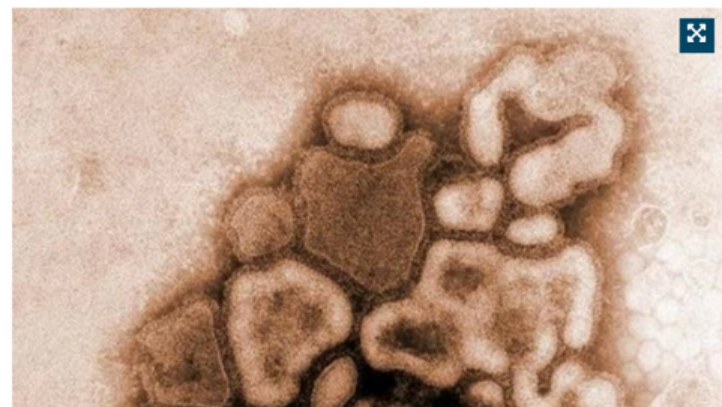
"There are more pathologists and scientists working in one of the three laboratories in Geelong than there are in Tonga and Samoa," the Pathology Awareness Australia ambassador said.

Aussies urged to book influenza vaccinations ahead of 2024 flu season

Aussies are being urged to get their children vaccinated ahead of what could be a very serious flu season.

Latest data found there was an 18 per cent increase confirmed influenza cases in babies and young children aged six months to five years in 2023, compared to the previous year.

The figures from the National Notifiable Diseases Surveillance System showed there had been 34,461 recorded cases in 2023, up from 29,238 confirmed cases of flu in the pediatric age group in 2022.



Microscope view of the H1N1 influenza (flu) strain virus. Virus also known as swine flu 04 Mar 2009.

Pathology Awareness Australia ambassador associate professor Caitlin Keighley said she was concerned of a 2023 repeat in advance of the looming flu season, which historically runs from May to October.

"If this pattern of increased infections and lower vaccination rates happens again this year, then we could be in for a really big 2024 flu year," Dr Keighley said.

"A really big flu year means a lot more hospital admissions, a lot more ICU admissions, and subsequently, a lot more deaths, and the bottom line is, it is preventable."



SOCIAL MEDIA ANALYTICS

Performance

Daily Cumulative

Reach 15.4K ↑ 18.4%
Content interactions 1.2K ↑ 48%
Followers Lifetime 14.2K
Link clicks 106 ↑ 253.3%
Minutes viewed 91 ↓ 45.7%



Reach breakdown

Total 15,393 ↑ 18.4%
From organic 15,393 ↑ 20.3%
From ads 0 0%

Reach

Facebook reach 15.4K ↑ 18.4%



Visits

Facebook visits 707 ↑ 12.8%



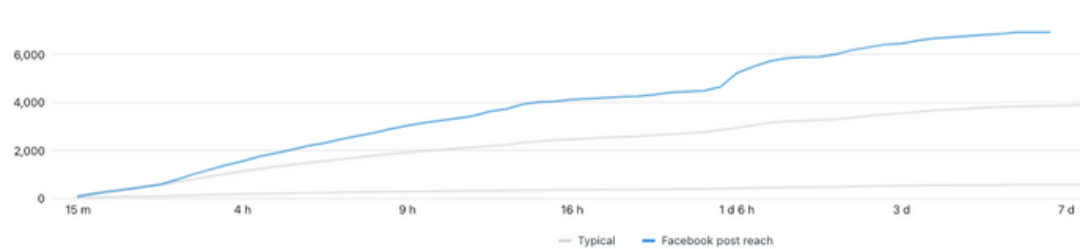
POST PERFORMANCE



Overview

Reach 6,901 Higher than typical
Impressions 6,901 Higher than typical
Interactions 218 Higher than typical
Link clicks --

Reach



Interactions

Reactions 181 Higher than typical
Comments 11 Higher than typical
Shares 23 Higher than typical
Saves 3 Higher than typical

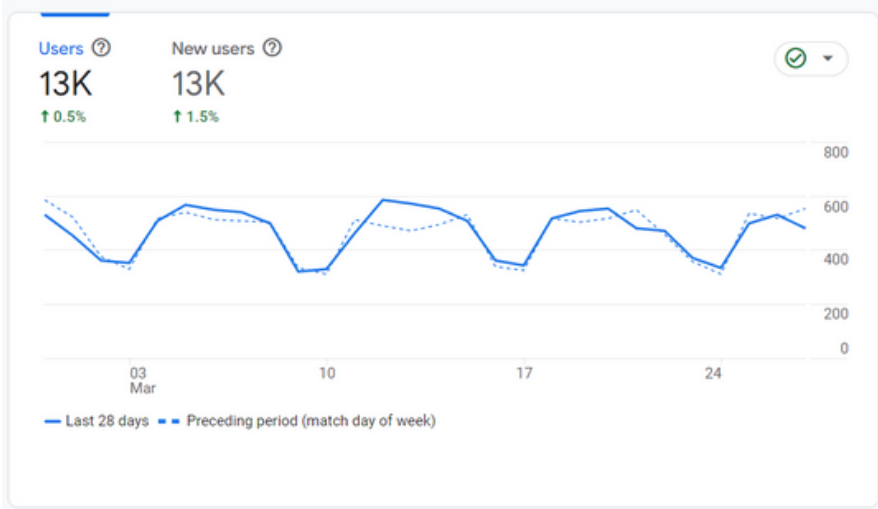
SOCIAL MEDIA CONTENT

In March, we shared social media content highlighting recently secured media coverage, including Pathology Awareness Australia ambassador A/Prof Caitlin Keighley's page 3 newspaper media coverage on paediatric influenza, information about two researchers being awarded for their research into precision cancer treatment, a video with ambassador Prof Graham Jones for World Kidney Day, International Women's Day content, interesting pathology-related content, along with humorous pathology-related posts that generally receive the highest engagement.

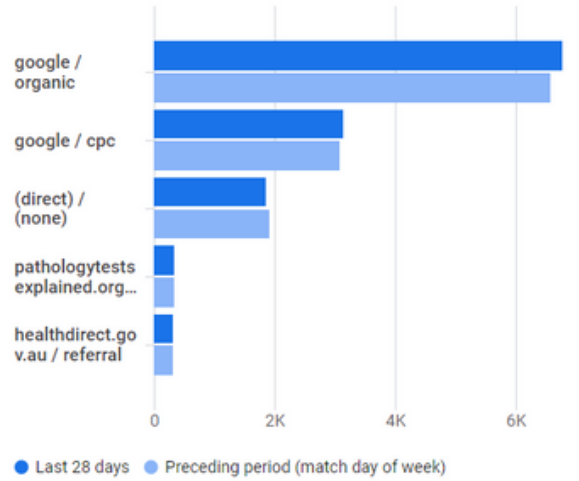




WEBSITE ANALYTICS



Data shown is Google Analytics data for knowpathology.com.au March 2024 compared to the previous 28 day period



	↓ Users	Sessions	Engaged sessions
	12,856	14,581	10,119
	vs. 12,789	vs. 14,302	vs. 9,819
	↑ 0.52%	↑ 1.95%	↑ 3.06%
pathologytestsexplained.org.au / referral			
29 Feb - 27 Mar 2024	333	370	206
1 Feb - 28 Feb 2024	332	370	223
% change	0.3%	0%	-7.62%

UPCOMING ACTIVITIES

- Earned media story on Tongan pathology trainee program is still being pitched widely to consumer media.
- Laboratory tour to be arranged with Hon Ged Kearney MP, Assistant Minister for Health and Aged Care. Proposed lab to be at The Austin Hospital, given proximity to her electorate (Cooper).
- 2x earned media stories on measles and bowel cancer are being explored with ambassadors.
- Draft medical college letter to be shared with the board in April for review.
- London Agency currently working on strategic plan for 2024/2025 following the board strategy day on March 21st and will present at next board meeting.



EARNED MEDIA

Throughout the month of April, **51 pieces of earned media coverage** were secured across media outlets on the topics of self-collection for cervical screening and pathology training helping build up Pacific healthcare in Tonga. PAA ambassadors Prof Marion Saville and Dr David Clift were involved in the media stories, along with Tongan pathology trainee Dr Patrick Penitani. Extensive media coverage was secured across TV, online, print, and radio outlets. The total estimated reach of all coverage surpassed **1.3 million people**.

Pathology help beyond borders

By Jena Carr

Geelong scientists are helping the Kingdom of Tonga address the country's gap in its healthcare through a pathology training program. Two Tonga pathologists-in-training will complete a 12-week lab placement in Geelong as part of a four-year program to understand more about pathology, which tests bodily fluids and tissues to diagnose and monitor conditions.

Dr Patrick Penitani started his placement on April 4 and said he had learned much from

the lab scientists. "I'm getting exposed to tests and things that are not being done in Tonga, and I'm hoping that these things will stick with me," he said. "Every day, you learn almost new things, and although it's a challenge for me to keep up with these advances and new analysis and machines, it's a good learning experience. "Hopefully I can take these practises at home and implement them into our health system helping out with creating better health quality care in Tonga."

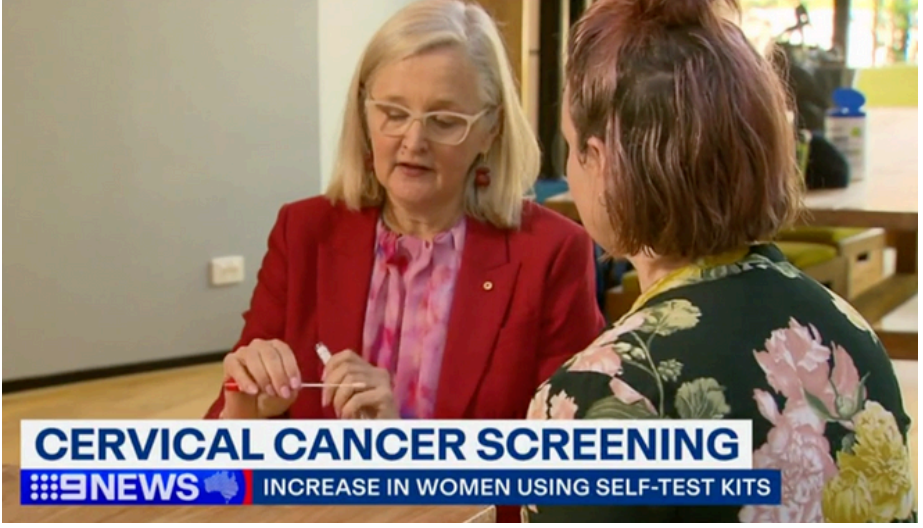
Dr Saane Fonohema finished her lab placement on March 21 and said Tonga did not

have a permanent pathologist in the past. "It has been fascinating to see how fast the turnaround times are for tests in the Australian lab compared to what we're doing back at home in Tonga," she said. "Reporting on and diagnosing a case (in Tonga) could take weeks. This impacts the treatment of the patient, and in the future, I hope to change this with my pathology training." Pathology Awareness Australia ambassador and honorary pathologist to the Kingdom of Tonga, Dr David Clift, said the training was necessary as Tonga has high rates of chronic

diseases like diabetes. "I have reasonably high hopes that the program we've embarked upon to provide Tonga with two qualified practising pathologists within the next four years will be successful," he said. "The idea is to train them, have them appropriately qualified, and have them trained to know how to train their successors so that it's a self-sustaining model. "Tonga hasn't been able to develop preventive strategies like we have here... Cancer of the neck or the womb in Victoria is vanishingly rare but is unfortunately all too common in Tonga."



Dr Patrick Penitani started his pathology training placement in Geelong on April 4. (Ivan Kemp) 399743_05

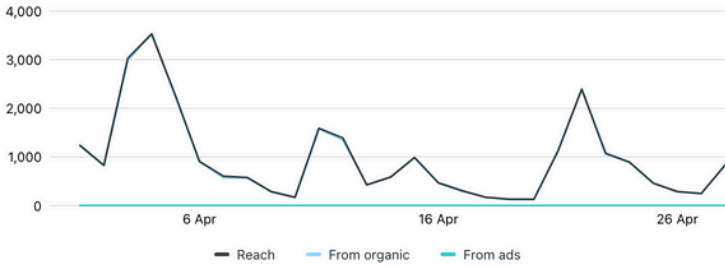


SOCIAL MEDIA ANALYTICS

Performance

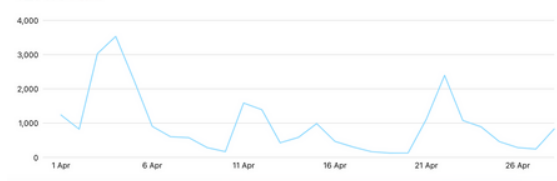
Daily Cumulative

Reach 12.4K ↓ 20.1%
Content interactions 449 ↓ 63.9%
Followers Lifetime 14.2K
Link clicks 15 ↓ 80%
Minutes viewed 58 ↓ 35.9%



Reach

Facebook reach 12.4K ↑ 20.1%



Reach breakdown

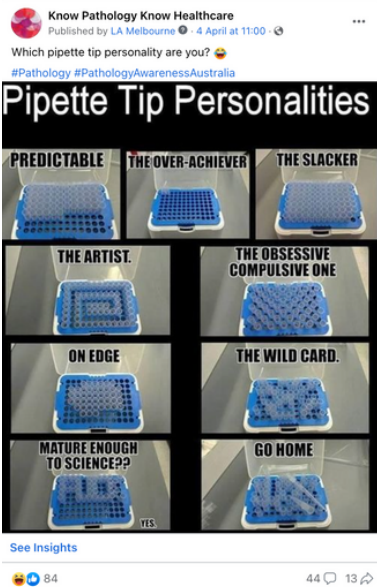
Total 12,366 ↓ 20.1%
From organic 12,151 ↓ 21.5%
From ads 0 0%

Visits

Facebook visits 498 ↓ 34.6%



POST PERFORMANCE



Which pipette tip personality are you? #Pathology #PathologyAwarenessAustralia

Overview

Reach 8,281

Impressions 8,441

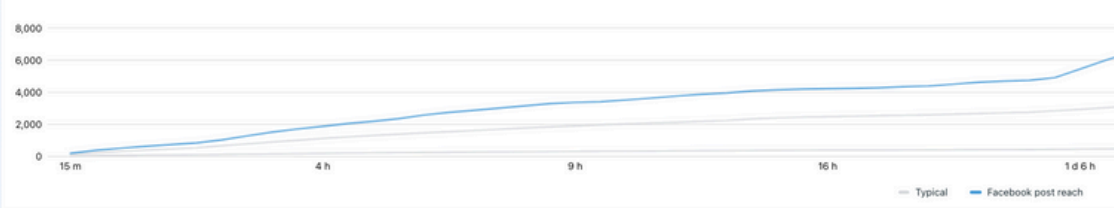
Interactions 142

Higher than typical

Higher than typical

Higher than typical

Reach



Interactions

Reactions 84

Comments 44

Shares 13

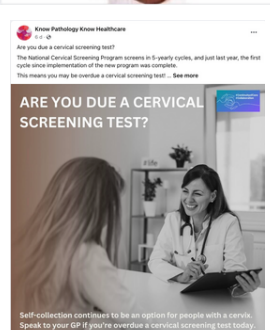
Higher than typical

Higher than typical

Higher than typical

SOCIAL MEDIA CONTENT

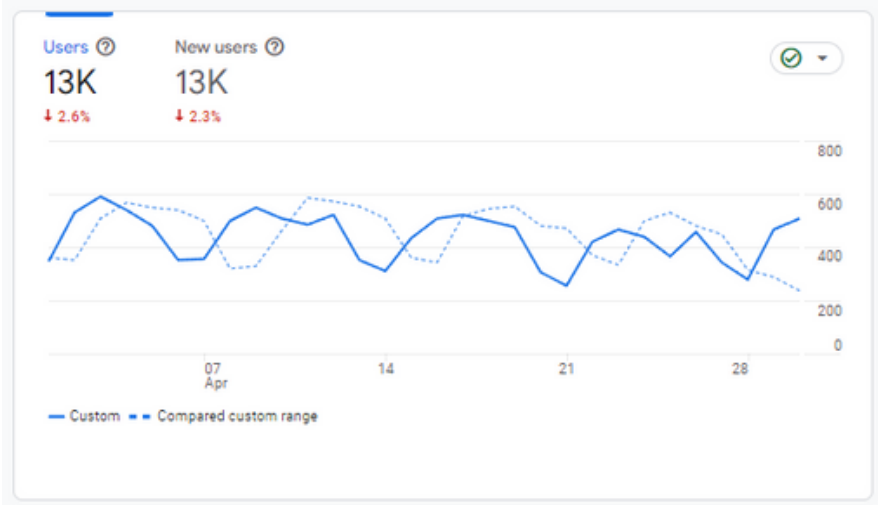
In April, we shared social media content highlighting recently secured media coverage, including Pathology Awareness Australia ambassador A/Prof Caitlin Keighley's influenza media coverage as flu season arrives, a post highlighting Debra Graves' retirement, data-led pathology tiles from the Continuity of Care Collaboration, interesting pathology-related content, along with humorous pathology-related posts that generally receive the highest engagement.





WEBSITE ANALYTICS

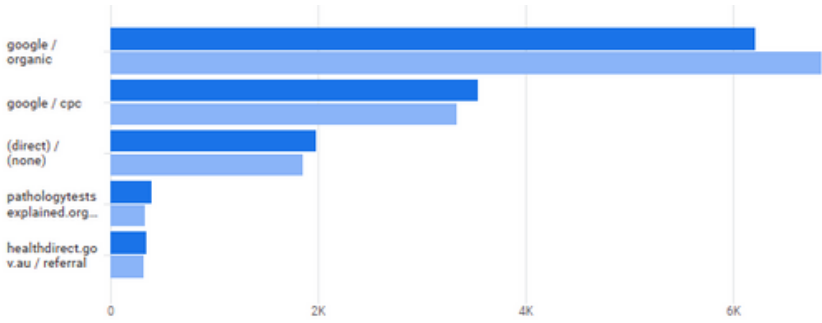
Total website traffic



Data shown is from Google Analytics for knowpathology.com.au April 2024 compared to the previous 30 day period

↓ Users	Sessions	Engaged sessions
12,867	14,565	10,124
vs. 13,209	vs. 14,808	vs. 10,338
↓ -2.59%	↓ -1.64%	↓ -2.07%

Traffic sources



Number of users referred from PTEx to KPKH

	↓ Users	Sessions	Engaged sessions
4 pathologytestsexplained.org.au / referral			
1 Apr - 30 Apr 2024	394	429	244
2 Mar - 31 Mar 2024	336	375	210
% change	17.26%	14.4%	16.19%

Engaged sessions = The number of sessions that lasted longer than 10 seconds, or had a key event, or had 2 or more screen or page views

UPCOMING ACTIVITIES

- Earned media story on the topic of measles in development with A/Prof Morgyn Warner (SA Microbiologist) - Australia
- Earned media story on the topic of influenza in development with Dr Juliet Elvy (Dunedin Microbiologist) - New Zealand
- Laboratory tour scheduled with Hon Ged Kearney MP, Assistant Minister for Health and Aged Care at Melbourne Pathology in June.
- Draft medical college letter shared with the board in April for review.
- London Agency presented the strategic plan for 2024/2025 following the board strategy day.



EARNED MEDIA

Throughout the month of May, 12 pieces of earned media coverage were secured across media outlets on the topics of increased measles cases in Australia, along with pathology training helping build up Pacific healthcare in Tonga. Pathology Awareness Australia ambassadors A/Prof Morgyn Warner and Dr David Clift were involved in the media stories, along with Tongan pathology trainee Dr Patrick Penitani. Top tier media coverage was secured across TV, online and print outlets. Outlets included SBS World News TV, The Guardian, The Herald Sun, The Age, the Sydney Morning Herald and more. The total estimated reach of all coverage surpassed 25 million people.



Y 26, 2024 SUNDAY AGE

Warning of rise in measles cases in travellers

Amber Schultz

The Royal Australian College of General Practitioners has warned of a worrying increase in measles cases from returning travellers amid a global outbreak of the disease.

Thirty-five cases of measles have been recorded across the country this year, compared with 26 last year. The latest case, recorded in south-western Sydney on Tuesday, was detected in a young child who had recently returned from the Middle East.

RACGP Specific Interests Chair and Young Person's Health Child Dr James Best said most measles in Australia came from people returning from abroad and warned that any case should be taken seriously.

"Given that measles is so contagious, we need a high rate of herd immunity to stop outbreaks, particularly in areas where vaccination rates are not high enough," he said.

"The fact that we've had a slight drop in our vaccination rate recently and the slight increase in number of measles cases is very much a concern. What we worry about is more widespread outbreaks."

In Australia, rates of fully vaccinated one-year-olds and five-year-olds fell by 0.1 per cent between September and December 2023, according to the Australian Immunisation Register, while two-year-old immunisations rose by 0.02 per cent.

Aboriginal and Torres Strait Islander one- and two-year-olds have lower coverage rates than non-Indigenous children. By the time they reach five, however, they surpass the national target, with coverage rates of 95.44 per cent.

South Western Sydney Local Health District director of public health Dr Mitchell Smith urged Australians to ensure they were up to date with their vaccinations.

"Anyone born after 1965 needs to ensure they have had two doses of measles vaccine. This is especially important before overseas travel, as measles outbreaks are occurring in several regions of the world," he said.

Measles cases increased by 88 per cent globally between 2022 and 2023, according to the World Health Organisation (WHO), with nearly 121,500 cases recorded this year.

It follows a backslide in childhood immunisations during COVID-19 disruptions, with an estimated 20.5 million children missing out on one or more vaccines in 2022.

The WHO warns more than half the world's countries will be at high or very high risk from measles outbreaks by the end of this year unless vaccination rates improve.

Pathology Awareness Australia ambassador and infectious disease expert Morgyn Warner urged travellers to be vigilant for symptoms. "Measles can be missed as it can present like a common viral illness," Warner said.

Without measles immunisation 'little spot fire' outbreaks may become harder to control, experts warn

People urged to check they are fully immunised after NSW and Victorian health authorities alert to three separate cases of virus in May

Associate Prof Morgyn Warner, a microbiologist at Pathology Awareness Australia, said if a person suspected they or their child had measles, it was essential for them to isolate and notify their GP immediately so they could order a test.

Symptoms typically include a distinctive red rash, which usually starts on the face and spreads to the rest of the body, small white spots with a bluish-white centre inside the mouth, high fever, cough, runny nose and red watery eyes.

"Measles is not a disease of the past," Warner said.

Measles cases a concern

Australia has recorded more measles infections to date in 2024 than throughout all of 2023, concerning new data has revealed.

Between January and May 2024, there have been a total of 35 confirmed cases of measles across Australia – a significant rise on previous years.

There were zero cases of measles in Australia in 2021, seven confirmed cases in

2022, and 26 confirmed cases in 2023. The rise in cases reflects a return to international travel following the Covid-19 pandemic.

More alarmingly, the rise comes alongside a decrease in the number of children under five who have received the MMR vaccine.

Microbiologist A/Prof Morgyn Warner said the data was cause for "significant concern".



Measles cases on the rise as travellers import virus

Amber Schultz

The Royal Australian College of General Practitioners has warned of a worrying increase in measles cases in returning travellers amid a global outbreak of the disease.

Thirty-five cases have been recorded nationally this year, compared with 26 last year. The latest case, recorded in south-western Sydney on Tuesday, was detected in a young child who had recently returned from the Middle East.

The college's Specific Interests Child and Young Person's Health chair, Dr James Best, said people returning from abroad accounted for most measles cases in Australia and warned that any case should be taken seriously.

"Given that measles is so contagious, we need a high rate of herd

immunity to stop outbreaks, particularly in areas where vaccination rates are not high enough," he said. "The fact that we've had a slight drop in our vaccination rate recently and the slight increase in number of measles cases is very much a concern. What we worry about is more widespread outbreaks."

In Australia, rates of fully vaccinated one- and five-year-olds fell by 0.1 per cent between September and December 2023, according to the Australian Immunisation Register. Immunisations of two-year-old rose by 0.02 per cent.

The NSW North Coast has the country's lowest vaccination rates, with 86.67 per cent of two-year-olds fully vaccinated as of the December quarter, followed by country WA and the Gold Coast.

The coverage rate for all children at five years is 93.93 per cent, slightly lower than the national target of 95 per cent for all children.

The WHO warns of a high global risk by year's end.

Aboriginal and Torres Strait Islander one- and two-year-olds have lower coverage rates than non-Indigenous children.

By the time they reach five, however, they surpass the national target, with coverage rates of 95.44 per cent. South Western Sydney Local Health District director of public health Dr Mitchell Smith urged

Australians to ensure they were up-to-date with vaccinations.

"Anyone born after 1965 needs to ensure they have had two doses of measles vaccine. This is especially important before overseas travel, as measles outbreaks are occurring in several regions of the world," he said.

Measles cases increased by 88 per cent globally between 2022 and 2023, according to the World Health Organisation (WHO). Nearly 121,500 cases have been recorded this year.

These statistics follow a decline in childhood immunisations during COVID-19 disruptions, with an estimated 20.5 million children missing out on one or more vaccines in 2022.

Unless vaccination rates improve, the WHO warns, more than

half the world's countries will be at high or very high risk from measles outbreaks by the end of this year. Smith said the measles vaccine can prevent the disease, even after exposure, if given early enough.

Pathology Awareness Australia ambassador and infectious disease expert Morgyn Warner urged travellers to be vigilant for symptoms.

"Measles can be missed as it can present like a common viral illness. If people have been overseas and have an unusual rash, those people need to think about the risk of measles and ask their doctors to test," Warner said.

Tests can involve a blood test, throat swab or urine test.

The WHO estimates the measles vaccination prevented 57 million deaths between 2000 and 2022.

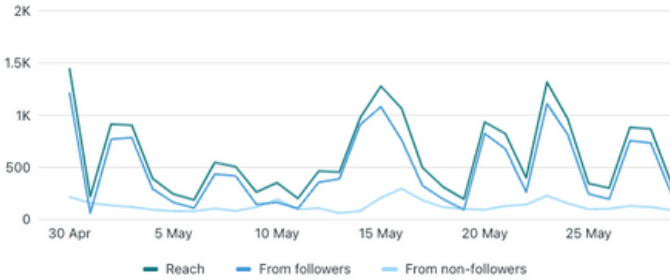


SOCIAL MEDIA ANALYTICS

Content

Daily Cumulative See more

Reach 7.9K ↓ 38.5% 3-second views 118 ↓ 28% 1-minute views 2 ↓ 81.8% Minutes viewed 35m 29s ↓ 41.1% Content interactions 347 ↓ 24.6%



Reach breakdown

30 Apr - 29 May

Total 7,853 ↓ 38.5%

From followers 4,296 ↓ 36.6%

From non-followers 3,501 ↓ 41.1%

Reach

Facebook reach 7.9K ↓ 38.5%



Visits

Facebook visits 409 ↓ 23.1%



POST PERFORMANCE

Know Pathology Know Healthcare Published by LA Melbourne · 16 May at 10:00 · We love this Google Doodle celebrating the birthday of Hans Christian Gram – the man behind the Gram stain. Developed in 1884, Gram staining is a staining technique that aids in the identification and characterisation of bacteria. Gram was a Danish physician and bacteriologist who intended to make bacteria more visible in stained sections of lung tissue, and in turn, developed the most widely used method of staining bacterial cells... See more

Overview Reach 2,401 Typical Impressions 2,545 Higher than typical Interactions 72 Higher than typical Link clicks --

Reach 4,000 3,000 2,000 1,000 0 15 m 4 h 9 h 16 h 1 d 6 h 3 d 7 d 17 d Typical Facebook post reach

Interactions Reactions 62 Higher than typical Comments 0 Typical Shares 10 Higher than typical Saves 0 Typical

SOCIAL MEDIA CONTENT

In May on the KPKH Facebook channel, we shared social media content highlighting recently secured earned media coverage, including Pathology Awareness Australia ambassador Prof Marion Saville's cervical screening TV media coverage on Channel 9, and Dr David Clift's pathology beyond borders media coverage on the Tongan pathology training program, interesting pathology-related content, an awareness tile for World Ovarian Cancer Day, along with humorous pathology-related posts that generally receive the highest engagement.

Know Pathology Know Healthcare Published by LA Melbourne · 16 May at 10:00 · What's the best thing that's ever shown up in your slides? We love this dinosaur!

Know Pathology Know Healthcare Published by LA Melbourne · 21 May at 10:00 · There has been an increase in people with a cervix using self-collection as a method for cervical screening since its introduction in July 2022. Pathology Awareness Australia Prof Marion Saville spoke to 9News last month about the accuracy of PCR testing and why there has been such an increase due to its "transformational" nature. Great interview Prof Saville! https://vimeo.com/932718649/3f5a5ee0ca?share=copy #CervicalScreening #SelfCollection

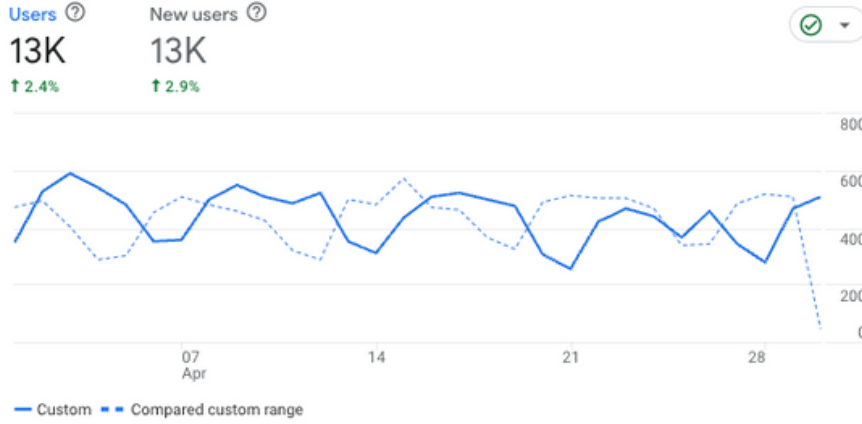
Know Pathology Know Healthcare Published by LA Melbourne · 8 May at 10:00 · Today, 8th May 2024, is World Ovarian Cancer Day. Pathology diagnoses 100% of all ovarian cancer cases. Today we thank all of the pathologists across Australia and New Zealand who work day in and day out to provide timely and accurate diagnoses for patients. #Pathology #PathologyAwarenessAustralia #WorldOvarianCancerDay

Know Pathology Know Healthcare Published by LA Melbourne · 13 May at 14:00 · Pathology beyond borders! Good luck to Tongan pathologist in training, Dr Patrick Pentani, as he completes his 12-week pathology training placement in an Australian lab.



WEBSITE ANALYTICS

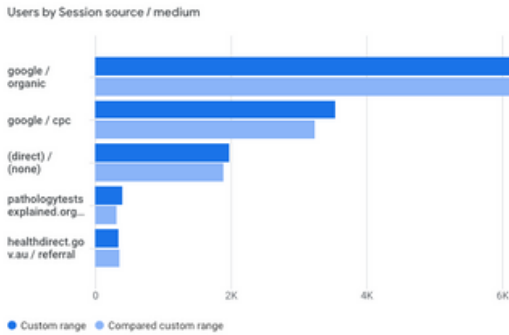
Total website traffic



Data shown is from Google Analytics for knowpathology.com.au May 2024 compared to the previous 30 day period

↓ Users	Sessions	Engaged sessions
12,867	14,565	10,124
vs. 12,570	vs. 13,953	vs. 9,232
↑ 2.36%	↑ 4.39%	↑ 9.66%

Traffic sources



Number of users referred from PTEx to KPKH

	↓ Users	Sessions	Engaged sessions
pathologytestsexplained.org.au / referral			
Apr 1 - Apr 30, 2024	394	429	244
May 1 - May 30, 2024	317	350	194
% change	24.29%	22.57%	25.77%

Engaged sessions = The number of sessions that lasted longer than 10 seconds, or had a key event, or had 2 or more screen or page views

UPCOMING ACTIVITIES

- Laboratory tour scheduled with Hon Ged Kearney MP, Assistant Minister for Health and Aged Care at Melbourne Pathology in June.
- Laboratory tour in the process of being scheduled in Tasmania with Senator Tammy Tyrrell in the month of June.
- London Agency presented the strategic plan for 2024/2025 following the board strategy day. Activities to be signed off by the board.