



## MEDIA RELEASE

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### Labia Library wins gold for Excellence in Women's Health at the Victorian Public Healthcare Awards

MELBOURNE – Thursday 19 November, 2015

Women's Health Victoria's [Labia Library](#) has won the Gold Award for Excellence in Women's Health at the Victorian Public Healthcare Awards held last night at the Melbourne Cricket Ground. The Awards recognise quality, innovation and excellence in Victoria's world-class public health service and were attended by Premier Daniel Andrews and Minister for Health, Jill Hennessy.

Genital appearance was recognised as becoming a significant contributor to women's poor body image when Victorian health professionals reported a rapid and dramatic increase in requests for cosmetic genital surgery.

The desire to be normal is consistently reported by women as a reason for seeking this surgery. However, these women were also unclear about what normal genitals actually look like.

The Labia Library, [www.labialibrary.org.au](http://www.labialibrary.org.au), was developed to change this, and made possible with a grant from the Victorian Women's Benevolent Trust. The website is a world-first, busting myths about how 'normal labias' look and promoting positive body image for women by addressing common concerns around issues like labia size and shape.

Rita Butera, Executive Director of WHV said, "We are delighted with the recognition this Award provides. Since the Labia Library's launch two years ago it has had almost seven million page views across 236 countries. It averages over 3000 views per day and has changed the lives of women of all ages around the world. It is a project we are extremely proud of."

Ms Butera went on to say, "Another exciting achievement for the Labia Library this year is its inclusion in the Royal Australian College of General Practitioners' world-first guidelines for GPs on female genital cosmetic surgery."

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#### About Women's Health Victoria

Women's Health Victoria (WHV) is a not-for-profit, state-wide women's health promotion, information and advocacy service, focused on improving the lives of Victorian women. WHV works collaboratively with women, health professionals, policy makers and community organisations to influence and inform health policy and service delivery for women.

The work of WHV is underpinned by a social model of health and a commitment to reducing inequities in health which arise from social, economic and environmental determinants.

For more information, visit [www.whv.org.au](http://www.whv.org.au)