

## New initiative to help parents make Hip Wise choices



Hip Wise, a community service program, is the latest initiative of not-for-profit organisation Healthy Hips Australia. Working to improve awareness, support and early diagnosis for hip dysplasia, Healthy Hips Australia hopes the initiative will aid consumers, especially parents and parents-to-be, as well as older individuals living with hip dysplasia, to make wiser choices about the products they select with respect to healthy hip development and maintenance.

Approximately 11 infants a day are being diagnosed with hip dysplasia in Australia. It is the most common abnormality in newborns worldwide, yet community awareness of the condition remains low. Left undiagnosed, it's one of the leading causes of early-onset arthritis of the hip, which often leads to a hip replacement, and is a significant public health issue.

Hip dysplasia, also known as developmental dysplasia of the hip (DDH), occurs when the ball and socket of the hip do not fit together in their 'normal' position. Sometimes this is due to abnormal development and/or lack of growth of the hip joint. It can result in months — and in some cases years — of medical treatment.

Healthy Hips Australia has launched the Hip Wise program with their first product partner being Love To Dream, who have just launched a range of swaddles specifically for babies undergoing treatment for hip dysplasia.

“We hope that with a global brand like Love to Dream launching a specific range for babies with hip dysplasia, it will take the conversations around hip dysplasia into the mainstream”, says Sarah Twomey, Founder of Healthy Hips Australia.

“While the Hip Wise program and the product partners do not claim to offer cures or treatment for hip dysplasia, we facilitate people make wiser choices, and take the hassle of finding treatment friendly products for those impacted by the condition as well.”

If you have a product or service that has a potential benefit for people with hip dysplasia, or that facilitates healthy hip development, you may consider applying to participate in the Hip Wise program.

For more information on hip dysplasia visit: [www.healthyhipsaustralia.org.au](http://www.healthyhipsaustralia.org.au)

For more information about the Hip Wise program visit:  
[www.healthyhipsaustralia.org.au/services/hip-wise-program/](http://www.healthyhipsaustralia.org.au/services/hip-wise-program/)

For more information about the Love To Dream Hip Harness range visit:  
[www.lovetodream.com.au/shop](http://www.lovetodream.com.au/shop)

For further information and interview opportunities please contact Healthy Hips Australia Ltd:  
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