

# 2018 - 2019 Annual Report



# Our Story

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Healthy Hips Australia (HHA) started in 2015 as a national initiative that aims to decrease the impact of hip dysplasia on the lives of Australians. The vision of Healthy Hips Australia is for a diagnosis of hip dysplasia to not be life changing for the individual and their families.

Healthy Hips Australia's mission is to get Australians talking hips by increasing the availability and accessibility of resources, education and support for people working with and impacted by hip dysplasia.

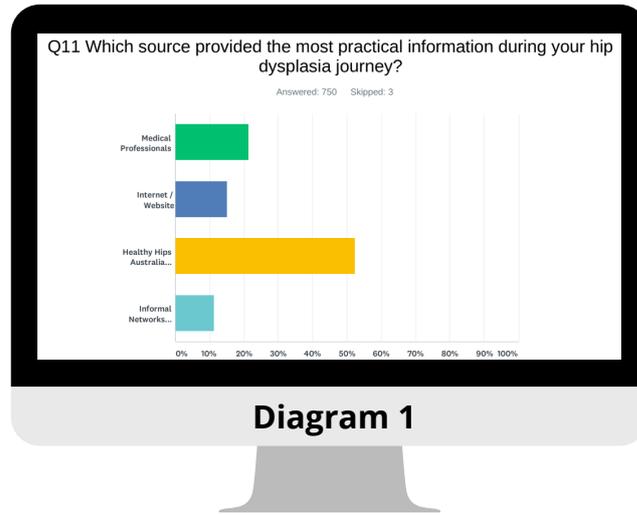
Sarah Twomey, an occupational therapist, founded Healthy Hips Australia after recognising the need for a national body to represent hip dysplasia. A mother of two children with the condition, Sarah was bewildered when her eldest daughter Eve's two-month stint in a hip harness turned into a two-year ordeal. Inspired by their personal experience, Sarah hoped that by uniting the hip community of Australia and shining the spotlight on the importance of hip health across the lifespan, earlier diagnosis would be facilitated and those impacted would be better supported and feel less overwhelmed by the condition.

Over the past four years Healthy Hips Australia has established an annual awareness week and supported the Australian hip community via the establishment of an extensive online peer support network and provision of resources to assist both those impacted by the condition and the health professionals working with them. Our 2019 annual survey (see diagram 1) revealed Healthy Hips Australia to be the number one source of the most practical information during the respondents' hip dysplasia journey.

We believe we can make a difference by getting all Australian's talking about their hip health, not just those impacted by the condition, and by offering practical support for people during their hip dysplasia journey. We are committed to collaborating with the health services, professionals and researchers who are also working tirelessly to improve the hip dysplasia experience from diagnosis, to treatment and ongoing surveillance.

## INCORPORATION

Healthy Hips Australia Ltd (ABN 75 605 680 411) is a public company limited by guarantee. It has a single Board of Directors and its registered office address is 92/190 Hay Street, Perth WA.



## CHARITABLE STATUS, TAX CONCESSIONS AND FUNDRAISING

Healthy Hips Australia Ltd is a charitable organisation endorsed to access GST tax concessions, Income Tax Exemption and FBT Exemption.

Healthy Hips Australia Ltd has been endorsed by the Australian Taxation Office as a Deductible Gift Recipient (DGR). Healthy Hips Australia Ltd has fundraising licenses, as required, in Western Australia (21910), New South Wales (CFN/23882), Victoria (14337), Queensland (CH2949), South Australia (CCP2985), and Tasmania (C/10445).

Healthy Hips Australia Ltd is registered as an approved association in the Northern Territory. Healthy Hips Australia Ltd is registered with the ACNC, therefore it does not require an ACT charitable collections license in order to fundraise in the ACT.



Healthy Hips Australia Ltd is listed on the Australian Charities and Not-For-Profits Commission (ACNC) register.



# Message from the Board Chair



It doesn't feel like it was all that long ago that I was writing last year's annual report, yet it has been another busy year. The last 12-months we have focused on embedding our initiatives, expanding our partnerships and enhancing the sustainability of the organisation.

As I've said many a time, whilst not life threatening, hip dysplasia can be life changing, both for the individual and their family, and therefore awareness for it, and how to facilitate hip health, is vital to all Australians across their lifespan. Those individuals and their families, impacted by the condition, will readily tell you the difference it makes to their day-to-day coping throughout treatment when they have access to the support resources and peer support network offered by our organisation.



## 2018/2019 Snapshot

- **Peer support network ↑27.5%**
- **Website views ↑11%**
- **Social media reach ↑40%**
- **Content reached 1.57 million people on Facebook; average engagement rate of 8.8%\***

\*not-for-profit industry average of 0.13% [2019 Rival IQ - Social Media Industry Benchmark Report].

The increased reach of our awareness initiatives and growth of our peer support network, again demonstrate the demand for more education and support about hip dysplasia nation-wide.

What we are able to achieve is reliant upon volunteer input, community support, sponsorships and corporate partnerships.

As always, I would like to thank Healthy Hips Australia's board for its support and guidance. We look forward to making further improvements in hip dysplasia support and awareness across the coming year.

**Sarah Twomey**  
Founder & Board Chair

# Our Priorities

Priority Areas	Strategies
Resource and Service delivery	<ul style="list-style-type: none"> <li>Develop a series of resources to assist those impacted by hip dysplasia with everyday life during treatment.</li> <li>Make available education packages for service providers to ensure practical, consistent and knowledgeable support is provided for the individual and families impacted by hip dysplasia.</li> <li>Make available products that support the hip dysplasia community.</li> <li>Facilitate the provision of an integrated health service model.</li> </ul>
Support	<ul style="list-style-type: none"> <li>Connect the hip dysplasia community to existing supports and services in the general community.</li> <li>Support health professionals with current resources and information to connect current best practice with the needs of individuals and families.</li> </ul>
Advocacy and Awareness	<ul style="list-style-type: none"> <li>Improve outcomes for children with hip dysplasia by supporting research initiatives and educating the community on healthy hip guidelines.</li> <li>Work collaboratively with organisations to improve outcomes for people impacted by hip dysplasia by advocating for hip friendly products and services.</li> <li>Empower parents to self-advocate for early screening where family history is a factor.</li> </ul>
Organisational Sustainability	<ul style="list-style-type: none"> <li>Establish Healthy Hips Australia as an informed and reputable organisation advocating and supporting those affected by hip dysplasia.</li> <li>Establish Healthy Hips Australia as a leader for current, consistent and accessible information on hip dysplasia.</li> <li>Use our resources (financial and personnel) efficiently and effectively to achieve our mission and objectives.</li> <li>Seek funding from multiple avenues to improve sustainability.</li> <li>Develop and maintain a well governed and managed national organisation that recognises the contributions it receives.</li> </ul>



## New resources developed 2018/2019

**Babywearing and healthy hip development**

The best position for the hips, when baby wearing, is with the hips naturally spread apart, thighs supported, and hips and knees bent.

✓ A wide base, that supports under the bottom and the legs, out to just before the knees, helps promote healthy hip positioning.

✗ Avoid carriers/slings that only allow for the legs to stay together long times spent in this position is unhealthy for the hip.

For more information about hip dysplasia: [SAVE A TREE. SCAN THE QR CODE.](#) **HEALTHY HIPS AUSTRALIA**

**Every child's hips need checking at**

**BIRTH**  
1-4 WEEKS  
6-8 WEEKS  
6-9 MONTHS  
12 MONTHS

then at normal health reviews until 3.5 years

For more information about hip dysplasia: [SAVE A TREE. SCAN THE QR CODE.](#) **HEALTHY HIPS AUSTRALIA**

**Nappy change time a battle?**

Difficulty spreading one or both hips apart, to change a nappy, is a potential sign of hip dysplasia!

For more information about hip dysplasia: [SAVE A TREE. SCAN THE QR CODE.](#) **HEALTHY HIPS AUSTRALIA**

**SAFE SWADDLING / WRAPPING**  
PARENT GUIDE

To allow for natural hip development during swaddling / wrapping:

**DO:**

- Position your baby with their feet bent and knees apart to hip level.
- Move them through, from the waist down, to the hip level to ensure there is a crease where it goes under.
- Swaddle the upper body firmly, but not tightly.
- Ensure swaddling is over the arms only.
- Swaddle the lower body loosely, allowing back to curve and one knee apart, as the area goes flat, then swaddling to the back during sleep (around 4 months of age).

**DO NOT:**

- Swaddle too tightly or straight down (instead of slightly at the angle of the hip) as this can be harmful to the straight legged position.
- Use metal clasps or buckles that are long around the legs.

**Why is this important?**

- Research indicates that improper swaddling can increase the risk for developmental dysplasia of the hip (DDH).

For more information and support visit us at [www.healthyhipsaustralia.org.au](http://www.healthyhipsaustralia.org.au)

**HEALTHY HIPS AUSTRALIA**





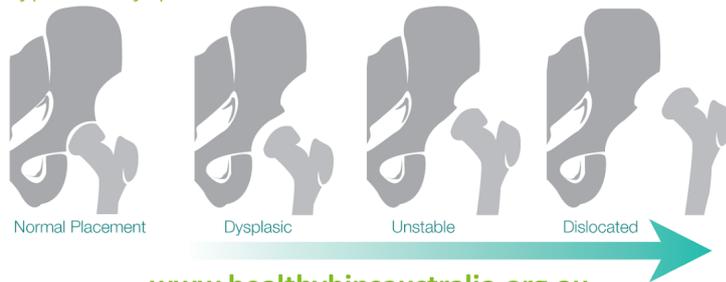
Globally 1 in 10 infants are born with hip instability, and 1 in 500 with completely dislocated hips

54 per cent of parents report they do not feel they are adequately informed about their baby's hip dysplasia diagnosis

1 in 100 infants need treatment for hip dysplasia; about 8 infants a day are diagnosed with hip dysplasia in Australia.

# Hip dysplasia - So what?

Types of Dysplasia



[www.healthyhipsaustralia.org.au](http://www.healthyhipsaustralia.org.au)

Hip dysplasia, also known as developmental dysplasia of the hip (DDH), is a common condition which 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.

185 total hip replacements are performed on adults under 55 in Australia, each year, due to hip dysplasia.

Left undiagnosed, it's one of the leading causes of early-onset arthritis of the hip and is a significant public health issue. Treatment is optimised when diagnosis occurs within the first 3 months of life.

The incidence of late diagnosis is rising in Australia; a diagnosis of hip dysplasia after 3 months of age increases the risk for poorer outcomes from non-invasive treatment methods, an increased likelihood of more invasive treatment and surgery, greater need for hospital services, and early onset osteoarthritis of the hip. It also increases health care costs.



# Our Impact

2018 - 2019

## Website Views

90 213

## Online Peer Support Networks

2830 members

1790 queries

13 090 replies

## 1:1 Support

Average 1 request / day

## Awareness Campaigns

1.57 Million reached on Facebook with 8.81% engagement rate (av NFP engagement rate 0.13%)

## Support group catch ups

14

7 WA, 2 Victoria, 2 NSW, 2 TAS, 1QLD

## Conference/ Expo Exhibits

4 GP conferences and 1 parent expo put us in front of 23,578 people

## Facebook Followers

Increased 34.5% to 8663

## Annual Survey

753 respondents.

52.4% ranked HHA the #1 source of practical information about hip dysplasia (21.3% medical services, 15.1% internet & 11.2% informal networks)



# Our Impact

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HHA empowers parents to start a conversation with their child's health professional about their hip health.



HHA encourages everyone to know of the condition, its risk factors and potential signs to facilitate early diagnosis.



The percentage of parents feeling uninformed about their child's condition after diagnosis has improved from 79.5% down to 54% since HHA began but there is still work to be done in this respect.



Parental awareness for the condition prior to diagnosis has also improved from 52 to 57% since HHA began but not by as much as we would like.



# Our Impact

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## Support Testimonials

“Such amazing support and love! I was so lost as a new mum, my first baby in a hip brace, no idea what to expect, or how I could help or support my baby. This group helped me to help her. They gave me confidence I was doing the best thing for my baby. Really appreciated everyone’s love and support.” – **Rebecca Houlison** (19 August 2018)

“Such an amazing support for babies and kids with DDH! We were very surprised to hear our little miss had a mild case and would need to be braced 23/7, this page gives so much helpful information when you are faced with the unknown, with tips and where to get help. Keep up the fantastic work, you make such a difference.”– **Kathryn McKay** (20 August 2018)

“Full of correct information and loads of support for hippy babies and their families.” – **Zoe Campbell** (17 October 2018)

“A great support and information group for parents of kids with DDH! Keep up the great work!” - **Raymond Yu** (22 November 2018)

“Thanks to Healthy Hips Australia for all the information and support we received when our son was going through treatment for hip dysplasia. Your website and DDH community groups you've created are a wealth of information! I have no idea how we would have got through 3 months with our son in a spica cast otherwise!” – **Jess Arnall** (1 April 2019)



# Our Board

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**Sarah Twomey**

Founder, Chair and occupational therapist



**Dr Nicole Williams**

Head of Orthopaedic Surgery, Women's and Children's Hospital Adelaide



**Bruce Matthews**

Retired Headmaster



**Greg Godwin**

Partner at Moore Stephens



**Ruby Johnston**

Senior Organisational Development Consultant



**Chris Pearce**

Partner at BLACKWALL Legal



**Rob Twomey**

Secretary & Public Officer (non-voting role)



The Board of Directors for Healthy Hips Australia Ltd are volunteers.

# Our Supporters

**Hip Wise Partners** - Love To Dream and InfaSecure



**Equipment Partner** - Hire For Baby



**Pro-bono and Financial Supporters**

Giumelli Family Foundation

Wilson Asset Management Pty Ltd

Hartleys Pty Ltd

Terry White Chemmart – Bassendean

Orthotics Computer Technology

BLACKWALL Legal

Hipsleepers

Starfish Babes

MJ Hippy Covers

DeCode Digital

HealthED

Hancock Creative

Aver Group

**Hip Heroes**

Kangatraining Australia, Lisa Daley, Jemma Bailey, Michelle Curry, Megan and Hugo Ahern, Katy Pryor, Ashley Reid, Sophie Sanderson, and Bethanie Furey.

