

# 20 21

EXTERNAL  
**ANNUAL  
REPORT**

*Let's make life better*

# A NEW HOPE

Government are coming for you, endometriosis

## France

In early January 2022, the French President, Emmanuel Macron, launched the first Action Plan to Fight Endometriosis. [Source](#) (Youtube)



# Which country will follow?

## Scotland

In August 2021, Scotland was bidding to become a 'world leader' in addressing women's health inequalities. A new plan included recommendations for better endometriosis diagnosis and treatment, and specialist menopause services. It also calls for a drive to create greater awareness of heart disease symptoms and risks.

Women's Health Minister Maree Todd said the strategy would drive wider change across health and social care services. She added that when women and girls are supported to lead healthy lives and fulfil their potential, the whole of society benefits. [Source](#)

## Hungary

In the summer of 2021, the Hungarian Health Ministry announced that it would like to shorten the 4.5 years between the onset of symptoms and the final diagnosis of endometriosis even further.

## Australia

In December 2017 in Australia, the Turnbull Government announced the development of the National Action Plan. This was the first National Action Plan for Endometriosis. It provided a platform for improving the awareness, understanding, treatment of, and research into, endometriosis and associated chronic pelvic pain in Australia. [Source](#) (PDF)

# FEMaLe 2021 TIMELINE

What got done

1 January

FEMaLe Project begins

28 January

Press release about FEMaLe in Denmark

[Read it here \(English\)](#)



12 February

Online Kick-Off Meeting & General Assembly



March (Endometriosis Awareness Month)

Endomarch campaign in Hungary

- Interview in one of Budapest's radio channels
- Yellow tulips to patients on International Women's Day
- Live talk on Glamour's instagram profile

Social media campaign:

- Lost days

March 18

Executive Board meeting

25 March

Facebook Live Event: Meet the Experts

With Endometriose Foreningen in Denmark



March 27

Virtual event

With endometriosis experts in Hungary

# FEMaLe 2021 TIMELINE

What got done

27 April

Executive Board meeting

28 May

Executive Board meeting

10-19 June

Balaton bike derby, public fundraising



12 June

Richter Health Town appearance  
Kaposvár, Kossuth square



22 June

Work Package Leader meeting

26 June

Richter Health Town appearance  
Miskolc, Szent István square

27 June

Richter Health Town appearance  
Kiskunhalas, Bethlen square

# FEMaLe 2021 TIMELINE

What got done

July ...●

## Hungarian Health Ministry announcement

“ In accordance with the instructions of Minister Prof. Dr. Miklós Kásler, the Ministry is handling issues, such as infertility, the process of artificial insemination, and the diagnosis and treatment of endometriosis in a complex manner.

The Ministry is working with professional boards and committees to ensure that, in the long term, it has the human resources and modern equipment with international experience to improve the quality of life of tens of thousands of women.

It takes 4.5 years between the onset of symptoms and the final diagnosis in Hungary. We would like to shorten that four and a half year waiting time even further, so that people can receive the right care as soon as possible. With the introduction of the health service legal status, there is a clear separation between private and public healthcare.

“ We would like to stress that patients covered by social insurance who use public care must in all cases be treated free of charge by public institutions. Within the public care system, any institution may be chosen and the competent regional institution may not refuse patients who apply to it.

●..... 1-31 July

## Virtual running

The ‘Easier together’ Foundation for Women’s Health organized a charity run between 1 and 31 July.

With running, our purpose was to raise the attention of as many people as possible to the disease, to spread knowledge about endometriosis and at the same time to raise donations, which we can later spend on related education.





# FEMaLe 2021 TIMELINE

What got done

## August

### Instagram advertisement

Instagram advertisements started in August to promote Lucy application and the FEMaLe project.



endometriozismagyarorszag

## 24 August

### Executive Board meeting

- LinkedIn: +37,000 views.
- Twitter: +29,000 impressions.

## 27 August

### ENDORSE Foundational Meeting

Foundation of the Danish Endometriosis Research Group (ENDORSE)



## 1 September

Lucy application available on both Android & iOS

[Get the app here](#)



## 4 September

### Richter Health Town appearance

Pécs, Kossuth square

## 7 September

Work Package Leader meeting

# FEMaLe 2021 TIMELINE

What got done

11 September

**Richter Health Town appearance**  
Dorog, Otthon square

18 September

**Richter Health Town appearance**  
Budapest District IX, Albert Flórián street

23 September - 14 October

**Libresse Pain dictionary and the Pain Museum**  
Every Spar and Interspar stores takes part in the promotion



2 October

**'Endometriose Foreningen' annual meeting**  
Aarhus University Hospital, Denmark



5 October

**Executive Board meeting**  
• LinkedIn: +45,000 views  
• Twitter: +41,000 impressions

The first version of the Correlate platform was presented

9 October

**Richter Health Town appearance**  
Szolnok, Kossuth square

# FEMaLe 2021 TIMELINE

What got done

21 October

## Menstruation in the Media Conference

In collaboration with the Menstruation Research Network at the University of Sheffield, FEMaLe focused on media narratives about menstruation.



2-3 November

## FEMaLe Correlate event



9 November

## Work Package Leader meeting

7 December

## Executive Board meeting

- LinkedIn: +62,000 views
- Twitter: +70,000 impressions
- Instagram: 4,000+ exposures

Nine confirmed Advisory Board members

23 December

## First FEMaLe animated video explainer

[Watch it here](#)



15 December

## EEL Special Webinar

In collaboration with the European Endometriosis League, FEMaLe co-hosted the EEL Special Webinar on Machine Learning and Augmented Reality in the diagnosis of Endometriosis.

[\(Re\) watch the webinar here!](#)





# WORK PACKAGE SUMMARY

page 1 of 2

## WP1

We got started with the Half Double Methodology and it has been a positive addition to the FEMaLe Project.

## WP2

We have implemented WP2 in the other work packages. Our ambition is to run workshops or webinars every second month. We are also working on how we can bring citizen science to the FEMaLe Project.

## WP3

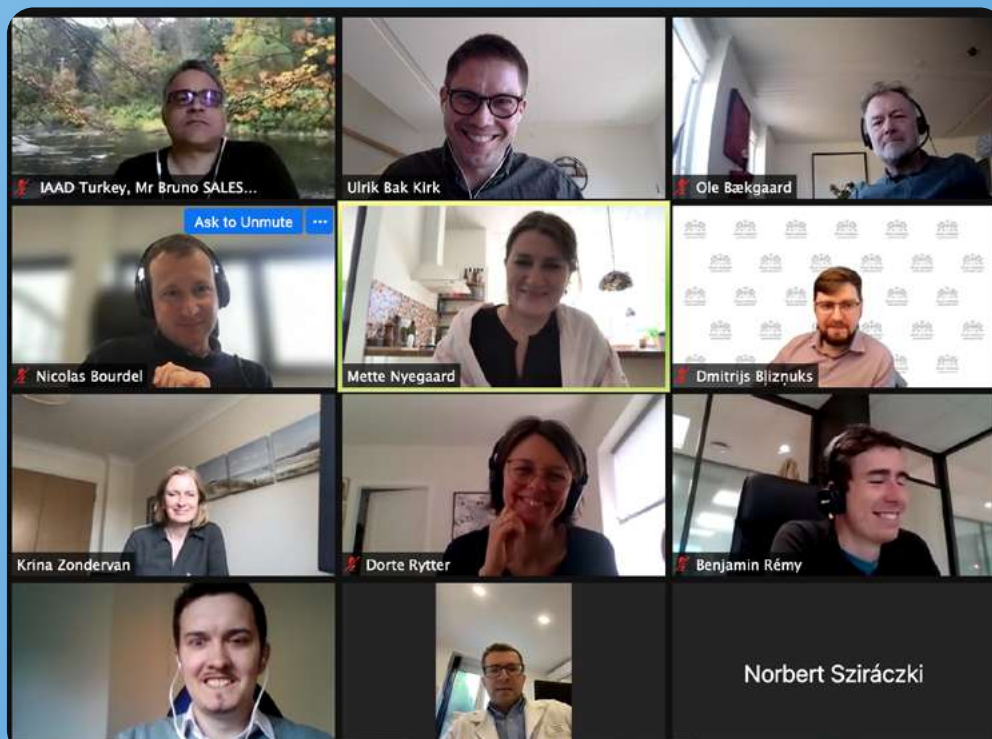
We have developed a study at reaching consensus on relevant symptoms and a questionnaire aimed at estimating the prevalence and geographical distribution of endometriosis symptoms. We will create a prediction model for endometriosis based on symptoms and other characteristics.

## WP4

We have included Aalborg University in the project, and we are in the process of developing an analysis plan for moving forward.

## WP5

The Lucy app has been released, translated and its software architecture restructured. Further we have been developing the Lucy Questionnaire, and the collected data from the app will be analyzed using artificial intelligence.



# WORK PACKAGE SUMMARY

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## WP6

We have started to collect video data and gained access to SurgAR sample segmentation tools. We are trying to adopt a semi-supervised image segmentation algorithm from other projects, which will make the segmentation in our project much easier and faster.

## WP7

We are in the process of collecting videos with metadata. Further, we have started the annotation and training for surgeon labellers.

## WP8

We have finished three out of ten mindfulness modules for MY-ENDO. The FEMaLe project and the MY-ENDO results have been presented at the Danish Endometriosis Patients Associations' Yearly Meeting, and we find that this has implications for both the patient organization and the patients with endometriosis.

## WP9

We have utilized the social media accounts to communicate about the project and have started to interacting with our community consistently. In summary, we have engaged with more than 160.000 users across the platforms.

## WP10

We held Executive Board meetings in February, March, April, May, August, October and December, and we conducted Work Package Leader meetings in June, September and November. We established fixed rhythms, which help the FEMaLers to collaborate across the ten work packages.

# FEMaLe COMMs KPIs

Performance on Social Media

## 2021 in numbers

**210** POSTS  
**160,154** REACHED  
**763** AVG. REACH / POST  
**5,501** REACTIONS  
**26** AVG. REACTIONS / POST



### LINKEDIN

**145** FOLLOWERS  
**64** POSTS  
**1,512** REACTIONS  
**24** AVG. REACTIONS / POST  
**68,923** VIEWS  
**1,077** AVG. VIEWS / POST



### TWITTER

**870** FOLLOWERS  
**116** POSTS  
**3,516** REACTIONS  
**30** AVG. REACTIONS / POST  
**86,089** IMPRESSIONS  
**742** AVG. IMPRESSIONS / POST



### INSTAGRAM

**213** FOLLOWERS  
**30** POSTS  
**473** REACTIONS  
**16** AVG. REACTIONS / POST  
**5,142** EXPOSURES  
**171** AVG. EXPOSURES / POST

#### CONTEXT:

The above numbers are from August-December, starting from scratch on all platforms.

## A FEW MORE WORDS

Thank you very much for 2021, 2022 is already shaping up to be even better on all possible metrics.

In the meantime and if you haven't done so already, please follow FEMaLe on social media and interact with us and the united endometriosis community!

*click the icons to start to  
engage already today!*



*Let's make life better*