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An Roinn Sláinte  
Department of Health

# Menopause campaign

## Partner Pack

October 2022



# “It’s time to change the way we think and talk about menopause”

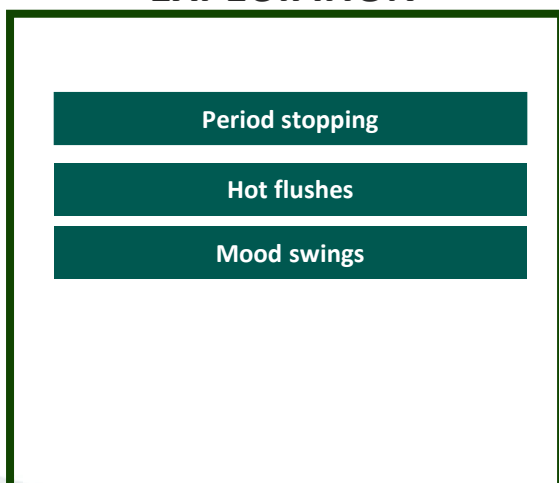
The Department of Health has developed a nationwide information campaign to inform and educate everyone about menopause, breaking the taboo associated with this part of the natural ageing process.

The campaign was created in response to Irish women in menopause saying they feel unsupported and ignored, with less than one in five women describing it as a positive experience.

Research from the Radical Listening Project on Women’s Health found that many women don’t recognise symptoms of perimenopause and menopause in themselves.

While there is broad awareness of periods stopping, hot flushes and mood swings, there is little recognition of additional symptoms such as fatigue, joint pain, anxiety and the impact these can have on personal relationships and careers.

## ***EXPECTATION***



## ***REALITY***





# Portrait of the Irish woman's menopause experience

A study commissioned by the Department of Health reveals that:

- The average woman in menopause experiences up to SEVEN symptoms at any given time.
- 52% of women in menopause describe it as a negative experience.
- 91% of women currently in menopause say they are experiencing constant or occasional symptoms.
- 17% of women experiencing menopause have severe symptoms.
- As well as temperature regulation issues, fatigue, insomnia and changes in menstruation, more than half of Irish women report difficulty with memory or “brain fog”, changes in weight or body shape, rapid mood changes and joint issues or joint pain.
- 86% of women say that menopause can have a big impact on their everyday lives
- Just 28% of women in menopause say they would be happy to talk about it to their manager at work.

\*Research conducted by Behaviour & Attitudes using a sample of 1,250 people.



# Starting the conversation

This national campaign will support everyone to talk about menopause, empowering women to talk about their experience with their partner, family, friends and colleagues and enabling all of us to support those experiencing menopause.

It complements work carried out under the Women's Health Action Plan to improve menopause care, including:

- 6 new menopause clinics nationwide
- Supporting the ICGP's development of a Quick Reference Guide to Menopause for GPs
- Removal of VAT from HRT

**Our message:** Let's take the mystery out of menopause.

We're opening up the conversation with a multimedia campaign coinciding with World Menopause Day on October 18.

It features striking imagery of a vibrant, confident woman alongside the tag line: **"If you know a woman, you should know menopause"**.

Running on radio, print, bus shelters, digital displays and on social media, the call to action encourages everyone to learn more at [gov.ie/menopause](https://gov.ie/menopause).

If you know a woman,  
you should know  
**MENOPAUSE.**



Let's take the mystery out of **MENOPAUSE.**  
See [gov.ie/menopause](https://gov.ie/menopause)



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# Campaign channels

**Radio:** 30-sec ad on national and local radio commencing October 14

**Out of home:** Advertising on 48 sheet and bus shelters nationwide, from October 21

**Print:** Full and half-page ads in national newspapers and magazines, from October 14

**Social Media:** Video and boosted posts on Facebook, Twitter and Instagram. from October 14

**Digital Display:** A range of online digital display messages from October 14

**#TalkAboutMenopause**

If you know a woman,  
you should know  
**MENOPAUSE.**

Over half a million women experience **MENOPAUSE** in silence here at any one time. Yet **MENOPAUSE** is a natural part of a woman's life. But because **MENOPAUSE** hasn't been talked about, women often don't even recognise it in themselves.

**MENOPAUSE** can cause anxiety. Impact relationships. Disrupt sleep. Trigger hot flushes and more. Let's all be more informed.

Let's take the mystery out of **MENOPAUSE**.  
See [gov.ie/menopause](http://gov.ie/menopause)

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# gov.ie/menopause

A centrepiece of the campaign is the website **gov.ie/menopause** which goes live on Friday, October 14.

Research shows that more than one third (35%) of women currently in menopause are dealing with constant symptoms. Only 9% of women said that they went through menopause with no symptoms or life impact.

**gov.ie/menopause** explains clearly the process and physiological changes that occur during menopause, the various symptoms and how to manage them, and provides a signpost to further supports and medical expertise.

It also includes advice on managing symptoms and a section specifically aimed at people who wish to support a loved one experiencing menopause.

The content is packaged in six accessible sections:

**Why we need a conversation on menopause**

**What is menopause?**

**Am I in menopause?**

**Managing menopause**

**Preparing for menopause**

**Supporting a loved one through menopause**



# How you can help

**Retweet** and **comment** on our social media messages from:

Twitter: @roinnslainte

Instagram: @roinnslainte

Facebook: facebook.com/RoinnSlainte



**Share** our 30-second video on Twitter, Instagram and Facebook.

**Join** the conversation online by using the hashtag

**#TalkAboutMenopause**

**Visit** [gov.ie/menopause](http://gov.ie/menopause)





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