

As seen
on BBC
Breakfast

ROCK MY MEN♀PAUSE



**OVER HALF THE
POPULATION
WILL BE AFFECTED
BY MENOPAUSE.**

**WHY DON'T WE TALK
ABOUT IT MORE?**

Rock My Menopause's campaign mission is to stamp out the taboo around menopause and encourage women to recognise their symptoms and have the confidence to speak to their doctor if they are affecting their quality of life.

The menopause is inevitable; get ready to rock it.



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  @RockMyMenopause #RockMyMenopause  /RockMyMenopause

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EXPERTISE FROM PCWHF



PRIMARY CARE
WOMEN'S HEALTH FORUM

ROCK MY
MENOPAUSE

OUR MENOFESTO

Over half the population will be affected by menopause. Why don't we talk about it more?

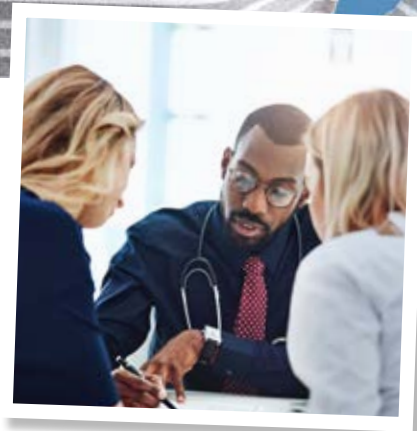
We want to change that.

More than 50% of the world's population will go through the menopause. Yet there is a lack of understanding around identifying and talking about it. The stigma remains. We're changing that and asking everyone to **Rock My Menopause**.

We have set up the **Rock My Menopause** campaign to educate women and equip families, friends, employers and the wider public with information about the menopause to support women at this time of life.

This guide – our 'Menofesto' – has been designed to help you join the campaign, get involved and play your part in breaking the stigma around menopause.

Let's break the taboo of menopause.

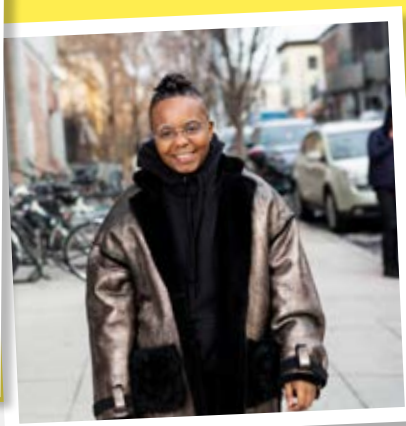


About us


Rock My Menopause is a campaign by the Primary Care Women's Health Forum (PCWHF), a group of 10,000 healthcare professionals with a special interest in women's health. We aim to equip people with the information and support they need to become more menopause aware.

We have a wealth of expert knowledge about the menopause that many women do not have access to.

At PCWHF, we provide expert medical guidance, direction and information about the menopause. Our expertise helps us to offer information to better understand the menopause, debunk myths and enable people to rock their menopause.



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THE MORE YOU KNOW ABOUT MENOPAUSE, THE MORE YOU CAN **ROCK IT.**



WHAT IS MENOPAUSE?

The word 'menopause' comes from 'meno', meaning your menstrual cycle, and 'pause', meaning to stop. The medical definition of menopause is when you have not had your monthly period for at least 12 months.

However, menopause is commonly used as a catch-all term to encompass perimenopause and the symptoms that come from the changes in hormone levels, whether this comes naturally or through illness or treatment.

The menopause affects over 50% of the population. Not only does it affect women, it also impacts on their family, friends and colleagues.

Key menopause facts

- The **average age** of a person going through a natural menopause is 51-years-old, but it can happen at any time.
- If you're younger than 45, it is called an **early menopause**.
- Before the age of 40, it is known as a **premature menopause**, or Premature Ovarian Insufficiency (POI).
- By the age of 54, 80% of women will have **stopped having periods**.
- The **average time** a person will experience menopausal symptoms is 7 years.
- 25% will have **no menopause symptoms** at all.
- 75% will have some **menopausal symptoms** and for 25% of these, symptoms are more severe and are **negatively affecting their daily life**.



Common symptoms

There are thought to be around 35 symptoms, with some that are more commonly experienced. Not all symptoms will necessarily be linked to the menopause, so if you're in any doubt, check with your GP.

- Hot flushes and night sweats
- Insomnia
- Joint aches
- Weight gain
- Sexual problems, loss of libido, vaginal dryness
- Headaches, which can be severe, or classed as migraines
- Fatigue
- Irregular periods, including period pain and heavy periods
- Psychological symptoms including mood swings, anxiety and panic attacks and an inability to cope with stress
- Memory loss.



For you

We will empower you with the knowledge you need to become menopause aware and talk to your GP and loved ones with confidence.

GET INFORMED

Visit our website for plenty of information and support.

Use our factsheets and guides to help you **talk to your GP** about your symptoms and get the best treatment for you.

GET SOCIAL

Everything is better in the sisterhood! Join our **Facebook group** for honest conversations about menopause.

Share how you are rocking it by tagging **@RockMyMenopause** on social media.



For a loved one

Start an open and honest conversation about menopause today, with family, friends, at work and in your community.

GET TALKING

Become a **#Menovist** to raise awareness and help stamp out the taboo around menopause.

Share your stories of how you are helping loved ones to **#RockMyMenopause**.

GET SOCIAL

Pelvic floor exercises are important to women's health at any age, but especially so during menopause.

Share your **#PelvicFloorFace**, tag **@RockMyMenopause** and nominate a friend to share their **#PelvicFloorFace** too.



For a colleague

When it comes to work, women are often silent about their menopause. We can help make your organisation menopause aware.

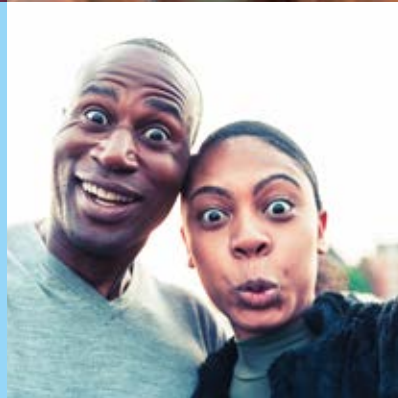
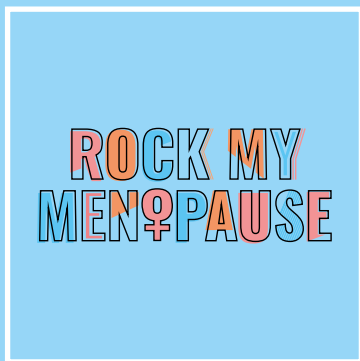
GET TRAINING

Our partner **Talking Menopause** offers menopause training in the workplace. Their bespoke, interactive programmes focus on helping organisations to engage with, accept and prioritise the menopause. Get in touch to find out more.

GET SOCIAL

Become a **#Menovist** to raise awareness and help stamp out the taboo around menopause.

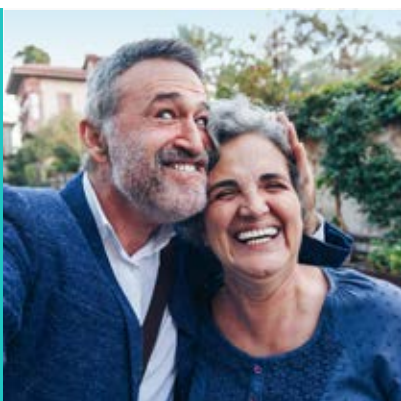
Share your **#PelvicFloorFace** and support people to **#RockMyMenopause**. Let's get talking about menopause.



HELP RAISE AWARENESS OF THE IMPORTANCE OF PELVIC FLOOR EXERCISES (AND HAVE A LITTLE FUN!)

Show us your
#PelvicFloorFace

@RockMyMenopause
#PelvicFloorFace



**Up to a third of women experience
a problem with their pelvic floor
muscles at some time during their life.**

Pelvic floor problems might not be the most obvious menopause symptom, but they can be aggravated during menopause. Pelvic floor exercises are important to women's health at any age, but especially so during menopause.

A healthy pelvic floor isn't just for your sex life, it can help you stop peeing when you sneeze or laugh, and give you the freedom to trampoline again (as well as helping to prevent other health conditions).

Visit our website for resources and social tiles.



Embrace the face

Be sure to tag
@RockMyMenopause
and nominate a friend
to share their
#PelvicFloorFace too.



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PRIMARY CARE
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SUPPORT PEOPLE EXPERIENCING MENOPAUSE. BECOME A #MENOVI



What is a #Menovist?

[men·o·vist | \me-no-vist\]

Plural Menovists

Definition of Menovist:

One who stands up for those going through the menopause : a person who openly encourages and engages in conversations around menopause and plays a part in stamping out the taboo.

(See also 'activist', 'menopause', 'perimenopause'.)

WHO CAN BE A #MENOVI

Not bound by gender, age, sex or ethnicity, #Menovists openly discuss menopause, support people going through menopause and play their part, however big or small, in breaking the taboo.

If you're not scared to say the 'M' word, want to help bring menopause and perimenopause into the wider society, then you're a #Menovist. Wear your badge with pride.

1.

Follow us

Follow us on socials and join our campaign mailing list to keep up-to-date on what's happening.

2.

Get personal

How do you rock being a #Menovist? Share your stories. Share your #PelvicFloorFace, and nominate a friend to share their #PelvicFloorFace too.

3.

Spread the word

Download our factsheets, social media tiles and posters to help start conversations about menopause at home, at school and in the workplace.

We'd love to see what being a #Menovist means to you. Tag us on socials or email us so we can shout about your #Menovist actions.

@RockMyMenopause #RockMyMenopause #Menovist #PelvicFloorFace

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CONTACT US

Looking for partnership and advertising opportunities? We'd love to hear from you.

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