

ROCK MY MEN♀PAUSE

PRESS RELEASE

Rock My Menopause – breaking the taboo

Life doesn't have to pause for the menopause. Get ready to rock it.

Rock My Menopause is the campaign to stamp out the taboo and raise awareness of menopause.

Rock My Menopause aims to make society more menopause aware, whether that's family, friends, employers or the wider public, to support people going through menopause.

We are calling on people to join the #Menovist movement.

#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.

Rock My Menopause and the #Menovist movement aim to normalise conversations and spread the message that menopause is something to be talked about openly. We don't want women to suffer in silence with their symptoms.

Rock My Menopause is the public-facing campaign of the Primary Care Women's Health Forum (PCWHF), a group of 10,000 healthcare professionals with a special interest in women's health. Their aim is to equip people with the expert information and support they need to become more menopause aware. PCWHF wants women to recognise that their symptoms may be menopause and have the confidence to speak to their doctor if they are affecting their quality of life.

Dr Anne Connolly, Chair of the PCWHF, explained the drive behind the Rock My Menopause campaign.

"At the PCWHF, our main focus is on educating healthcare professionals. However, we know that our members have a wealth of expert knowledge about the menopause that can benefit the wider public. We realised that there's a real need to go directly to the public; to use our expertise to help people better understand the menopause, debunk myths and enable people to rock their menopause."

Alongside our #Menovist movement, Rock My Menopause is launching #PelvicFloorFace

Every woman knows that even a whisper of the words 'pelvic floor exercises' makes them start to clench. What naturally comes with that is a raise of the eyebrows or an intense concentration face (we know, we've all done it). Pelvic floor problems might not be the most obvious menopause symptom, but during menopause, a woman's pelvic floor muscles can weaken.

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 trampolined again (as well as helping to prevent other health conditions).

A recent study* revealed that a pelvic floor muscle training programme is effective in treating postmenopausal women with genital, sexual and urinary symptoms. This means that pelvic floor exercises can be a major part of successful menopause health management.

In order to raise awareness of the importance of pelvic floor exercises at any age, but especially so during menopause, we're inviting people to capture their pelvic floor faces and spread the word via their social media.

The concept is simple. Take a selfie while doing your pelvic floor exercises and post it with the hashtag #PelvicFloorFace and tag @RockMyMenopause

It's time to become a #Menovist, share your #PelvicFloorFace and support people to #RockMyMenopause

You can find us on Twitter, Facebook and Instagram: @RockMyMenopause and at www.RockMyMenopause.co.uk

Let's break the taboo of menopause.

*Mercier J, Morin M, Zaki D, Reichetzer B, Lemieux M-Claude, Khalif'e S, Dumoulin C, Pelvic floor muscle training as a treatment for genitourinary syndrome of menopause: A single-arm feasibility study, Maturitas (2019), <https://doi.org/10.1016/j.maturitas.2019.03.002>

NOTES TO EDITORS

About Rock My Menopause

Rock My Menopause exists to break the stigma around menopause. It will be running campaigns across social media including #PelvicFloorFace and #Menovist

The campaign website www.rockmymenopause.co.uk will launch in May, to coincide with the launch of #PelvicFloorFace.

Campaign and media information is available on request.

Key messages of the Rock My Menopause campaign

- Be menopause aware with education and facts about perimenopause and menopause
- Know the signs and symptoms of the perimenopause
- Arm yourself with expert knowledge about menopause
- Find the confidence to seek advice from your healthcare professional and know what questions to ask
- Rock your #PelvicFloorFace and #RockMyMenopause

Social media handles

@RockMyMenopause

facebook.com/RockMyMenopause

instagram.com/RockMyMenopause

twitter.com/RockMyMenopause

Rock My Menopause also has a closed Facebook Group where people can openly discuss their menopause providing a supportive and empowering community for women to come together and share their experiences.

www.Facebook.com/groups/RockMyMenopause

#RockMyMenopause #PelvicFloorFace

The Primary Care Women's Health Forum

Rock My Menopause is the public facing campaign of The Primary Care Women's Health Forum (PCWHF). PCWHF has a wide range of membership from multiple disciplines in order to promote and progress standards in women's health across the spectrum.

It is extensively recognised and respected as a credible body to be consulted with in regard to women's health issues, as well as being a focus for female patients as a source of information.

www.pcwhf.co.uk

Spokespeople available on request. For more details contact Campaign Director, Hazel Lodge, on 01462 476120, or hazel@e4h.co.uk.

Chair PCWHF Dr Anne Connolly

Clinical Director PCWHF Dr Julie Oliver

Talking Menopause – support for employers

To ensure people going through the menopause are fully supported, Rock My Menopause has partnered with Talking Menopause to offer training to employers to become more menopause aware. Menopausal women are the fastest growing group of workers in the UK. Despite it being a natural life process for women, the menopause – and how symptoms can affect employees at work – are rarely discussed. Talking Menopause aim to change that through webinars, workshops, coaching, conferences and online training. For more information, contact Hazel Lodge, on 01462 476120, or hazel@e4h.co.uk.