



An Roinn Sláinte
Department of Health

Menopause, Let's Talk About It

Partner Pack

Mar 2023

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



This is a second phase of the Government-led drive to inform and educate everyone about menopause following on from the first campaign in Oct-Nov 2022.

77% who saw the first campaign said it increased their awareness of menopause, 69% said it increased their understanding, and 60% said it make them more comfortable talking about menopause.

However, 64% of women still say the impact of menopause is not recognised and 77% welcome more communications about menopause.

Irish Women's Menopause Experience



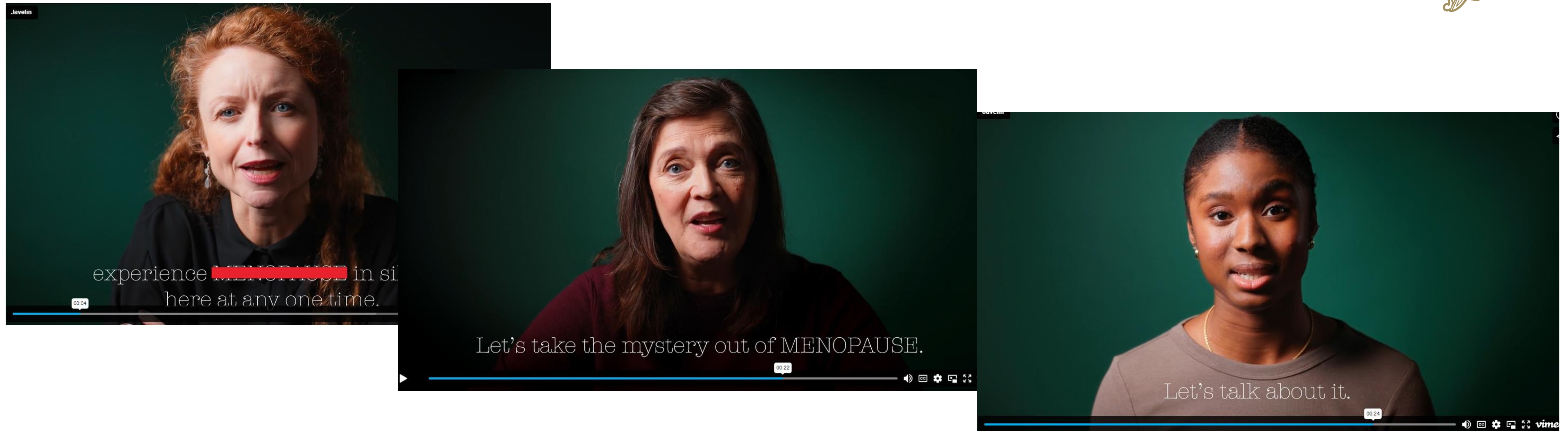
Research Nov 2022 – Women Experiencing Menopause

- Experience Positive 19% / Negative 52%
- Symptoms Constant 36% / Occasional 47%
- Symptoms Severe 17% / Moderate 46% / Mild 30%

Research Nov 2022 – All Adults

- 62% can't name any symptom except Hot Flashes
- 46% are not comfortable talking about menopause

The Campaign – The Message

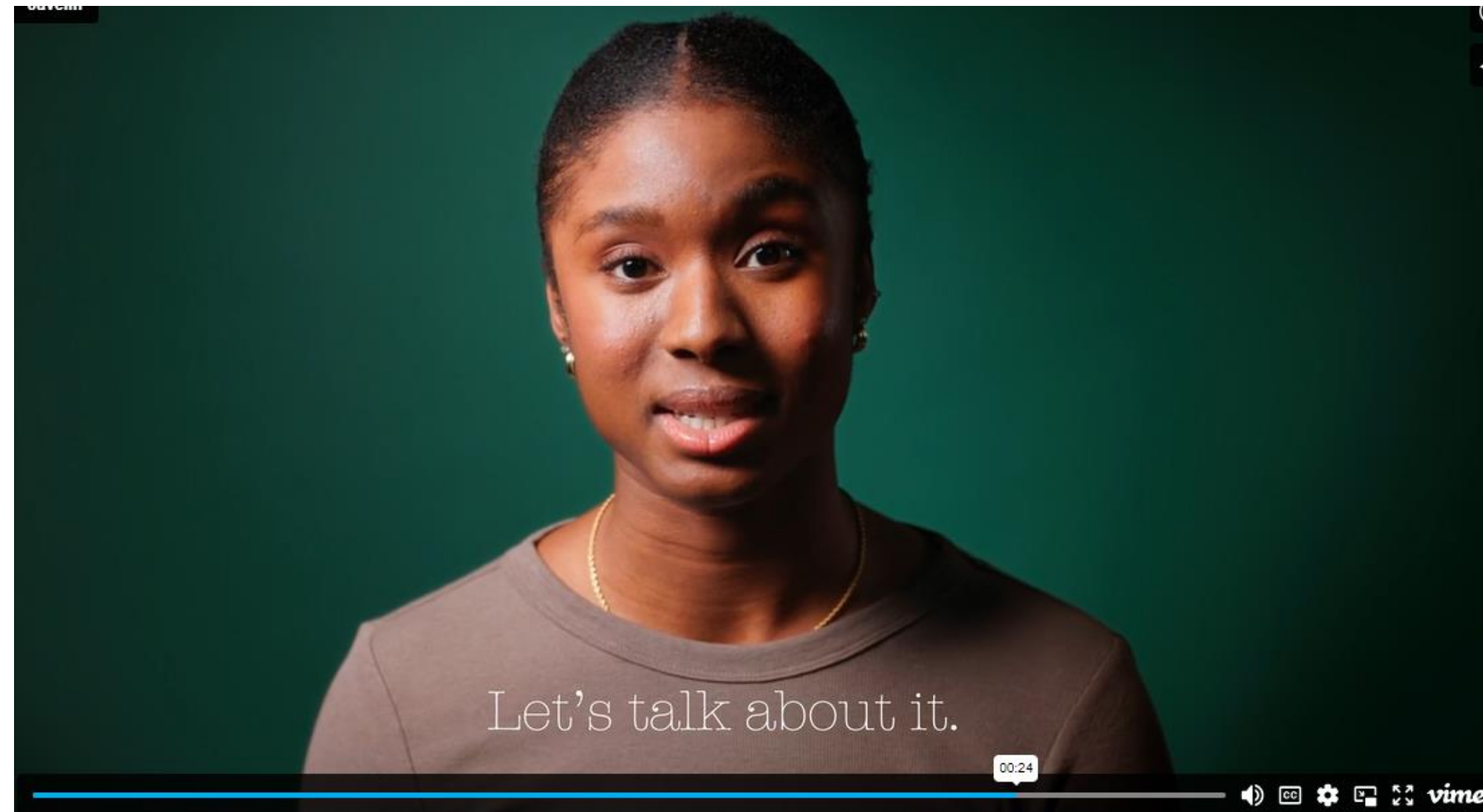


Creative features diverse vibrant women talking about menopause

“Let’s take the mystery out of menopause. Let’s talk about it.”

#TalkAboutMenopause

The Campaign – The Channels



This campaign will run 11 March – 16 April 2023 across:

- TV
- National & Regional Radio
- Streaming
- Social Media
- Online
- Search

How To Support



Please help us get the message out to as many people as possible

Follow DOH on Social Media and share some of our posts:

- Facebook – <https://www.facebook.com/RoinnSlainte/>
- Instagram – <https://www.instagram.com/roinnslainte/>
- Twitter: <https://twitter.com/roinnslainte>
- LinkedIn – <https://www.linkedin.com/company/department-of-health-ireland>