

2021 Menopause Awareness Month: Social Media Toolkit

Sample Social Media Posts

- #DYK 1.3 million women in the US transition into #menopause each year? The transition into this life stage can last up to 10 or 20 years. #WorldMenopauseAwarenessMonth <http://ow.ly/imvo50Gu9Yk>
- Up to 80% of women undergoing the #menopause transition experience #vasomotorsymptoms or #VMS, with an average duration of 10 years. The annual patient costs due to untreated VMS is \$2,116. #WorldMenopauseAwarenessMonth <http://ow.ly/imvo50Gu9Yk>
- #DYK 50-70% of #postmenopausal women experience #GenitourinarySyndromeOfMenopause (GSM)—a chronic, progressive condition, yet only 6-7% of women are undergoing treatment? Learn more about the health impacts of #menopause: <http://ow.ly/imvo50Gu9Yk> #WorldMenopauseAwarenessMonth
- #Menopause is not included in the top 300 research topics and diseases categories by the #NIH. Research is underfunded relative to patient burden. #WorldMenopauseAwarenessMonth
- The @IntlMenopause designated “bone health” as the theme for the 2021 #WorldMenopauseDay. A woman’s chances of developing #osteoporosis increases during #menopause. Learn more about #bonehealth at <https://www.imsociety.org/wp-content/uploads/2021/10/WMD-2021-English-leaflet.pdf>
- #Menopause occurs when women stop menstruating for 12 months straight. Learn about the health impacts of menopause, research needs, and policy implications with @SWHR’s fact sheet: <http://ow.ly/imvo50Gu9Yk>
- @SWHR on 10/26 will host a free briefing, Menopause Mindfulness, where panelists will discuss health risks for women in this life stage and address the stigma often associated w/ #menopause <http://ow.ly/LkJa50Gu9EM>
- This blog from @SWHR captures knowledge gaps/unmet needs related to the #menopausetransition across education, clinical care, research, and policy based on a roundtable discussion with experts held in January 2021 <http://ow.ly/cjG650Gua6o>
- #MenopauseAwarenessMonth reminds researchers, physicians, & patients alike the need to better understand the #healtheffects of the menopause transition on #women. Seek out resources and talk to a health care provider to stay mindful about #menopause.

SWHR Resources to Share This Month

- **Event:** Menopause Mindfulness: Exploring Menopause’s Effect on Health and Well-Being is a public, congressional briefing hosted by SWHR on October 26 at 11:00 am - 12:15 pm EDT, during which panelists will share information about menopause,

including the health risks for women during this life stage, and address the stigma often associated with menopause and aging: <http://ow.ly/LkJa50Gu9EM>

- **Fact Sheet:** This Menopause Preparedness fact sheet from SWHR reviews the health impacts of menopause, discusses research needs related to menopause, and assesses how current policies can affect women's access to menopause treatments: <http://ow.ly/imvo50Gu9Yk>
- **Paper:** This summer, SWHR published a perspective article in *Menopause*, the journal of the North American Menopause Society, with recommendations for improving care for individuals during the menopause transition: <http://ow.ly/Z7iG50Gua1C>
- **Blog:** SWHR shares insights on provider education and clinical care surrounding menopause: <http://ow.ly/cjG650Gua6o>

Additional Resources

- **American College of Obstetricians and Gynecologists** has several resources on menopause and perimenopause: <https://www.acog.org/womens-health/faqs/the-menopause-years>
- **The International Menopause Society (IMS)** was established to bring together the world's leading experts to collaboratively study and share knowledge about all aspects of aging in women: <https://www.imsociety.org/>
- **The National Institutes of Health's National Institute on Aging** shares information regarding menopause and its signs and treatments: <https://www.nia.nih.gov/health/what-menopause>
- **The North American Menopause Society (NAMS)** is dedicated to understanding clinical issues pertinent to women at midlife and beyond: <https://www.menopause.org/>

SWHR Event Graphics

SWHR PRESENTS
Menopause Mindfulness:
Exploring Menopause's Effect on
Health and Well-Being

October 26, 2021
11:00 a.m. - 12:15 p.m.

Register today!



Menopause Mindfulness: Exploring Menopause's Effect on Health and Well-Being

Virtual Briefing

October 26, 2021 | 11:00 a.m. ET



 Society for
Women's Health
Research