

Menopause Press Release



LET'S TALK MENOPAUSE: NONPROFIT ORGANIZATION SPOTLIGHTS WORLD MENOPAUSE DAY WITH “#MoreThanHotFlashes” AD CAMPAIGN

With New Billboard in Times Square, Let's Talk Menopause Aims to Empower Women to Better Understand This Life Stage and Get Care They Need

Urges American Women to Rally for New Menopause Research Act to Support Funding for Research

October 18, 2022, New York, NY – Today on World Menopause Day, [Let's Talk Menopause](#) unveiled a new billboard in Times Square aiming to empower the public to advocate for inclusive and comprehensive healthcare coverage for women at all stages of menopause.

The national public ad and social media campaign, #MoreThanHotFlashes, is sponsored by Procter & Gamble's [Always Discreet](#). The campaign signals the critical need for inclusion and health equity around menopause. By working to elevate the importance of women's pelvic health by providing meaningful, superior incontinence solutions and giving women a platform to educate and amplify the conversation, Always Discreet uplifts Let's Talk Menopause's ultimate mission to put an end to the knowledge gap in women's health.

While menopause is commonly thought of as hot flashes that happen to women in their late 40s and early 50s, it is actually a multi-phased, years-long experience that can start at any age and involves wide variety of symptoms including anxiety, fatigue, depression, joint pain, low libido, urinary tract infections, weight gain and much more. In addition to possible physical, emotional, cognitive, and long-term health impacts, there are also societal and workplace implications for women during this transition.

Let's Talk Menopause is the leading nonprofit invested in changing the conversation around menopause, so women get the information they need and the healthcare they deserve. The organization first launched last year on World Menopause Day, October 18, 2021, is led by a team of women—several with clinical backgrounds in reproductive health—who have experienced life-changing menopause journeys that highlighted the reality that too many women do not get the information, support, and healthcare they need during menopause. Let's Talk Menopause aims to change this through education and advocacy, empowering women to seek the relief they need and encourage them to talk openly about their menopause experience.

“When it comes to menopause care, there is a gap between what millions of women experience versus what we deserve,” said **Donna Klassen, LCSW and Co-Founder of Let’s Talk Menopause**. “In building a community of empowered women through Let’s Talk Menopause, our hope is that through improved education, awareness, and treatment, no woman ever has to feel alone in her menopause journey.”

The billboard arrives at an especially relevant time as women and allies rally for more support around menopause care. In September 2022, House Representatives Cindy Axne (D-Iowa) and David McKinley (R-West Virginia) introduced [The Menopause Research Act of 2022](#), a bipartisan bill requiring the National Institutes of Health to conduct an evaluation of menopause-related research, coordinate a plan of action to resolve apparent gaps in the research and identify further research needed.

Let’s Talk Menopause is encouraging the public to promote the passage of The Menopause Research Act with a digital letter that constituents can send to their member of Congress. The letter asks Congress members to sign on in support of the bill and show their commitment toward destigmatizing conversation and education around menopause by using the hashtag #MoreThanHotFlashes on social media. All people going through menopause are also encouraged to take a picture with the Times Square billboard and share more about their personal journeys with menopause by using #MoreThanHotFlashes.

“I am so thrilled to be working with the resilient women at Let’s Talk Menopause to ensure menopause is not only included but treated as a top priority in the conversation around women’s reproductive health,” said **Tamsen Fadal, journalist and Advisory Board Member of Let’s Talk Menopause**. “Let’s Talk Menopause is doing powerful work to unite and amplify the voices of women like myself who have had challenging menopause journeys, and are looking to create a better, safer future for others entering the stages of menopause.”

“At Always Discreet, our goal is not just to create superior solutions for bladder leaks. We’re equally committed to amplifying the conversations surrounding women’s health to enable women to have the right resources, education, and confidence to be prepared throughout all life’s stages” said **Camille Zahniser, Senior Brand Director for Always Discreet North America**. “We share the goal with Let’s Talk Menopause, and we’re thrilled to be partnering on this exciting work to normalize such an important topic because women do deserve better.”

While menopause is a part of life that all women must go through, it is often the least talked about. This taboo has left many women with very little knowledge about what is happening to their bodies and moods or how to best navigate this journey physically, mentally, emotionally or professionally. Let’s Talk Menopause is working to de-stigmatize menopause and provide all people who can go through menopause with the resources to learn more about the wide array of symptoms, as well as the tools they need to navigate this new life chapter. Menopause care should be essential health care and Let’s Talk Menopause is working to ensure that becomes a reality.

The #MoreThanHotFlashes ad campaign builds on the organization's work to help all people who can go through menopause make informed choices about their health and well-being.

About Let's Talk Menopause

Let's Talk Menopause is a nonprofit invested in changing the conversation around menopause, so women are empowered to get the information they need and the support they deserve. Let's Talk Menopause empowers women to navigate all stages of menopause, advocates for the medical community to invest in caring for women throughout menopause, educates the public about menopause so that topic is no longer taboo, and connects women to find community and support throughout menopause.

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