



18th October 2021

Engagement Toolkit

#WorldMenopauseDay2021



Background Information

World Menopause Day is held every year on the 18th of October. The day was designated by the International Menopause Society (IMS) and the World Health Organisation (WHO) to raise awareness of the menopause and to support options to improve health and well-being for women in mid-life and beyond.

Organisations, professionals and women are all encouraged to participate in this global awareness raising campaign by sharing our educational resources, organising events and engaging with social media posts.

This toolkit will enable you to share and promote your activities to a global audience.

Theme for 2021

The theme chosen by the IMS for World Menopause Day 2021 is Bone Health.

What do we mean by “bone health”?

Bone is living tissue with its own blood and nerve supply. The core of bone is strong enough to resist fracture when falling from your body height but is light enough to move easily. A healthy skeletal structure keeps your body intact.

Bone renews itself constantly. Cells in your body remove the old bone and replace it with new bone. In healthy bone, before menopause, the production of new bone happens more than the removal of old bone. The opposite happens after menopause when ovaries stop the production of the hormone estrogen. This leads to increased removal of bone which decreases bone strength. Other age-related changes also impact bone health.

People are living longer and therefore poor bone health is increasing. This can have an impact on day-to-day functioning, quality of life, ability to live independently and life expectancy. This also places a burden on health care systems. Diet, exercise and reducing risk of falling can help maintain healthy bones.

Get involved

There are lots of ways that you can get involved. Here are a few ideas.

1) Save the date and join the IMS and our global partners in celebrating #worldmenopauseday on the 18th of October.

2) Read, watch, listen and share the multi-media educational resources to increase knowledge about bone health and the menopause.

3) Share the World Menopause Day graphics on your social media accounts using the hashtags below and tagging the IMS in your posts:

#IMS

#worldmenopauseday

#worldmenopauseday2021

4) Like and share the IMS World Menopause Day social media accounts and World Menopause Day posts.

IMS Facebook <https://www.facebook.com/Intmenopausesociety/> @intmenpausesociety

IMS Twitter <https://twitter.com/intlmenopause?lang=en> @IntlMenopause

IMS Instagram [InternationalMenopauseSociety @internationalmenopausesociety](https://www.instagram.com/internationalmenopausesociety/)

IMS LinkedIn <https://www.linkedin.com/company/internationalmenopausesociety>

5) Raise awareness at your workplace or in your local community. Ideas for activities that can be organised online or in person include:

- A lunch and learn session to view and discuss the educational resources; or
- An exercise class that includes weight bearing exercise (e.g. walking), balance exercises and/or muscle building strength training.

6) Let us know how you're celebrating World Menopause Day by tagging us in your social media postings.

#IMS

#worldmenopauseday

#worldmenopauseday2021

Resources

For Healthcare Professionals	For Women
<p>Link to White Paper, poster, women’s leaflet, WMD logo and social media graphics: https://www.imsociety.org/education/world-menopause-day/</p> <p>Link to October Webinar on Bone Health: https://www.imsociety.org/education/webinars/</p> <p>Link to Interviews-videos and podcasts: https://www.imsociety.org/education/videos/</p>	<p>Link to poster, women’s leaflet, WMD logo and social media graphics: https://www.imsociety.org/education/world-menopause-day/</p> <p>Link to Interviews videos and podcasts: https://www.imsociety.org/for-women/videos/</p>