

Press release

Louise Minchin to present news-style programme ‘Menopause: Continuing the Conversation’

The menopause has gone mainstream and after the deafening silence surrounding it for so long, that change is very welcome. The recent influx of information and misinformation however can be overwhelming and confusing and there is no 'one size fits all' solution.

There is a danger of creating a culture of fear around the menopause. While some women will experience severe conditions, many don't and 1 in 5 women will have no symptoms at all. The British Menopause Society has partnered with ITN Productions Industry News to co-produce **“Menopause: Continuing the Conversation.”**

Anchored by broadcaster and journalist **Louise Minchin** from ITN’s London studios, **“Menopause: Continuing the Conversation”** aims to cut through the noise to give straight talking, clear guidance and advice from BMS menopause specialists and healthcare professionals, BMS members, and information from industry experts, providing support for women to recognise and improve their symptoms.

While for some women hormone replacement therapy has been life changing, it is not the only option, and the programme will look at alternatives to help alleviate menopausal symptoms. The programme will also explore how change in understanding can reduce stigma and how the emergence of fem tech can help manage the menopause.

Featuring expert interviews, news items and reporter-led sponsored editorial profiles from leading organisations filmed on location, the programme will launch on World Menopause Day, 18 October 2022 and will be supported by an extensive campaign.

Sara Moger, CEO of British Menopause Society said: “Menopause is now firmly on the agenda and officially a ‘Hot Topic’. We want all women to have access to accurate, trustworthy information, so they can make informed decisions about their health - and for all healthcare professionals (HCPs) to know where to signpost women for that definitive advice, support and treatment.”

Nina Harrison-Bell, Head of ITN Productions Industry News said: “We are excited to be part of a movement that continues to challenge perceptions and raise greater understanding about the menopause. Our programme will give clear, balanced information to help women make informed choices about their health.”

For further information or if your organisation has a story to share please contact: Georgia Gerstein, Senior Programme Director, ITN Productions at Georgia.Gerstein@itnproductions.com or Tamsin Luck, Programme Director, ITN Productions at Tamsin.Luck@itnproductions.com.

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About ITN Productions Industry News

ITN Productions produces bespoke creative and commercial content for broadcasters, businesses, brands, rights holders, and digital channels. Industry News forms part of this offering and is a communications tool for leading industry bodies and national associations produced in a broadcast news-style programme format, including interviews, news items and sponsored editorial profiles. For more information visit: www.itnproductions.co.uk

About British Menopause Society

The British Menopause Society (BMS) is the specialist authority for menopause and post reproductive health in the UK. Established in 1989, the BMS educates, informs and guides healthcare professionals, working in both primary and secondary care, on menopause and all aspects of post reproductive health. For more information visit: www.thebms.org.uk