

World Menopause Day

2022



FOCUS

Brain Fog and Memory Difficulties in Menopause



Engagement Toolkit #WorldMenopauseDay2022

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www.imsociety.org

International **IMS**
Menopause Society

Background Information

World Menopause Day is held every year on the 18th of October. The day was designated by the International Menopause Society (IMS) 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 2022

The theme chosen by the IMS for World Menopause Day 2022 is Brain Fog and Memory Difficulties in Menopause.

Menopause brain fog is a group of symptoms that happens around the time of the menopause, including difficulty remembering words and numbers, disruptions in daily life (misplacing items like keys), trouble concentrating (absent mindedness, losing a train of thought, being more easily distracted), difficulty switching between tasks, forgetting the reason for doing something (like why you came into a room), and forgetting appointments and events. Research studies find that women's memory does in fact change at menopause, so these complaints are real. Brain fog is normal and common at midlife. These bothersome problems can affect quality of life. However, they are usually quite mild and will improve post menopause.

The International Menopause Society has produced a White Paper for health care professionals, **Brain fog in menopause: a health-care professional's guide for decision-making and counseling on cognition**, written by Professor Pauline M. Maki and Doctor Nicole G. Jaff. We have also produced a leaflet for women with practical information about brain fog and keeping healthy. Links to access this information can be found on page 4.

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 cognition 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 post:
#IMS
#worldmenopauseday
#worldmenopauseday2022
- 4) Like and share the IMS World Menopause Day social media accounts and World Menopause Day posts.
IMS Facebook <https://www.facebook.com/Intmenopausesociety/> @intmenopausesociety
IMS Twitter <https://twitter.com/intlmenopause?lang=en> @IntlMenopause
IMS Instagram [InternationalMenopauseSociety](https://www.instagram.com/InternationalMenopauseSociety) @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 group that helps you to reach the recommended 150 minutes of moderate-intensity aerobic physical activity weekly.
- 6) Let us know how you're celebrating World Menopause Day by tagging us in your social media postings.
#IMS
#worldmenopauseday
#worldmenopauseday2022

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 Cognition: https://www.imsociety.org/education/webinars/</p> <p>Link to Interviews-videos and podcasts: https://www.imsociety.org/education/videos/</p>	<p>Link to leaflet 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>