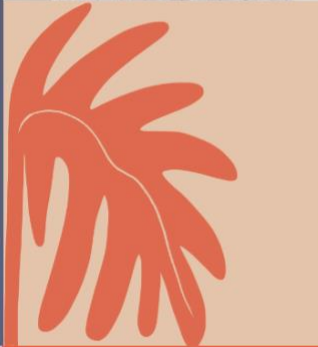


# World Menopause Day

18th October 2023

International **IMS**  
Menopause Society

menopause  
Info



## Cardiovascular Disease:

What Women Need to Know



## Engagement Toolkit # WorldMenopauseDay2023

[www.menopauseinfo.org](http://www.menopauseinfo.org)

[www.imsociety.org](http://www.imsociety.org)

# Background Information

World Menopause Day is held every year on the 18<sup>th</sup> 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 help you share information and promote your activities to a global audience.

## Theme for 2023

The theme for World Menopause Day 2023 is cardiovascular disease.

The IMS has produced a White Paper for healthcare professionals titled 'Reproductive milestones across the lifespan and cardiovascular disease risk in women', authored by Professor Cynthia Stuenkel. The paper is available on the IMS website and via open access in the IMS journal *Climacteric*.

The October IMS webinar will focus on this theme, with Professor Stuenkel as one of the speakers.

We have also produced social media assets and a leaflet for women, with practical information about cardiovascular disease and keeping healthy.

Links to all information and registration for the webinar 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 18<sup>th</sup> of October.

2) Read, watch and share the educational resources to increase knowledge about cardiovascular disease.

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

#worldmenopauseday2023

4) Follow/like IMS social media accounts and World Menopause Day posts on:

- X (formerly Twitter) @IntlMenopause
- LinkedIn
- Instagram
- Facebook @intmenopausesociety

Links to World Menopause Day graphics for these social media platforms are provided on the next page-please post them on your accounts.

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
- Organise groups that promote and support positive lifestyle choices to support better cardiovascular health including: stopping smoking, exercise, mindful eating, and improving sleep habits.

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

#IMS

#worldmenopauseday

#worldmenopauseday2023

# Resources

For Healthcare Professionals	For Women
<p><b>Link to White Paper on IMS website (including translations)</b> <a href="https://www.imsociety.org/education/world-menopause-day/#leaflet">World Menopause Day - International Menopause Society (imsociety.org)</a></p> <p><b>Link to White Paper in Climacteric</b> <a href="https://www.tandfonline.com">Full article: Reproductive milestones across the lifespan and cardiovascular disease risk in women (tandfonline.com)</a></p> <p><b>Link to October webinar:</b> <a href="https://www.imsociety.org/education/webinars/">https://www.imsociety.org/education/webinars/</a></p> <p><b>Link to leaflet for women (including translations):</b> <a href="https://www.imsociety.org/education/world-menopause-day/#leaflet">https://www.imsociety.org/education/world-menopause-day/#leaflet</a></p> <p><b>Link to graphics for social media:</b> <a href="https://www.imsociety.org/2023/10/09/world-menopause-day-2023-social-media-assets/">https://www.imsociety.org/2023/10/09/world-menopause-day-2023-social-media-assets/</a></p>	<p><b>Link to leaflet for women (including translations):</b> <a href="https://www.imsociety.org/education/world-menopause-day/#leaflet">https://www.imsociety.org/education/world-menopause-day/#leaflet</a></p> <p><b>Link to graphics for social media:</b> <a href="https://www.imsociety.org/2023/10/09/world-menopause-day-2023-social-media-assets/">https://www.imsociety.org/2023/10/09/world-menopause-day-2023-social-media-assets/</a></p> <p><b>More resources available on the IMS website</b> <b><i>Menopause Info</i> for women:</b> <a href="http://www.menopauseinfo.org">www.menopauseinfo.org</a></p>