Menopause can be scary without the facts

Victoria, B.C. – June 27, 2018 - Menopause is a stage and a fact of life. Hormones decline and fertility fades. Despite this, menopause is rarely talked about openly. The Society of Obstetricians and Gynaecologists of Canada (SOGC) hopes to change this.

Starting today, with the launch of its revamped website about menopause, www.MenopauseandU.ca, the society’s goal is to provide a resource for all women, including reach the 80 per cent of menopausal women who suffer in silence. The site has information for the 5-10% of women who lose ovarian function prior to age 45 and may not be aware that their situation is very different from typical menopause; which has different implications for their health that can be corrected with age-appropriate treatment.

“Despite being a fact of life, women don’t always discuss their symptoms openly and may not realize that their symptoms are treatable with safe, effective therapies” says SOGC CEO, Dr. Jennifer Blake. “Many women fear the unknown. Yet, as our bodies change, we can adapt our lifestyles to support and maintain our best health. Healthy diet, activity and social engagement are the essential foundation, but that may not be enough for disruptive symptoms. This is the conversation we want to start. We want women to reach out to each other and to their healthcare providers and have these talks supported by credible, evidence-backed advice.”

MenopauseandU.ca contains information for women to achieve their best health through menopause and beyond. The website can also prepare women for exploring what treatment may be available to them.

The updated version of MenopauseandU.ca also offers a quick diagnostic quiz to assist women and their health care providers in determining whether or not they may be starting menopause. The quiz outlines symptoms of menopause and provides health facts and tips for many of these symptoms including:

- Night sweats
- Hot flashes
- Mood changes
- Trouble sleeping
- Decreased interest in sex
- Bladder control

Part of the evidence discussed on the website includes up-to-date research findings for when hormone therapy (HT) is safe for women and can provide a number of health benefits in addition to relieving symptoms and improving wellness.

“For a long time women believed that hormone therapy was unsafe due to popularized research with faulty outcomes,” says Dr. Blake. “Substantial, significant evidence exists today to support the use of hormone therapy. We want to dispel HT myths and help ensure that women who can benefit from HT will have that option.”

“At the same time, we also want to give equal information about other effective therapies to support
women in making informed choices about their health.”

The website is being promoted in a social media campaign on Facebook and Instagram with the tagline “Menopause can be scary without the facts,” depicted using a scary movie poster motif.

“We are hoping this approach will get attention and encourage women to turn to our new resource for them to find the answers from Canadian health professionals,” adds Dr. Blake.

For more information or to arrange a media interview please contact:
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About The Society of Obstetricians and Gynaecologists of Canada
The SOGC is one of Canada’s oldest national specialty organizations. Established in 1944, the Society’s mission is to promote excellence in the practice of obstetrics and gynaecology and to advance the health of women through leadership, advocacy, collaboration and education. The SOGC represents obstetricians/gynaecologists, family physicians, nurses, midwives and allied health professionals working in the field of sexual reproductive health. For more information, please visit www.sogc.org