

"Let's normalize menopause in The Bahamas-together."

### Campaign Purpose

To raise awareness, reduce stigma, and improve support systems for menopausal women across The Bahamas through education, workplace inclusion, healthcare advocacy, and public policy reform.



#### Education

Providing accurate information about menopause to the public



#### **Workplace Inclusion**

Creating supportive environments for menopausal women at work



#### **Healthcare Advocacy**

Improving medical support and treatment options



#### **Public Policy Reform**

Changing legislation to better support women's health needs



### Vision



A Bahamas where menopause is no longer misunderstood, ignored, or dismissed-but embraced with compassion, policy, and proper care.

Our vision represents a fundamental shift in how menopause is perceived and addressed throughout Bahamian society, creating a more inclusive and supportive environment for all women.

### Who We're Inviting to the Table

We welcome collaboration from:



- Universities & Researchers
- Women with lived experience

### Core Campaign Pillars

1

#### **Public Awareness & Education**

Raising awareness about menopause through educational campaigns, resources, and community outreach to reduce stigma and increase understanding.

2

#### **Workplace Inclusion & Policy**

Developing and implementing workplace policies that support menopausal women, creating inclusive environments where women can thrive professionally.

**3** 

### Healthcare Training & Access to Treatment

Improving healthcare provider knowledge about menopause and ensuring women have access to appropriate treatments and support services.

4

#### **Advocacy & Legislative Engagement**

Working with policymakers to develop legislation that addresses the needs of menopausal women and ensures adequate healthcare coverage and support.

# Step-by-Step Rollout Plan (Estimated timelines)

# Phase 1: Campaign Launch (~2 months)

- Launch campaign branding and introduce
   #MenopauseMatters242
- Publish blog posts, website content, and social media assets
- Begin collecting interest from potential collaborators

# Phase 3: Workplace Inclusion Drive (~6 months)

- Deliver Executive Menopause Trainings via Menolux
- Share the Workplace Assessment Tool and pledge initiative
- Begin listing Menopause-Inclusive Employers on our public directory
- Share editable menopause policy templates with HR departments

# 2 — Phase 2: Awareness & Education (~4–5 months)

- Host webinars and live talks for the public and professionals
- Launch "My Menopause Story" digital campaign
- Distribute Menopause 101 flyers and kits in communities, clinics, and schools
- Connect with churches, union groups, and women's organizations

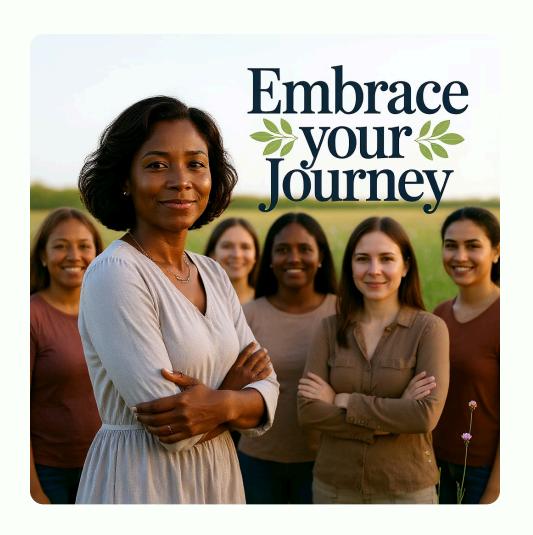
# Phase 4: Policy & Healthcare Advocacy (~12 months - 2 years)

- Organize a roundtable with key ministries, insurers, and medical professionals
- Deliver recommendations to NHI, MOH, and Labour
- Publish a national policy brief
- Promote petitions and public conversations around hormone access (HRT, BHRT)

**3** 

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### Global Campaign Inspiration



Our campaign draws inspiration from successful global initiatives:

**UK's "Menopause Workplace Pledge"** 

Wellbeing of Women & CIPD

**Australia's Menopause Friendly Workplaces Initiative** 

Canada's Menopause Foundation Report (2022)

PAHO Reports on Caribbean Women's Health

# **Ways to Collaborate**

Partner Type: How You Can Contribute

Employers	Book Menopause Training, sign the Pledge, audit your policies
Healthcare Providers	Join provider directory, offer menopause screenings
Media	Run campaign stories, host a Menopause Matters Week
Ministries	Include menopause in health + gender agendas
NGOs/Communities	Co-host sessions, spread awareness, gather stories
Universities	Research, student-led education drives

### Interested in Joining?



We're not just talking-we're building. Let's co-create a movement that supports women in every part of life and work.



**Email** 

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**Visit** 

www.menoluxspa.com



Tag Us - Menolx Health & Wellness

#MenopauseMatters242