

A background image of three women of different ethnicities smiling and laughing on a beach. They are holding a large blue sign that says "Welcome to Paradise". The woman on the left has curly hair, the woman in the middle is wearing a straw hat, and the woman on the right has short blonde hair. The background shows the ocean and a clear sky.

# **A National Awareness & Inclusion Campaign by Menolux**

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

*Welcome to  
Paradise*

# 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:

## **Government Ministries**

Health, Education, Labour, Women's  
Affairs

## **Community Groups & NGOs**

## **Media & Influencers**

## **Employers & HR Leaders**

## **Insurance Companies**

## **Health Professionals & Clinics**



- 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

1

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

3

4

## 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)

# 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

<b>Employers</b>	Book Menopause Training, sign the Pledge, audit your policies
<b>Healthcare Providers</b>	Join provider directory, offer menopause screenings
<b>Media</b>	Run campaign stories, host a Menopause Matters Week
<b>Ministries</b>	Include menopause in health + gender agendas
<b>NGOs/Communities</b>	Co-host sessions, spread awareness, gather stories
<b>Universities</b>	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](http://www.menoluxspa.com)



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#MenopauseMatters242