



REFINERY29

Brief set by
The Case for Her
& Refinery29

Reposition menopause as something affecting people of all ages

Related Disciplines
Open

Deadline
23 March 2021, 5pm GMT

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The backstory

"I have very regular checkups at my oncologist, and every time I go in, we'll talk about everything: How are you pooping? How are you eating? Nothing is off the table... These are people who put nuclear material in your body, who take care of you. But the minute you're like, 'Well, menopause,' everybody looks at you and goes 'Have you tried peppermint oil? Lavender?'" Aminatou Sow, Refinery29 Unstyled Podcast

Menopause doesn't just affect those in their 40s and 50s. Perimenopause, the time that your body starts to make its natural transition to menopause, can begin as early as your mid-30s, and 'premature menopause' (when a woman's periods stop before the age of 45) affects one in 100 women, trans-men and non-binary people either naturally or as a side effect of medical treatments (for example chemotherapy and radiation). One in 10,000 under 20s experience early menopause.

In spite of it directly affecting half the population, knowledge and understanding of menopause remains incredibly low. Many people have complained of doctors ignoring, mistreating or undervaluing the effects of menopause. This is not surprising as it was only added to the UK school curriculum in 2020, and its portrayal in mainstream media is often concentrated on 'hot flashes' despite there being a wealth of additional, often debilitating, symptoms.

The Case for Her, a philanthropic investment portfolio addressing key women's health issues, is teaming up with Refinery29, the media company that celebrates imperfections and banishes taboos, to bring this topic to the forefront.

What's the challenge?

Reposition menopause and highlight how its absence from mainstream media is detrimental to women, trans-men and non-binary people of all ages.

Develop an innovative campaign, [branded content](#) piece or series, or event (or event series) that:

- tackles the lack of awareness of menopause, the issues surrounding it and social stigmas.
- is grounded in a solid research base.
- shows fresh thinking to get people of all ages educated.

You should consider how your idea ties into Refinery29's offerings, including [Shatterbox](#), [29Rooms](#), [Life Begins At](#), and [Unstyled](#).

Who are we talking to?

The Refinery29 audience and their networks. 249 million people globally, with core markets

in the United States, UK, Canada, France and Germany. On average they're 32, earn \$88k (USD) and are 70% female. They're value-orientated and feel that Refinery29 reflects these values.

Things to think about

Uncover what counts

Research is vital. Understanding the symptoms of menopause, the way it can affect people's lives, the lack of education on the topic and the effects this has on not just physical but mental health.

Be long lasting

Yes, you need to be relevant, credible and distinctive. But how can your idea help The Case For Her and Refinery29 make menopause a key item on the agenda not just today, but into the future too?

The important stuff

This is not about:

- being crass or insensitive by using shock tactics to draw attention.
- reducing the menopause to a series of stereotypes of symptoms, ages or people.
- keeping menopause a 'taboo' or 'quiet' issue.

What and how to submit: Read **Preparing Your Entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your response.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGS**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGS** (max. 4).

Further Information

Helpful links

Shatterbox
refinery29.com/en-us/shatterbox

29Rooms
29rooms.com

Unstyled
podcasts.apple.com/us/podcast/unstyled/id1171140955

Life Begins At
refinery29.com/en-gb/life-begins-at

Branded Content Examples
medium.com/the-mission/branded-content-the-what-why-when-and-how-fb9426dc3e14