



Australian Government

Everyone experiences **perimenopause**
and **menopause** differently.



National Menopause and Perimenopause Awareness Campaign

Stakeholder kit

May 2026

health.gov.au/perimenopause

About this kit

This kit includes information and resources developed for the National Menopause and Perimenopause Awareness Campaign (the campaign). The campaign delivers evidence-based information to support women through perimenopause and menopause.

We encourage you to share these resources and promote the website [**health.gov.au/perimenopause**](https://health.gov.au/perimenopause) across your channels, networks, communities and workplaces.

By doing so you will be helping to increase understanding, normalise conversations, and support better health outcomes for women through perimenopause and menopause.

What's in this kit

The kit includes information on:

- Why we need a campaign
- How it was developed
- Key messages
- Campaign materials and resources
 - Videos
 - Personal stories
 - Resources
 - Information for First Nations women
 - Translated information
 - Auslan
- Links to more information and support.

Find out more

For more information visit [**health.gov.au/perimenopause**](https://health.gov.au/perimenopause)

If you have questions about the information in this kit, please email [**WomensHealthComms@health.gov.au**](mailto:WomensHealthComms@health.gov.au)

Why we need a campaign

Many women feel unprepared and uninformed about perimenopause and menopause and find it difficult to access evidence-based information on symptoms, treatments and support options.

Women are also at risk of being exposed to misinformation about perimenopause and menopause and feel the impact of stigma and taboo, making it difficult for them to get the care and support they need.

The National Menopause and Perimenopause Awareness Campaign is working to change this.

The campaign aims to increase awareness and reduce uncertainty around perimenopause and menopause by providing evidence-based information and resources. It encourages women who experience symptoms to recognise them earlier and seek information and support if they need it.

Everyone experiences perimenopause and menopause differently. That is why the campaign also aims to normalise different experiences by featuring stories from a diverse group of everyday women.

While the primary target audience for the campaign is women aged 35-55 years, the campaign provides education and information for partners, family, workplaces and community as well.

Website

The campaign is underpinned by a new website at health.gov.au/perimenopause. The website has been tested with women and developed in partnership with women's health experts, researchers and doctors. It is a central hub of evidence-based information, resources and support.

How it was developed

The campaign has been developed in consultation with experts and communities and is informed by extensive research with a diverse group of women with lived experience of perimenopause and menopause.

Research has been conducted with more than 2,300 women aged 35-55 years across Australia in metropolitan, regional and remote areas to learn about their understanding, perceptions and communication needs on perimenopause and menopause.

This includes women in regional and rural locations, First Nations and multicultural women, women with disability, and people who identify as LGBTIQ+. Research was also undertaken with health professionals and partners of women.

A summary of the research that informed the campaign is available at health.gov.au/perimenopause.

Key messages




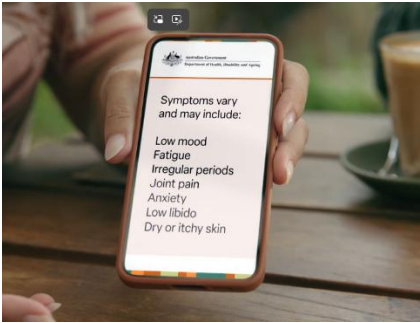

The key messages below are featured in the campaign. If you are communicating about perimenopause and menopause, you can use these messages to develop content.

- Everyone will experience perimenopause and menopause differently.
- Perimenopause is the time leading up to your final period (menopause) and just after.
- Perimenopause usually starts in your 40s, but it can start earlier or later. Perimenopause lasts for 4 to 6 years on average, but it can last from 2 to 10 years.
- Menopause is your final menstrual period. You know you have reached menopause when you have not had a period for 12 months, with no other medical reason for it.
- Menopause usually occurs between the ages of 45 and 55, with the average being 51 years.
- Some women experience early menopause (before age 45) or premature ovarian insufficiency (before age 40).
- Medically induced menopause can happen if you have some cancer treatments, or surgery that removes both ovaries.
- Many women experience a range of symptoms during perimenopause that are related to hormone changes throughout the menopause transition. You might experience a combination of physical, emotional or mental health symptoms, or no symptoms at all.
- About 2 in 4 women report experiencing mild to moderate symptoms, while 1 in 4 women experience symptoms severe enough to affect daily activities. About 1 in 4 women experience no symptoms at all.
- Symptoms might include:
 - changes to periods (irregular, lighter or heavier)
 - brain fog or forgetfulness
 - hot flushes
 - night sweats
 - sleep problems
 - anxiety
 - depression
 - dry or itchy skin
 - less sexual desire
 - joint and muscle pain
 - vaginal dryness or discomfort
 - urinary (wee/bladder) problems
 - weight gain around the stomach.
- If you have menopause-related symptoms that are impacting your life or worrying you, it is important to talk to a doctor.
- There are treatment and support options that can help, and your doctor can make sure you receive an accurate diagnosis and appropriate care.
- For information and support visit **[health.gov.au/perimenopause](https://www.health.gov.au/perimenopause)**

Campaign materials and resources





Resources are available to download at health.gov.au/perimenopause

Videos

Video and link	Preview
<p>30 second video – brain fog, insomnia and hot flushes</p> <p>View here</p>	
<p>15 second video – insomnia and anxiety</p> <p>View here</p>	
<p>15 second video – brain fog and hot flushes</p> <p>View here</p>	
<p>15 second video – insomnia and hot flushes</p> <p>View here</p>	
<p>GP video – Dr Ramya Raman provides an overview of perimenopause and menopause, including the symptoms and treatment and support options</p> <p>View here</p>	



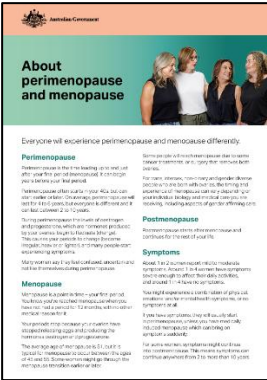

Personal stories


You can find more personal stories on the website at health.gov.au/perimenopause

Name	Preview	
<p>Amanda</p> <p>View here</p>	 <p>Amanda 47</p>	<p>Amanda initially did not connect her symptoms with perimenopause, but once she sought help from a GP, she learnt that there was a range of treatments that could help her.</p>
<p>Sharon</p> <p>View here</p>	 <p>Sharon 48</p>	<p>Sharon shares her personal experience of entering perimenopause in her 40s and the impact it had on her mental health and wellbeing.</p>
<p>Rachel</p> <p>View here</p>	 <p>Rachel 45</p>	<p>Rachel shares her experience of navigating perimenopause as a single mum. She speaks about feeling unheard and the importance of finding the right care to feel like yourself again.</p>
<p>Dalene</p> <p>View here</p>	 <p>Dalene 50</p>	<p>Dalene shares her experience of early menopause after the birth of her last child and the challenges she faced navigating symptoms and care.</p>
<p>Amrita</p> <p>View here</p>	 <p>Amrita 52</p>	<p>Amrita describes how perimenopause changed how she felt in her body, and the impact of symptoms like hot flushes and low energy.</p>

Resources

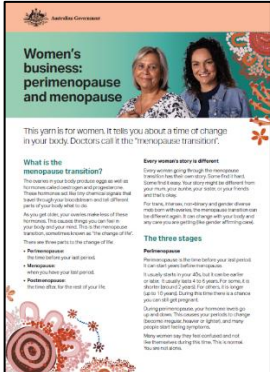
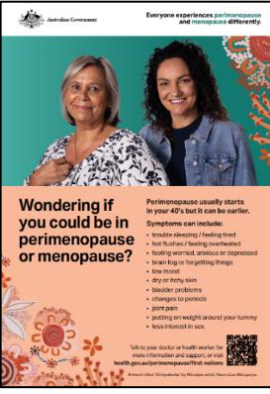
More resources will be published on health.gov.au/perimenopause during the campaign.

Resource	Image
<p>Poster – Wondering if you could be in perimenopause?</p> <p>Download here</p>	
<p>Brochure – About perimenopause and menopause</p> <p>Download here</p>	
<p>Fact sheet - About perimenopause and menopause</p> <p>Download here</p>	
<p>Fact sheet – Managing menopause-related symptoms</p> <p>Download here</p>	

<p>Fact sheet – Supporting someone through perimenopause and menopause</p> <p>Download here</p>	
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Information for First Nations women

Further information is being developed in partnership with First Nations women and health professionals. It will be published on health.gov.au/perimenopause during the campaign.


Resource	Image
<p>Fact sheet – Women’s business: perimenopause and menopause</p> <p>Download here</p>	
<p>Poster – For doctors/health services waiting rooms</p> <p>Download here</p>	

Translated information

More translated information will be published on health.gov.au/perimenopause during the campaign.

Video or resource	Image	Languages
<p>Fact sheet – About perimenopause and menopause</p> <p>Download here</p>		<p>Arabic Simplified Chinese Traditional Chinese Korean Thai Vietnamese</p>
<p>Fact sheet – Managing menopause-related symptoms</p> <p>Download here</p>		<p>Arabic Simplified Chinese Traditional Chinese Korean Thai Vietnamese</p>
<p>Fact sheet – early menopause</p> <p>Download here</p>		<p>Arabic Simplified Chinese Traditional Chinese Korean Thai Vietnamese</p>

Auslan

Resource	Image
<p>Auslan – Video with Dr Ramya Raman who provides information on perimenopause and menopause, including the symptoms, treatment and support options</p> <p>View here</p>	

Links to more information and support

We worked in partnership with women’s health experts, researchers and doctors to develop the campaign. You can find more information and resources below.

Organisation	URL	Description
Jean Hailes for Women’s Health	www.jeanhailes.org.au/health-topics/menopause/	Jean Hailes for Women’s Health has information for women at all stages of life, including in perimenopause and menopause.
Australasian Menopause Society (AMS)	www.menopause.org.au/consumer-information/	The AMS is a professional organisation that supports health professionals who care for women through midlife, menopause and beyond. The AMS also provides information for women about many menopause related topics.
Women NSW	https://www.nsw.gov.au/departments-and-agencies/women-nsw/toolkits-and-resources/perimenopause-and-menopause-toolkit	Women NSW has a toolkit and provides information to help you learn more about perimenopause and menopause. Women NSW has information in multiple languages and Easy Read.