

# INVEST IN



## REDEFINING CHANGE

MIDLIFE + MATURE WOMEN'S HEALTH

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**WOMEN IN MIDLIFE AND BEYOND ARE SPEAKING UP WHEN IT COMES TO THEIR HEALTH – AND THE HEALTHCARE SYSTEM IS RESPONDING WITH INNOVATIVE PROGRAMS, NEW RESEARCH PROJECTS AND MORE.**

As women transition beyond their reproductive years, they seek to empower themselves with the best and most current healthcare and information. New medical innovations will offer life-altering solutions to chronic menopausal symptoms, such as hot flashes, night sweats, palpitations, “brain fog”, low mood, difficulty sleeping, migraines, aches and pains, midlife and mature women seek more, and the healthcare system recognizes that it's time for monumental change.

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# INVEST IN THE FIRST MIDLIFE + MATURE WOMEN'S HEALTH PROGRAM IN WESTERN CANADA!

In an unparalleled effort to endorse and advance midlife and mature women's healthcare and provide them with the support they need, BC Women's Health Foundation is introducing an exciting and innovative new Mature Women's Health Campaign.

A key component of this landmark initiative includes a Professor to develop the first clinical program with embedded research for midlife and mature women in Western Canada located at BC Women's Hospital + Health Centre (BCWH). Patients will receive care for their complex menopausal symptoms, groundbreaking research will occur and trainees will be educated to provide cutting edge care. The Provincial Health

Services Authority and BCWH have put their in-kind support of space, clinical staff and related operational support to ensure the full potential of the professorship can be realized.

This visionary leader will also ignite multidisciplinary research that will tie into real-time patient care, collaborate across health authorities, stimulate groundbreaking discoveries and revolutionize healthcare in our province for midlife and mature women.

**SUPPORT THIS IMPORTANT INITIATIVE AND HELP CHANGE HEALTHCARE FOR MIDLIFE AND MATURE WOMEN NOW AND FOR GENERATIONS TO COME!**

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## WHY YOUR DONATION MAKES A DIFFERENCE

- Approximately half of the female population (more than 1.2 million women) in British Columbia is transitioning beyond their reproductive years.
- Women spend over one-third of their lives after menopause.
- Menopause can affect women as young as in their 20s or 30s.
- 54% of midlife and mature women experience chronic health conditions, growing to 64% for those 65+.
- Hot flashes affect up to 75% of women, and many report hot flashes lasting 15+ years.
- More than 40% of women experience other symptoms of menopause including night sweats, insomnia, forgetfulness, mood changes and decreased interest in sex.
- 6 in 10 menopausal women say their menopausal symptoms have had a negative impact on their work, and 1 in 10 have left their jobs due to their symptoms.



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# HOW YOUR DOLLARS WILL SUPPORT THE MATURE WOMEN'S HEALTH CAMPAIGN

**\$3.2M**

**ESTABLISH A CLINICAL UBC PROFESSORSHIP**

To include an expert and leader who will drive change and stimulate collaboration

**\$5.0M**

**LAUNCH THE MATURE WOMEN'S HEALTH PROGRAM (phase 2)**

First of its kind program in BC, combining holistic research with wraparound clinical care

**REFERRAL CLINIC | RESEARCH TIED TO REAL-TIME PATIENT CARE | IMPROVED TREATMENT OPTIONS**

**BETTER HEALTHCARE EXPERIENCES | TRAINING MORE HEALTHCARE PROVIDERS TO BETTER PERSONALIZE AND TREAT MENOPAUSE**

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## ONE WOMAN'S HOPE FOR THE FUTURE

For Lora Johnston of White Rock, BC, menopause came without lead up or transition. Overnight, she found herself dealing with uncontrolled periods of sweating several times daily that would leave her hair and her body wet and her clothes sticking to her body.

After unsuccessful drug therapies, she was referred to Dr. Stephanie Rhone at the BC Women's Hospital + Health Centre, who helped get her flashes under control with hormone replacement therapy (HRT).

Then, Lora had a heart attack. Her condition was found to be genetic – improved testing could have forewarned Lora and her doctors. This discovery has left her ineligible for HRT, the only thing that alleviated her symptoms, which haven't stopped after a decade.

Generations of women like Lora have been frustrated by the lack of therapies available to treat symptoms of menopause, including hot flashes. New therapies are essential, and innovative research is needed to change outcomes for these women.

**YOUR INVESTMENT WILL GO TOWARDS HELPING WOMEN LIKE LORA WITH MUCH-NEEDED HELP AND SUPPORT FOR THE SPECTRUM OF HEALTH ISSUES FACED BY WOMEN IN MIDLIFE.**



Lora Johnston with her granddaughters

# LET'S MEET THE NEEDS OF ALL WOMEN!

As we learn more about the needs of midlife and mature women and the future of their healthcare, we also recognize that issues such as ethnicity, race, culture, sexual orientation and gender identity all affect women's experience of menopause and response to treatment, as well as issues such as access within the healthcare system. More research is necessary to ensure the needs of all women are met.

A key initiative of the Mature Women's Health Campaign will be to explore ways to improve and balance access to healthcare, ensure equal opportunities for presence in research projects and access to information and support for all women.



## THIS WORK IS MADE POSSIBLE THANKS TO THE LEADERSHIP OF OUR PARTNERS



**BC Women's Hospital + Health Centre (BCWH),** in partnership with **UBC Department of Obstetrics and Gynaecology.**

BCWH is the only women's hospital in British Columbia, serving approximately 80,000 patients annually through over 60 specialized clinics and programs devoted to the health of women and newborns. It is a national leader in educating doctors, nurses and allied health professionals in all aspects of women's and newborn health, the provincial centre for the highest risk maternity and neonatal care, and home to the largest

Neonatal Intensive Care Unit (NICU) in BC.

**Women's Health Research Institute (WHRI)**

World-renowned, WHRI is a hub of over 450 researchers working to improve women's health outcomes. The WHRI is a leading academic women's and newborn health research centre that serves as a catalyst for research in women's health and supports a provincial and national network of women's health researchers, policy makers, and healthcare providers.



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