



Menopause within South Asian Communities

Menopause is a point in time 12 months after a woman's last period. Typically between the ages of 45 to 55. The years leading up to that point, when women may have changes in their monthly cycles, hot flashes, or other symptoms.

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Design Context

# 13 Million menopausal women in the UK

9.75 Million showing high - extreme symptoms

4-8 Years
is how long symptoms usually last

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Design Context

"Women do tend to feel more isolated during this stage however, I think my patients who come from more diverse backgrounds like Asian or Black or Carribean tend to have a harder time opening up. The conversation isn't really there for them."

- GP at Wellesley Rd Practice

How do people usually respond to menopause in your culture? 44 responses Women are also not fully aware, men think it's non of their business. But ultimately family affection, understanding and harmony is impacted by this ignorance (9) It is not quite spoken about Conversations are starting to happen but it's new Not an open topic Not talked about It's starting to be spoken about more openly, it feels less taboo now however still isolating and can feel scandalous I don't think there is much awareness, with women and especially with men Similar to mensturation, it's a taboo topic that is not openly discused

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45% of women have never spoke to their GPs about their symptoms

> 80% of women come to their GPs with a self diagnosis or mention previous self treatment

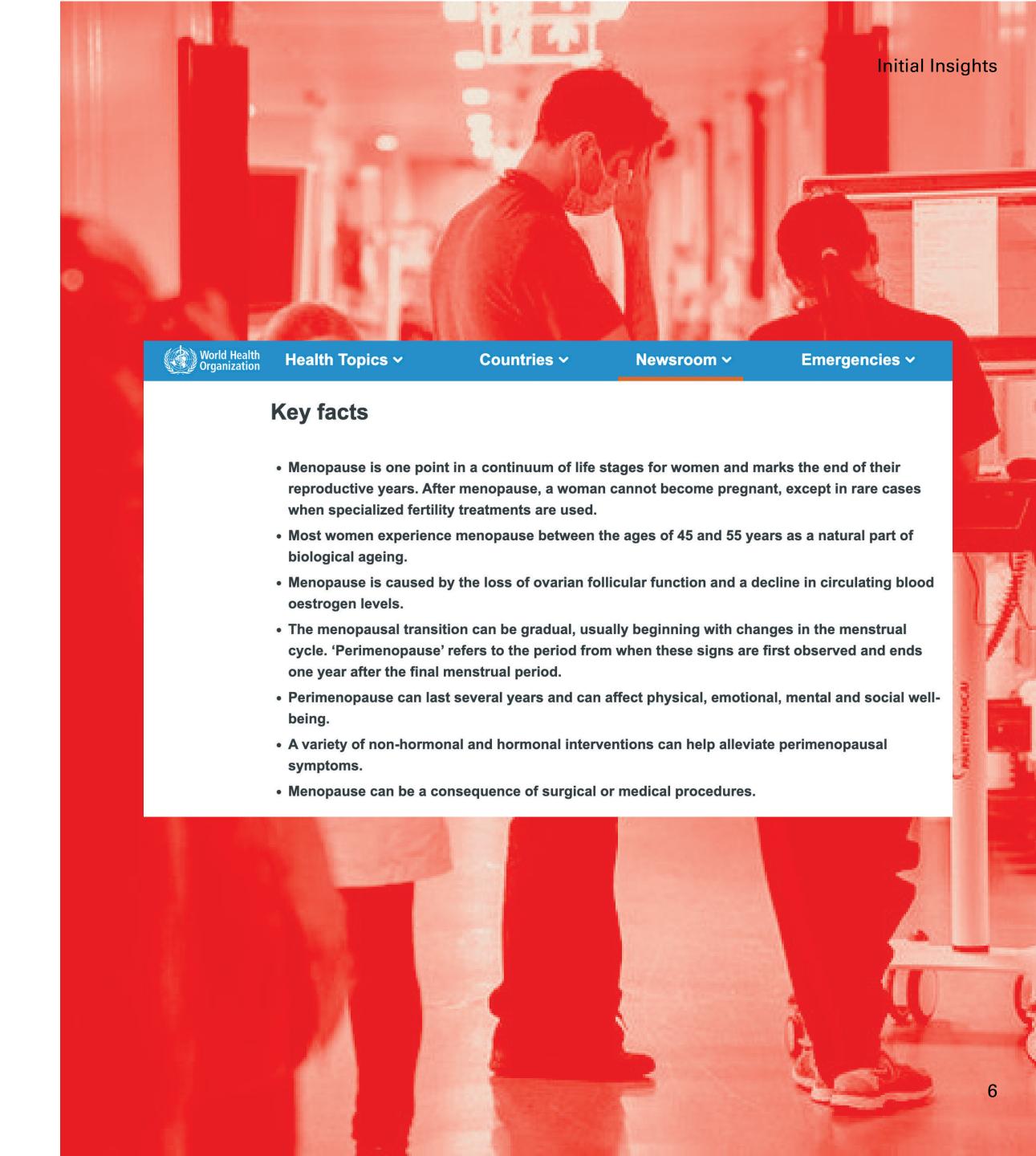
> > 62% of women experience perimenopausal symptoms without realisation



The stigma around menopause remains an ongoing issue due to the lack of accessibility, open conversations and early awareness within South Asian communities (in both origin countries and the UK)

### Accessibility

- medical services
- stigma through indigestible and intimidating information
- reliable resources





## Open Conversation

- not commonly discussed
- leads to feeling of isolation
- continues to deem menopause as an unspoken topic
- cyclical effect through lack of conversation

# Early Awareness

- disregarding scattered early symptoms and self treating
- awareness of topic in general at an earlier stage



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Design Principles

#### Accessibility to information + medical support

Building communities + conversations early on

Co-creation to amplify voices

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Design Process

#### ALTERNATING LENS OF RESEARCH

#### DESIGNING FOR EXTREMES



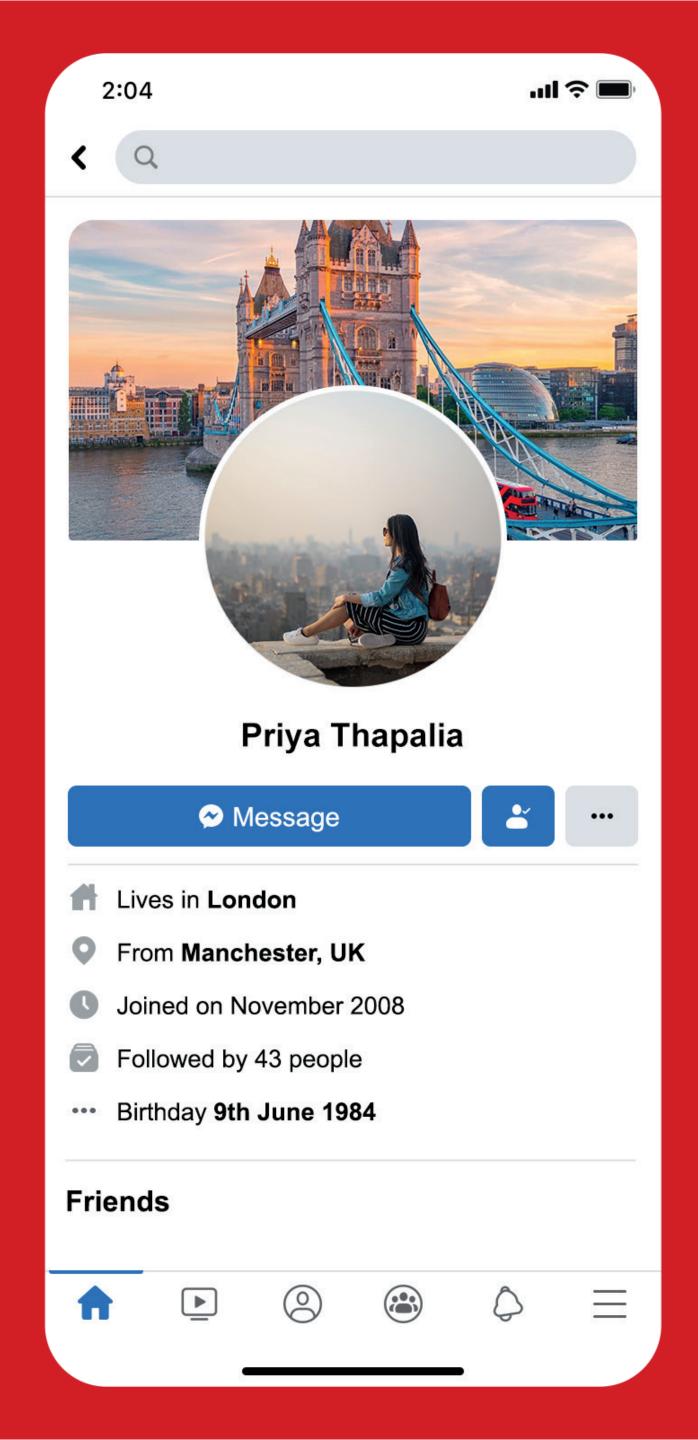
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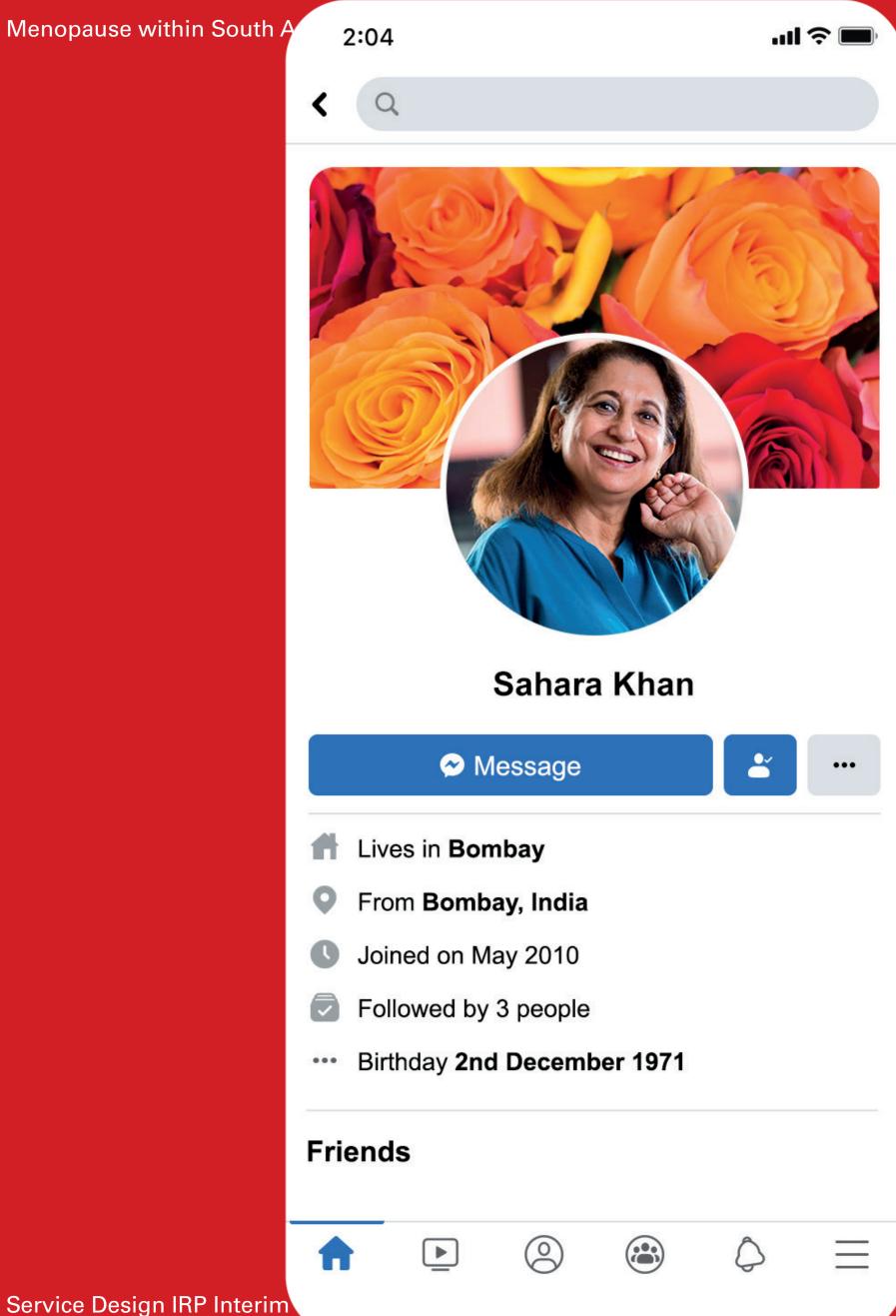
Hypothesis

If there is more early awareness and community building opportunities throughout the journey of menopause then, people will become more socially aware of the problem thus reducing the stigmas surrounding the topic.

#### The Blooming Metropolitan

"When I have joint pains I just take a pain killer and get on with my day, it doesn't seem that serious"





#### The Mature Metropolitan

"Being menopausal has been difficult especially with barely any support. My partner doesn't understand and it's not that talked about"

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#### Before Perimenopause

- Build awareness of symptoms + menopause
- Build community

#### During Perimenopause + Menopause

- Build awareness
- Build community
- Build access to medical support + information
- Build family support mechanism

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Currently + Next Steps

#### Currently:

- Workshops of first ideation phase on family support during perimenopause + menopause, community building, opening conversations

#### Next Steps:

- Further exploration of second ideation phase:
- digital community platform with accessibility to professional advice?
- adding onto existing mensturation services to help build early awareness?
- accessible self tests?
- partner support kits?



