Press Release November 2021: Leading menopause experts form partnership with Women in Data® for game changing initiative: MenopauseX

Women in Data, Newson Health Research and Education and the Balance App are thrilled to announce their joint initiative, MenopauseX.

This ground-breaking collaboration will provide cutting edge data insights and bridge data gaps that exist here in the UK, and beyond, by including women from minority backgrounds.

Cross collaboration will generate previously non-existent/scarce insights, demonstrate the cost of the menopause to the economy and, in turn, improve the health and wellbeing of menopausal women and trans/non-binary people everywhere.

The collective of subject matter experts includes:

Women in Data, a highly skilled community that supports and develops the careers of women in data and technology.

Newson Health Research and Education, a not-for-profit centre of excellence dedicated to the perimenopause and menopause, that provides healthcare professionals, training and knowledge about treatment options for the menopause including the safe prescribing of HRT.

The balance menopause app, founded by leading doctor and menopause specialist Dr Louise Newson. The award-winning menopause support app has the ambition to make menopause support inclusive and accessible to all. The app has already empowered hundreds of thousands of women worldwide to share their insights and experience, track their symptoms, and access expert help, diagnosis and treatment.

Entering positions of leadership at a time of change

Our research has shown that women are often stepping into roles with greater responsibility and influence during this time in their working life. This career-crucial time can often be impacted by the menopause and we know that it is affecting women's workplace confidence to achieve, wellbeing and ability to climb the career ladder.

Inclusivity is key to a complete meaningful data and compelling results

Our MenopauseX insights will be used to improve the health and wellbeing of women the world over. To gain truly valuable intelligence, our project design, resources, contributions, data and interpretation will be inclusive and reflective of society.

The project's commitment to inclusion will be met by addressing gaps in menopause data, for example women from minority backgrounds and non-binary people. Our collective strategy is designed to support identities that have previously been omitted from research studies, who are often more adversely affected earlier in life and with greater health implications.

Women in Data® information and contact details

Women in Data® was founded in 2016 to address the significant imbalance in the number of women entering the data and technology sectors. It has grown to become a community of more than twenty thousand. Women in Data® helps women at all stages of their careers through networking, mentoring, selected partner-backed jobs promotion, and its free-to-attend flagship annual event. Based on evidence that, to accelerate change, awareness needs to be generated among younger age groups, Girls in Data was launched at the BBC in 2020. Women in Data® has attracted the support of Data luminaries and organisations committed to inclusion and diversity. To increase the number of visible female role models, Women in Data® launched the prestigious annual promotion Twenty in Data and Technology, which is entering its fifth year.

Press contact Roisin McCarthy Tel 01256 314660, Email enquiries@womenindata.co.uk Website www.womenindata.co.uk

Dr Louise Newson is a GP and Menopause Specialist who campaigns for better menopause care for all women. She is a No.1 Sunday Times bestselling author, founder of the free Balance app, the not-for-profit Newson Health Research and Education and The Menopause Charity.

Press enquiries: Lauren Lunn Farrow, email: lauren@theexpertagency.co.uk

Press enquiries for the balance app: info@balance-app.com

Website: www.balance-menopause.com