

“Let’s Talk About Change” Campaign Fact Sheet

Actress Brenda Strong has teamed up with Pfizer to create a short video called “The Other Talk” to raise awareness about changes that occur during menopause and postmenopause and debunk common misconceptions. Brenda, who is featured in the video, hopes to empower women to change the conversation about aging and postmenopause and engage in open and honest dialogue about what they’re experiencing.

“ We need to transform the way we think and talk about postmenopause. ”
– Brenda Strong

“Let’s Talk About Change” Created to Empower Women

- Throughout her career as an actress, Brenda has realized the importance of women joining together to support each other. Until recently, she was unaware that many women are uncomfortable or embarrassed to discuss symptoms of postmenopause, and therefore, suffer in silence.¹
- After learning about the challenges many women experience, Brenda welcomed the opportunity to partner with Pfizer to raise awareness about the symptoms of postmenopause and how women may find relief. The campaign aims to help women to understand these changes are a normal part of aging.²
- “The Other Talk” takes a humorous approach to having a conversation about sex after 50 and postmenopause. Starting a conversation about sexual health can be difficult, but it’s important for women to talk about what they’re experiencing. The video uses humor to encourage women to speak up and change the conversation about postmenopause.
- Brenda invites all women to join her in helping to raise awareness by visiting [YouTube.com/PfizerHealth](https://www.YouTube.com/PfizerHealth) to watch the “The Other Talk” video and share with the women you know and love.

Change Your Awareness: Learn the Facts!

- While most women are aware of menopausal symptoms, such as hot flashes and night sweats, fewer know about postmenopausal vaginal atrophy, which is the drying and thinning of vaginal tissues.³
- At least one-third of women experience some vaginal symptoms after menopause.² With the average age of menopause at 51 and women living into their 80s, women are living nearly one third of their lives postmenopause.^{2,4}
- It’s important to remember vaginal atrophy is a treatable, medical condition.³ There is a number of prescription treatment options currently available.³ It’s important to work with your healthcare provider to find a treatment option that’s right for you.
- For some women, over-the-counter lubricants or moisturizing products may help alleviate vaginal dryness and itching, but they do not improve vaginal tissues.³

Start the Conversation Today to Find Relief

- Women should be open and honest with their partner and describe their symptoms in detail with a healthcare professional. Women who think they may be experiencing the symptoms of postmenopausal vaginal atrophy should talk to their healthcare professional today.
- For tips to get the conversation started with your doctor and partner as well as more information about postmenopause, visit: www.LetsTalkAboutChange.com.

References

- ¹ **Nappi and Kokot-Kierepa** (Climacteric 2012) Nappi, R.E. and Kokot-Kierepa, M. Vaginal Health: Insights, Views & Attitudes (VIVA) – results from an international survey. *Climacteric* 2012;15:36–44
- ² **NAMS Menopause Guide 2006**. The North American Menopause Society. Menopause Guidebook 6th edition. Cleveland, OH: The North American Menopause Society; 2006.
- ³ **Kaunitz Menopause Manag 2001**. Kaunitz AM. Sexual pain and genital atrophy: breaking down barriers to recognition and treatment. *Menopause Manag.* 2001;10(6):22-32.
- ⁴ **CDC Health United States 2011**. National Center for Health Statistics. Health, United States, 2011: With Special Feature on Socioeconomic States and Health. 2011.