

# FOURCAST

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## Women's health news and trends from Four



### WOMEN'S HEALTH MAKING THE HEADLINES

Women's health seems to have been making all the headlines since our last newsletter.

Whether that's around [legal action](#) being approved against the manufacturer of a permanent contraception device that left 200 women in pain or the pioneering innovation that's seen the first woman in the UK [receive a womb transplant](#).

We believe the more that women's health is front of mind, the better for society. This is supported by new [OnePoll research](#) report calling for brands to drive women's health conversations and ensure women are empowered rather than embarrassed. The UK government is also keen to better understand women's reproductive health and has launched its own [landmark survey](#). It's only open to women aged 16 to 55 years of age, leading to some commentators querying the lack of interest in the experiences of older women...

In this quarter's women's health newsletter, we're looking ahead at some of the women's health awareness milestones coming up in October. Next month also marks Black History Month - with the theme Saluting our Sisters - so it's important to also reflect on the health inequalities and intersectionality that exists around women's health.

### BUILDING BETTER BONES

[One in two women over 50 years](#) are affected by osteoporosis and fragility fractures due to hormonal changes affecting bone density during the menopause.

The first ever Women's Health Strategy for England launched last year, setting out aims to improve the osteoporosis treatment gap. However, many felt it [didn't go far enough](#) because of the postcode lottery women still face, impacting the quality of life for many postmenopausal women. This year's World Osteoporosis Day (Friday 20 October) focuses on [building better bones](#).

*At Four we have skilled experts who build better campaigns and drive policy change to improve outcomes in women's health issues.*

### MOVING FORWARD WITH ADHD

Although Attention Deficit Hyperactivity Disorder (ADHD) is [more prevalent in males](#), it can [present differently for females](#), meaning gender bias can make it harder to diagnose.

Males with ADHD tend to have higher rates of hyperactivity and impulsivity, whereas females are more likely to experience inattention, meaning females struggle to organise or finish tasks, follow instructions or be detail-focused. The impact of ADHD is also greater in women.

[A recent study](#) found that whilst two in five adults with ADHD had excellent mental health, women with ADHD were less likely to be thriving and have higher rates of depression, anxiety and suicidality. During October's ADHD Awareness Month, we're recognising that although things are progressing, addressing gender bias when diagnosing and treating complex conditions is essential.

*Four supports many clients with better understanding the patient gender perspective, through research and focus groups.*

### SUPPORTING WORKING WOMEN THROUGH THE MENOPAUSE

World Menopause Day (Wednesday 18 October) focuses on raising awareness of and educating people about menopause and its symptoms and how to manage them for better women's health.

Whilst the landscape around menopause is improving, last year just over [one quarter \(28%\) of UK businesses still did not have a menopause policy](#). This is despite one in ten women aged 45-55 leaving their jobs last year due to their symptoms and [lack of employer support](#).

*At Four, we're proud that we have a menopause policy. We engage with organisations providing support and products or femtech in this area and, as an extension of the work we do in patient advocacy and third sector engagement, can help shape partnerships and campaigns to support your menopause activities.*

### IMPROVED LONG-TERM OUTCOMES IN BREAST CANCER

Like many of you, we'll be wearing pink and fundraising for breast cancer charities during October, in support of loved ones affected. There are around [56,000 new cases](#) in the UK each year, with the vast majority amongst women.

In [reassuring findings](#), the University of Oxford recently determined that women diagnosed with early breast cancer are 66% less likely to die from the disease than 20 years ago. For some, the risk of death within five years is now as low as 0.2%. Such positive long-term outcomes are a result of myriad developments including awareness campaigns, better detection and screening, new treatments and improved radiation. But, more work remains. We should continue to increase support, stimulate self-mobilisation and action and mobilise local knowledge and resources.

*Four has delivered awareness campaigns for many diseases and conditions, including breast cancer. We're passionate about making a difference.*

At Four Health, a specialist health team within the leading independent, integrated communications agency and B Corp, Four Agency Worldwide, we care massively about women's health all the time - not just during key milestone dates. We'd love to have a chat about the work we've done and what you are doing in this space.

Give me a call on +44 (0)20 3920 0555, or email me at [womenshealth@four.health](mailto:womenshealth@four.health) if you're interested in finding out how working together can be a force for good for women and all patients. We look forward to speaking with you soon.

Yours sincerely,

Kelly Smith  
Chief executive, health

