



Endometriosis Awareness Month Communications Pack





How to use this pack

Thank you for signing up to take part in the 1 in 10 Challenge for Endometriosis UK.

This is your communications pack to support you through your fundraising challenge as you share your story on social media and with the press.

Within this pack you will find a template press release you can personalise with your story and send out to your local press as well as social media assets for you to share on your own channels.

Good luck with your fundraising challenges, we are looking forward to hearing all about them.

If you have any questions, please do not hesitate to contact the Communications Team at communications@endometriosis-uk.org

Best wishes.

Team Endometriosis UK



endometriosis uk

Registered charity 1035810

Press Release

On the following pages you will find the template press release. Here are some tips for personalising your press release:

1. What you're doing. Start with a few details about your event, when it's happening. Include some details about your training or preparation.
2. Why you're doing it. Give your reasons why the charity is important to you – maybe talk about your connection with the charity or why you think their work is important.
3. How much you're hoping to raise - make sure you include details about your fundraising target, how much sponsorship you've achieved so far and how people can sponsor you via your fundraising page.
4. Other things to include - it's a good idea to include a quote that the paper could use, and send a photo of you training or preparing for your event.
5. Sending it out - send a copy by email or post to the editor of the paper, and send another copy to one of the news reporters.



For immediate release

[Insert Name] from **[Insert Location]** takes on 1 in 10 challenge to support the 1 in 10 with endometriosis as part of Endometriosis Awareness Month.

New stats from Endometriosis UK as part of Endometriosis Awareness Month this March reveal that:

- 62% of women would put off going to a Doctor with symptoms of endometriosis because they don't think it's serious enough to bother a Doctor with, they'd be embarrassed, don't think they'd be taken seriously, or think symptoms including painful periods are normal. This statistic rises to 80% of 16-24-year-olds.
- 47% of the female population would be concerned to tell their employer they needed to take time off sick due to endometriosis, rising to 57% of 16-34-year-olds.
- March is Endometriosis Awareness Month
- 1.5million UK women and those assigned female at birth are currently living with endometriosis, with average diagnosis time standing at an unacceptable 8 years.



[Insert Name], from **[Insert location]** is taking on a 1 in 10 challenge this month to raise money for Endometriosis UK as part of Endometriosis Awareness Month, to help end the stigma and provide support to the 1 in 10 living with endometriosis in the UK.

New statistics released this month by Endometriosis UK reveal that 62% of women would put off going to the Doctor with symptoms of endometriosis because they don't think it's serious enough to bother a Doctor with, they'd be embarrassed, don't think they'd be taken seriously, or think symptoms including painful periods are normal. This statistic rises to 80% of 16-24-year olds.

[Insert Name] from **[Insert Location]** is taking on a challenge to help turn this around, and ensure society wakes up to the reality that endometriosis can have a huge impact on people's physical and mental health.

Commenting, **[Insert Name]** said: "I'm incredibly proud to be taking on a fundraiser for Endometriosis UK, Endometriosis is a long-term chronic health condition affecting 1.5million in the UK, yet all too often it is considered a taboo and not spoken about. This is despite many managing chronic and debilitating symptoms including chronic pelvic pain, painful periods, painful bladder and bowel movements, and infertility.

"Diagnosis also takes on average a shocking 8 years" – **INSERT YOUR PERSONAL EXPERIENCE AND REASONS FOR FUNDRAISING HERE.**



Faye Farthing, Campaigns and Communications Manager at Endometriosis UK added: "It's incredible to see **[Insert Name]** take on a fundraising challenge for Endometriosis UK. Covid-19 has had a huge impact on endometriosis services, with the majority of surgeries and appointments being cancelled, and the impact this has had on people's physical and mental health cannot be overstated.

"Money raised from the 1 in 10 challenge will go a long way in allowing us to continue supporting the 1 in 10 with endometriosis in the UK, and helping us campaign for change to ensure everyone recognises the signs and symptoms of endometriosis, and to work towards reducing diagnosis time which currently averages at a shocking 8 years".

This Endometriosis Awareness Month, Endometriosis UK alongside local fundraisers are calling for an end to the stigma associated with endometriosis, and is asking:

- UK Governments to make a commitment to reduce diagnosis time for endometriosis with a target of an average of 4 years or less by 2025, and a year or less by 2030.
- To ensure a minimum baseline for endometriosis diagnosis, treatment and management is available to all those who need it, not a postcode lottery, by implementing the NICE Guideline on Endometriosis Treatment and Management (2017), adopted by the NHS's across the UK but not implemented.
- A commitment from all 4 nations to include compulsory menstrual wellbeing in the school curriculum so that young people recognise the warning signs of menstrual health conditions and know when to seek help. This is compulsory in schools in England from 2020, but is not UK wide.
- Employers to recognise the impact of endometriosis in the workplace, and afford their colleagues the support they need to manage their condition, as they would any other chronic condition.
- For anyone experiencing symptoms of endometriosis to recognise they may need help and be confident to contact their GP, not be put off by stigmas associated with the condition or delay seeking advice due to the COVID-19 pandemic.

ENDS



For interview opportunities and further information please email communications@endometriosis-uk.org or phone Faye Farthing, Endometriosis UK's Communications Manager on 020 7222 2781. For out of office enquiries please call 07775 451 549.

Notes:

1. Endometriosis Awareness Month runs from Monday 1st March – Wednesday 31st March 2021. For more information on events during the month, visit: <https://endometriosis-uk.org/awareness-month-2021>.
2. Endometriosis is a condition where cells similar to the ones lining the womb are found elsewhere in the body, usually within the pelvic cavity. Each month these cells react to the menstrual cycle in the same way to those in the womb, building up and then breaking down and bleeding. Unlike the cells in the womb that leave the body as a period, this blood has no way to escape. This leads to inflammation, pain, and the formation of scar tissue (adhesions). The condition affects 1.5million in the UK; approximately 1 in 10 women and those assigned female at birth from puberty to menopause, although the impact may be felt for life. There is no cure for endometriosis and the cause is not known.
3. Diagnosis figures: It takes on average 8 years to diagnose endometriosis. This is latest data from a report released in October 2020 by the All-Party-Parliamentary Group on Endometriosis, who surveyed 10,000 people with the disease: <https://endometriosis-uk.org/sites/endometriosis-uk.org/files/files/Endometriosis%20APPG%20Report%20Oct%202020.pdf>
4. Endometriosis symptoms can vary in intensity from one person to another. Whilst for some they may not experience symptoms at all, for others it can be debilitating.



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Whilst not every person will suffer from every symptom, common symptoms include:

- Pelvic pain
- Painful or irregular periods
- Pain during or after sex
- Painful bowel movements
- Pain when urinating
- Fatigue
- Difficulty getting pregnant

Many experience period pain, but if pain is interfering with your everyday life it's best to see your doctor.

5. A survey was conducted in January 2021 by Censuswide Polling on behalf of Endometriosis UK, who interviewed 2,000 women aged 16-54 from the general public. The results were as follows:

Age	Total 16-54	16-24	25-34	35-44	45-54
I would put off going to my GP because I think symptoms are normal, I don't think they are serious enough to bother a doctor with, I'd be embarrassed, or I don't think I'd be taken seriously	62%	80%	65%	53%	50%
If you had a gynaecological health condition (eg: endometriosis) that could impact your ability to work, would you be concerned about telling your employer?	36%	46%	42%	36%	20%
If you had a gynaecological health condition (eg: endometriosis) that meant you needed to take time off sick, would you be concerned about telling your employer the reason you were taking time off sick?	47%	55%	59%	38%	34%
If you suffered from a condition that could impact on your sex life and fertility (eg: endometriosis), would you find it difficult or be embarrassed to tell a new partner?	37%	62%	48%	40%	37%

Social Media Assets

Why not encourage your followers to join you and take part in their own 1 in 10 Challenge?

We have put together some example copy to give you some ideas to personalise and use:

- March is Endometriosis Awareness Month and I am excited to be taking part in @EndometriosisUK's 1 in 10 Challenge to help #EndoTheStigma and support the 1 in 10 with #Endometriosis. *(Insert details for your story and your challenge plans)*. There is still time for you to sign up and take part, head to www.endometriosis-uk.org/awareness-month-2021. However you take part you will be playing a vital role to support the work of Endometriosis UK.
- This March I am supporting @EndometriosisUK to #EndoTheStigma. *(Insert details of why you are fundraising)*. My 1 in 10 Challenge is *(details of your challenge)* you can support me to raise vital funds and awareness here *(fundraising page)*.
- I am taking part in @EndometriosisUK's 1 in 10 Challenge this Endometriosis Awareness Month by *(details of your challenge)*. Will you join me to help raise vital funds and awareness to support the 1 in 10 with #endometriosis?

**I'm taking part in the
Endometriosis Awareness
Month
1 in 10 Challenge**



**I'm taking part in the
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Will you join me?