# Press Release | 18 Dec 2020

**Celebrity menopause ambassador for QEH**

As part of the Trust’s health and wellbeing plan, the Queen Elizabeth Hospital in King’s Lynn have been developed a programme to support and educate colleagues about the menopause.

To support them on this journey, the hospital are proud to announce the recruitment of Meg Mathews, Brit Pop scene icon and founder of megsmenopause.com, as Menopause Ambassador for the Trust.

Following the successful 2019 launch of her menopause website MegsMenopause.com, a space dedicated to empowering women through frank discussions around the menopause, Meg launched a range of menopause products focusing on intimate care, skin care and nutrition.

Her first book, ‘The New Hot: Taking on the Menopause with Attitude and Style’, was published in 2020, and has become a sell-out success. She continues her work as a spokesperson on the subject, appearing on international TV shows and leading talks at organisations such as Foreign & Commonwealth Office, BBC, and John Lewis and Partners.

Having used her own menopause as a time to reassess and reset, Meg’s message surrounding it is one of reinvention. Encouraging women to embrace this new chapter of their lives, her goal is to educate and inspire, whilst breaking taboos with the support of medical professionals and offering tips to help women take control of their lives.

Meg will be working closely Chief Executive Caroline Shaw and Head of Staff Engagement Amanda-Jane Weir.

Amanda-Jane said: “The hospital feel incredibly honoured to be working with Meg and promoting her passion of female health. We’ll be working together to provide local and national awareness on how the Menopause affects staff and the families of those working in the NHS, as well as implementing our own specialist services, training and awareness for both staff and patients.

“We look forward to a very progressive 2021 as continue to develop a robust health and wellbeing programme for our staff.”

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