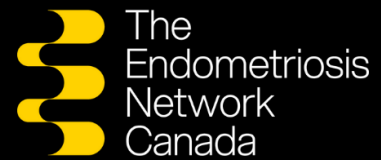




This is not normal.

PRESS RELEASE



February 2025

The Endometriosis Network Canada Launches Groundbreaking Awareness Campaign for Gen Z and Millennials

The Endometriosis Network Canada is proud to announce the launch of the 2025 [Know Endo](#) campaign. This transformative awareness campaign is aimed at Gen Z and Millennial teens, women and gender-diverse people aged 13–43 in underserved populations and regions across Canada. This initiative seeks to shed light on a misunderstood and under-diagnosed disease that affects nearly 2 million Canadians: endometriosis.

Endometriosis is a serious illness without a known cause or cure. Symptoms include severe menstrual pain, chronic pelvic pain, and infertility. Endometriosis often emerges in adolescence and worsens across the lifespan, impacting every aspect of a person's life, from educational goals and work productivity to family building and mental health.

Bridging the knowledge gap

The campaign's primary goal is to empower Gen Z and Millennial individuals with the knowledge to recognize endometriosis symptoms and understand the profound impact it has on those living with the disease. By providing evidence-based information, The Endometriosis Network Canada hopes to reduce stigma, foster empathy, and encourage earlier diagnoses.

"This campaign represents a unique opportunity to address the silent struggles of countless Canadians living with endometriosis," said Katie Luciani, Executive Director of The Endometriosis Network Canada. *"By trying to increase awareness amongst young people, we aim to build a future where endometriosis is not only understood but is actively addressed by peers, educators, and healthcare providers alike."*

Campaign concept

The campaign's creative concept plays off recognizable brand names, using imagery of menstrual and pain relief products to convey the full-body pain experienced by those with endometriosis. The campaign's innovative messaging not only grabs attention but inspires viewers to learn more about the disease and its impact.

The endometriosis crisis in Canada

- Prevalence: Endometriosis affects at least one in ten girls, women and unmeasured numbers of Two-Spirit, transgender, and gender-diverse individuals - or almost 2 million Canadians.
- Education impact: Teens with symptoms are 10 times more likely to miss school, and 40% of those with endometriosis report challenges achieving educational goals.
- Workplace barriers: 1 in 5 individuals with endometriosis have lost or quit a job due to disease-related issues.
- Mental health toll: 8 out of 10 of people with endometriosis experience depression and anxiety.
- Economic burden: The annual cost of endometriosis in Canada is estimated at \$2.5 billion due to healthcare needs and underemployment.

Call to action

This campaign invites Canadians and allies to the movement for awareness and change. March is endometriosis awareness month. We invite people to learn more about endometriosis and its impact at [KnowEndo.ca](#).

Through this awareness campaign and many other community initiatives, The Endometriosis Network Canada aims to foster dialogue and build a community of support so that awareness of endometriosis is normalized and delays to diagnosis are shortened.