"Echoes of Change grew from my family stories—seeing a relative's silent depression and my mother's quiet endurance. I realized silence is not absence of pain but an inherited habit. This project seeks to break that silence and offer mothers and daughters a gentle bridge back to connection."

Facing Issue

While topics like menstruation, pregnancy, and motherhood are slowly entering public discourse in China, menopause remains a blind spot—often dismissed as "just aging."
Cultural expectations of restraint and harmony mean many mothers stay silent, even when suffering.
Research shows:

55% *women avoided discussing menopause for fear of burdening others.*

72% *adult children misread symptoms (like insomnia or hot flashes) as bad temper.*

This silence isolates mothers, fuels misunderstanding, and leaves families without language to care for each other.

Insight

Through surveys, interviews, and role-play workshops with Chinese families, I discovered that silence around menopause is rarely indifference—it is a coping strategy shaped by love and cultural restraint.

- ***Mothers** described enduring symptoms quietly, often saying "Don't worry about me" while hiding discomfort.*
- ***Children** expressed worry but admitted feeling clueless, unsure how to show care without overstepping.*
- *In workshops, participants could imagine each other's perspectives, yet public or formal settings made their responses performative rather than honest.*

These findings revealed a central need: families require gentle, private, and culturally sensitive entry points that invite real dialogue without pressure or confrontation.

How Might We

design an everyday medium that lowers emotional barriers and transforms menopause from a source of silence into a shared language—one that allows mothers to express vulnerability without fear, and children to offer care without awkwardness?

Output: Card Game

***Low-pressure** – drawing a card feels easier than starting a "serious talk."*
***Tangible presence** – a physical object that can quietly sit at home, waiting for the right moment.*
***Cultural familiarity** – games are a common way for Chinese families to connect, making cards feel natural and approachable.*

1. Symptom Cards

Introduce physical and emotional changes of menopause in accessible language—helping children understand symptoms as natural transitions rather than bad temper.

2. Empathy Prompt Cards

Invite reflection on memories, feelings, and personal stories to nurture mutual understanding and emotional closeness.

3. Communication Tools

Provide strategies to reframe everyday conflicts into open-ended dialogue, reducing blame and defensiveness.

4. Role Reversal & Letters

Encourage participants to imagine life from each other's perspective or write messages when speaking feels difficult—building empathy through role-play and written expression.

Test & Reflection

Testing showed the cards worked best in private, one-on-one settings, where storytelling felt safer than clinical talk. Families needed adaptable wording to match different communication styles, and long-term use depended on habit-building. Continuous feedback from Xiaohongshu kept the deck authentic and emotionally resonant.

Theory of Change

General Goal	To improve the relationship between middle-aged mothers and their adult children, reduce societal stigma surrounding menopause, and foster emotional understanding and support within families.					
Thesis Goal	enhance adult children's understanding of their menopausal mothers, provide ewestre communication tools, reduce family conflicts, and help menopausal women receive more emotional support within their families					
Precon-ditions	**Increased public awareness of menopause** Adult children must recognize that menopause is not just a physical change but also an emotional and psychological transformation.	**Open communication within families** There must be a natural, stress-free environment where mothers and their children feel comfortable expressing their needs and feelings.	**Development of empathy** Adult children must understand their mothers' anxieties, mood swings, and identity shifts to provide emotional support.	**Cultural recognition and promotion** Since East Asian culture often discourages open discussions about menopause, educational efforts must align with cultural values to o effective.	**Effective communication tools** Traditional communication methods are insufficient; structured tools and strategies are needed to bridge generational gaps.	**Community and social platform engagement** Discussions on platforms like Red note can enhance awareness and foster acceptance of menopause-related topics.
Outcome	**Short-term outcomes** Adult children start to really understand what menopause means, emotionally and psychologically.	Families become more open, feeling comfortable enough to talk honestly about menopause.	Children become better at noticing their mom's mood changes and actively offer support.	**Medium-term outcomes** Families experience fewer arguments related to menopause, creating a more positive environment at home.	East Asian families gradually shift cultural attitudes. becoming more willing to discuss menopause openly and naturally.	Women start feeling safe enough to share their real emotions during menopause, strengthening family bonds.
Output	A completed family-oriented card game to facilitate conversations.	At least 10 engaging menopause-related stories shared on Rednote (500+ interactions).	3 role-playing workshops conducted, reaching at least 30 families.	A research report summarizing insights from interviews and surveys.	Online templates and guides freely available for personal family use.	
Inter-vention	**Interactive Card Game** Design and promote a card game that facilitates deep conversations between mothers and their children.	**Visual Storytelling & Social Media Engagement** Share menopause-related content on Red note to encourage discussion and education.	**Online & Offline Research** Conduct surveys, anonymous discussions, and mother-child dialogue experiments to refine communication strategies.	**Role-Playing Workshops** Allow adult children to experience their mother's emotional and psychological needs firsthand, fostering empathy.	**Community Outreach & Collaboration** Test and refine the card game through Red note engagement and seek partnerships to amplify its impact.	
Assump-tions	Adult children generally lack knowledge about menopause, leading to misunderstandings and communication barriers.	A relaxed, interactive gaming environment can reduce communication stress and encourage mothers to share their feelings.	Discussions on social platforms can increase public awareness and reshape cultural attitudes toward menopause.	Role-playing and immersive experiences can enhance adult children's empathy, making them more willing to support their mothers.	Guided education can help mothers express their needs more effectively instead of suppressing emotions.	Reduced family conflicts will lead to better mental well-being for menopausal women and stronger parent-child relationships.