

FINAL SUMMARY REPORT

Fueling Midlife: The Power of Nutrition in Menopause

Wednesday, March 25th, 2026 | 10:00am to 4:30pm (ET)



[#sparksummit2026](https://twitter.com/sparksummit2026)

Thanks to Our Partners

Speaker Sponsor:

EGG FARMERS
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Supporting Sponsors:





Why this event matters:

10 million Canadian women

1 overlooked life stage

We're grateful for your partnership

SOURCE: Statistics Canada. Population estimates on July 1, by age and gender. September 2025

EVENT OVERVIEW

Date: March 25, 2026

Format: Live virtual summit + on-demand replay

Audience: Dietitians and allied health professionals

What made this event unique:

- Curated, evidence-informed content delivered by leading experts
- Practical, real-world strategies designed for immediate application
- A focused deep dive into menopause — a rapidly growing area of interest and need



6 insightful sessions



Full Day Virtual Summit

01 The Menopause Transition & Impact on Health
Dragana Skokovic-Sunjic, RPh, MSCP

02 Supplements in the Spotlight: What Works (and What Doesn't)
Dr. Alison Shea, MD

LUNCH

03 The Kitchen Connection: Making Menopause Nutrition Work in Real Life
Dr. Jenn Salib Huber, RD ND Sponsored session with Egg Farmers of Canada

04 Muscle Matters in Menopause: How Nutrition & Training Protect Strength
Dr. Stuart Phillips, PhD

BREAK

05 Menopause and Chronic Disease: Evidence, Expert Insights, and Practical Strategies
Michele MacDonald Werstuck, RD, MSc CDE

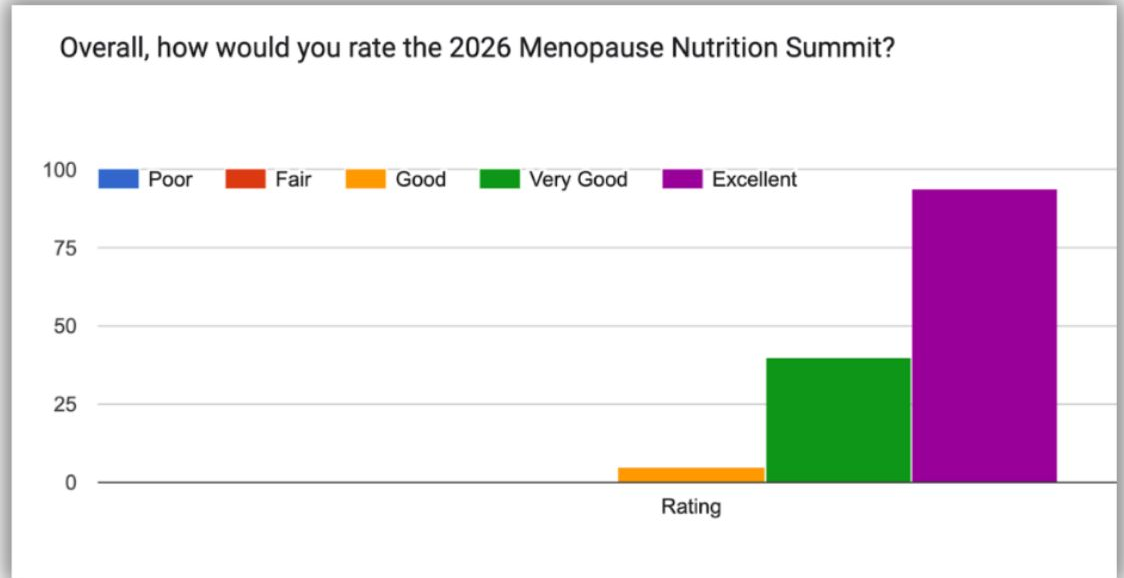
06 Beyond the Scale: Managing Body Composition Changes
Jamila Kanji, RD

07 Wrap up 4:30pm

Evaluation Results (n= 139)

★ **97% rated** the Summit Excellent or Very Good

- 68% excellent
- 29% very good



What participants are saying:

As always, Spark did a fantastic job at providing an engaging and super informative event. You folks really excel in the "nutrition communication" aspect! Never boring, speakers are chosen very well.

All the speakers were excellent and not only provided evidence to support what they were saying, also provided how to use information in practice.

Amazing information and tangible information to relay to patients

Both the content and the speakers were top notch. Usually one or the other is true, but rarely both for the entire day!

Great speakers, important and under-represented topic, wealth of information, practical.

Variety of topics around nutrition and a lot of practical tools. I am definitely feeling inspired and currently thinking of how I can share of this wonderful information I have learned

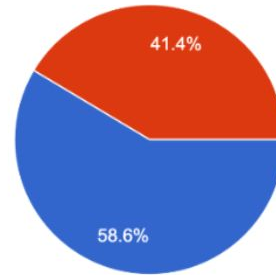
Excellent! I'm still talking about it to colleagues, 1 week later!

This Summit Made an Impact

You were part of a highly valuable event that will make a meaningful contribution to improving the care women receive!

After attending, how much more confident are you in supporting menopause clients with nutrition advice?

140 responses



- Significantly more confident
- Somewhat more confident
- About the same
- Less confident

Key Takeaways:

- We exceeded expectations, more than doubling our original registration goal (450 vs. 200), significantly expanding your reach among health professionals.
- Your brand was aligned with a highly-rated summit (97% rated it excellent or very good), reinforcing strong credibility and positive association.
- The audience quality was exceptional: 93% dietitians, ensuring your brand reached a highly relevant, practice-focused professional group.
- The summit drove meaningful impact: 58% of participants reported feeling significantly more confident and 41% slightly more confident in supporting menopause clients with nutrition—positioning your brand alongside practice-changing education.
- Your visibility extended beyond the live event, with branded exposure to an additional 4,700 (primarily dietitians) via email and over 2,600 through Instagram—amplifying total reach.
- Participants reinforced the value of the experience:
 - “Super practical information for dietitians, addressing the questions we have.”
 - “Great speakers! Very evidence-based and relevant to the topic.”
- By supporting an underserved topic, nutrition for menopause, your brand builds meaningful goodwill with professionals actively seeking guidance in this growing area of need.

Thank you for supporting this highly relevant event for dietitians and allied health professionals. We look forward to working with you on another impactful event in the future!

Shannon Crocker MSc RD PHEc
Carol Harrison RD

