Why Mums Don't Jump: Our Stories, Our Health

Virtual Tour – Presentation Slides 12th November 2024

Content	Slide
Abstract	3
References	6
Being Human listing	7
Photographs of exhibition	8-19
Contact information	

Why Mums Don't Jump: Our Stories, Our Health

Virtual Tour – Presentation Slides 12th November 2024

Adult content warning: explicit content

Exhibition curated by: Rosa Mulraney Katharine Nicholls Derek Hayes

Event organised by Falmouth University as part of Being Human 2024















Artefact - A powerpoint document that formed part of the online virtual tour, as part of a series of events for the 'Why Mums Don't Jump' exhibition for Being Human 2024. The exhibition and this virtual tour invited the wider community together to share stories on a subject that affects 1 in 3 women (Kaiser Permanente Division of Research 2008), but no-one ever talks about (Anon 2022): pelvic floor problems like incontinence, prolapse and pelvic pain. Inspired by the stigma-smashing podcast Why Mums Don't Jump, animation students at Falmouth University created a landmark animated film that depicts - for the first time - the lived experience of pelvic organ prolapse after childbirth. The film uses animation to bring these personal stories to life, depicting their isolation but also their ideas for a joyful future they'd like to create; a feminist ambition to move from suffering to celebration (Teichart 2023). The exhibition and related events build on this momentum with the ambition to help more people realise that this is a public conversation it is possible to have and that it can be fun (Ledwick cited in Mulraney 2022). The exhibition includes the behind the scenes of the animated film, feminist literature, medical information and workshops. The virtual tour took place the day before the in-person exhibition official opening.

The virtual tour was hosted from the exhibition site at The Fish Factory Arts Space, Penryn via Zoom. The guests were welcomed with a short talk about Being Human 2024 and short introductions and personal testimony from the hosts Senior Lecturer Rosa Mulraney and creator and podcaster of Why Mums Don't Jump Helen Ledwick. The *Why Mums Don't Jump* (2023) film was played, which can be accessed via YouTube (Why Mums Don't Jump 2023). The powerpoint artefact was then displayed with guided audio tour from Mulraney. Questions and useful links were facilitated by Senior Lecturer Katharine Nicholls, who also acted as Safety Officer for the event. The event was free and ticketed via Eventbrite. 100 tickets were available, 21 tickets were 'sold' and 14 attended. This online event was attended and supported by the local MP Jayne Kirkham.

"It was fab! I very much enjoyed the online event which resonated with me. I found the discussion enlightening and it was empowering to discuss this within a supportive group of women."

Jayne Kirkham, MP

References:

Anon (2022), 'Culture of Silence on Prolapse is Doing Serious Harm to Women', *The Guardian*, Tue 12 April 2022, https://www.theguardian.com/lifeandstyle/2022/apr/12/culture-of-silence-on-prolapse-is-doing-serious-harm-to-women (last accessed 14th September 2023).

Kaiser Permanente Division of Research (2008). "One In Three Women Has Pelvic Floor Disorder.", *ScienceDaily*, 5 March 2008, https://www.sciencedaily.com/releases/2008/03/080302150723.htm (Last accessed 3 Dec 2024).

Mulraney, Rosa (2024), 'Why Mums Don't Jump: Animation as a Feminist Tool', *MAI: Feminism and Visual Culture*, No. 13, https://maifeminism.com/why-mums-dont-jump-2023-animation-as-a-feminist-tool/ (last accessed 19 September 2024).

Teichert, Erika (2023), 'Feminism as Celebration: Photography & Abortion Activism in Argentina', *MAI: Feminism and Visual Culture*, October 5 2023, <a href="https://maifeminism.com/feminism-desire-celebration-photography-legal-abortion-activism-in-argentina/#:~:text=%5B1%5D%20This%20article%20explores%20how,of%20feminist%20values%20and%20conviviality." (last accessed 2 Jan 2023).

Film

Why Mums Don't Jump (2023), dir. Sammy Reavley. https://youtu.be/kaY4Ruhkztl?si=1JeXcb5mV-iqyjP9 (Last accessed 3 Dec 2024).

Audio

Ledwick, Helen (2020.1), The Ass Kick: My Story, https://whymumsdontjump.com/episodes/series-1/the-ass-kick-my-story (last accessed 18 December 2023).





About us ∨ Our work ∨ What's on ∨ Take part ∨ News Support us Press ∨ Resources ∨ Organiser area Search

Events >

Why Mums Don't Jump: Our Stories, Our Health (Virtual Tour)

Event type: Online, Exhibition

Organisers: Falmouth University

Partners: Why Mums Don't Jump, Fish Factory Art Space, Cornwall Perinatal Pelvic

Health Service

Contact: rosa.mulraney@falmouth.ac.uk

Is event online?: Yes

Accessibility This online event will take place on Zoom.

information:

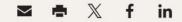
Accessibility links: Zoom Accessibility Information

Region/country: South West England

Booking required: Yes



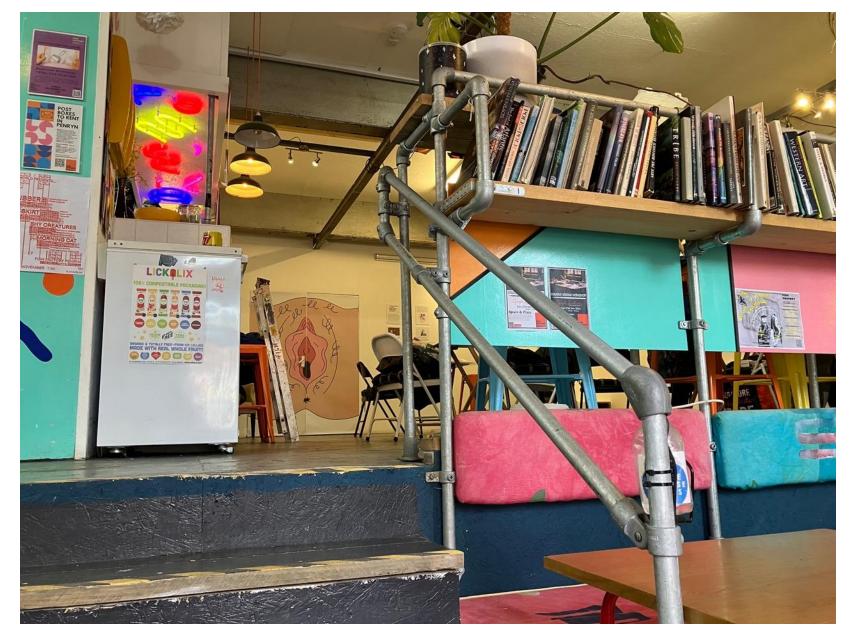










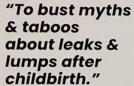








RESTRICTED



Welcome to our exhibition that brings the community together sharing stories on women's pelvic floor health. Inspired by the stigma-smashing podcast, Why Mums Don't Jump, by Helen Ledwick, animation students at Falmouth University created a landmark animated film that depicts - for the first time - the experience of pelvic organ prolapse after childbirth. To celebrate this groundbreaking work the exhibition showcases behind the scenes work and invites visitors to join in and help move these private experiences of despair to shared public joy!

















Helen Ledwick is the creator of Why Mums Don't Jump - dedicated to dismantling the taboo around pelvic floor problems after childbirth. By sharing personal stories and expert knowledge, the former BBC journalist has helped thousands of women to access reliable information and support for issues like incontinence, prolapse and pelvic pain. Ledwick's groundbreaking book, 'Why Mums Don't Jump: Ending the Pelvic Floor Taboo', was published by Allen & Unwin in 2023, and builds on the success of her ARIA-nominated podcast, which recently concluded its fifth season. Inspired by Ledwick's own struggle with pelvic organ prolapse, 'Why Mums Don't Jump' has blossomed into a vibrant Instagram community, where women describe feeling empowered and hopeful. She lives in Manchester with her husband and two children.

When Helen Ledwick's 'Why Mums Don't Jump' podcast launched into the public domain in 2020 it became a beacon in the dark to people affected by incontinence, prolapse and pelvic pain. A vibrant online community was created on Instagram under @whymumsdontjump and affected women reached out to Helen to offer their support. While Cat Pearson, a professional designer offered illustration and branding services, Kerry Glencorse, a literary agent, negotiated her book deal. Rosa Mulraney from Falmouth University invited Ledwick to be a 'live-brief' client for the animation students. The short animated film the student created for 'Why Mums Don't Jump' was completed in March 2023 to coincide with the launch of Ledwick's book.



Illustration by Cat Pearson for WHY MUMS DON'T JUMP



Cat Pearson is an Irish Product Design Director based in Bristol. She works with frog, a global design agency, crafting digital experiences for brands like Ikea, British Gas, and Boots.

Outside of her day job, Cat is a mum to two young boys, who love spending time doodling Outside of her day job, Cat is a mum to two young boys, who low spensing prin couous and coloring tolepher with her. Her espreience with motherhood has shaped her is unespected ways. Cat discovered the Why Mum's Don't Jump podicast in its early days, while ravigating her own postpartum journey and struggling with a polyer, floor injury. Finstrated by the lack of support and education available the reached out to Helen, offering her creative skills to help boost the brand's appeal and awareness.

Cat worked with Helen to develop a bright and pootive brand identity for Why Mam? Don't Ximp, using bold colors and properably to challenge preconceptions about pelvi-health. Drawing experization from the honest states state of the pootical, the created abundances to bring them to life in a playful way. Through her work, Catherine hopes to bring possibly and spark more open conversations.





RESTRICTED





RESTRICTED



RESTRICTED

Special thank you to all the people that have made this exhibition possible:

Being Human

Why Mums Don't Jump:

Helen Ledwick

Cat Pearson

Cornwall Perinatal Pelvic Health Service:

Rachel Mullins

Kirsty Sturgeon

Fish Factory Arts Space:

Camilla Stacey

Cassius Nice-Garside

Cora Stocker

Ed Shellard

Jasmine Blackmoore

Rose Hatcher

Sophie Craven

The Vagina Museum

Falmouth University:

Nikki Marlborough

Derek Hayes

Katharine Nicholls

Dr Kingsley Marshall

Dr Anna Misiak

Paul Sewry

KEF Research Team

Students:

Sammy Reavley

Bonnie Harris

Mia Mackenzie

Tim Eweoya

Cadi Cornwell-Davison

Dee McCann

Archie Saunders

Eddie Ellsmore

Being Human

This event is part of Being Human Festival, the UK's national festival of the humanities, taking place 7–16 November 2024. Led by the School of Advanced Study, University of London, with generous support from Research England, in partnership with the Arts and Humanities Research Council and the British Academy. For further information please see <u>beinghumanfestival.org</u>.

Event funded and organised by Falmouth University.

If you have any questions you can email rosa.mulraney@falmouth.ac.uk













