

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

Virtual Tour – Presentation Slides

12th November 2024

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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, <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/kaY4RuhkztI?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).

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 information:** This online event will take place on Zoom.
- Accessibility links:** [Zoom Accessibility Information](#)
- Region/country:** [South West England](#)
- Booking required:** Yes

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“To bust myths & taboos about leaks & lumps after childbirth.”

Helen Ledwick, Why Mums Don't Jump

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 and coloring together with her. Her experience with motherhood has shaped her in unexpected ways. Cat discovered the Why Mum's Don't Jump podcast in its early days, while navigating her own postpartum journey and struggling with a pelvic floor injury. Frustrated by the lack of support and education available she 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 positive brand identity for Why Mum's Don't Jump, using bold colors and typography to challenge preconceptions about pelvic health. Drawing inspiration from the honest stories shared in the podcast, she created illustrations to bring them to life in a playful way. Through her work, Catherine hopes to bring positivity and spark more open conversations.



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Meet the team



The students at the Royal Television Society Regional Student Awards where *Why Mums Don't Jump* (2023) was nominated for Best Student Animation. Although the film didn't win, it received a special mention as 'highly commended'.

"And who knew issues surrounding women's pelvic floor could be captured in such an engaging and sensitive manner in the beautifully handled WHY MUMS DON'T JUMP"

Royal Television Society, Regional Student Awards

Hollywood glamour!



La Femme International Film Festival 2023

The *Why Mums Don't Jump* (2023) film had its cinema premiere in Los Angeles as part of La Femme International Film Festival 2023. The students who made the film were interviewed from the red carpet in Hollywood by *Harper's Bazaar* for an *HollywoodLife* feature. The acceptance into the LA film festival has allowed an engrossing and previously unseen confidence to play out on the big screen and public world of film, where opportunities abound for audience engagement and film festivals to be the red carpet and help show 'what can be'.

"So I gotta ask why this subject, you know my mum has this, and I gotta say we need to talk about this!"

Alexis Michael Sanchez

CREDITS

ANIMATORS

 Celia Comber-Davison	 Aur Mackenzie
 Tim Euston	 Dor McCann
 Barbara Harris	 Sammy Paulos
 Eddie Elshore	 Aizke Sandrats

Credits

OFFICIAL SELECTION
LA Femme
International Film
Festival
2023

OFFICIAL SELECTION
Royal
Television
Society
2023

OFFICIAL SELECTION
Girona
Film Festival
2024

"we told a story, but it was an emotional story and not a narrative story"

Barbara Harris



Concept Art *Why Mums Don't Jump* (2023)



Still from the film *Why Mums Don't Jump* (2023)



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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 beinghumanfestival.org.

Event funded and organised by Falmouth University.
If you have any questions you can email rosa.mulraney@falmouth.ac.uk

