



Menopause Friendly Accreditation

A guide for your journey





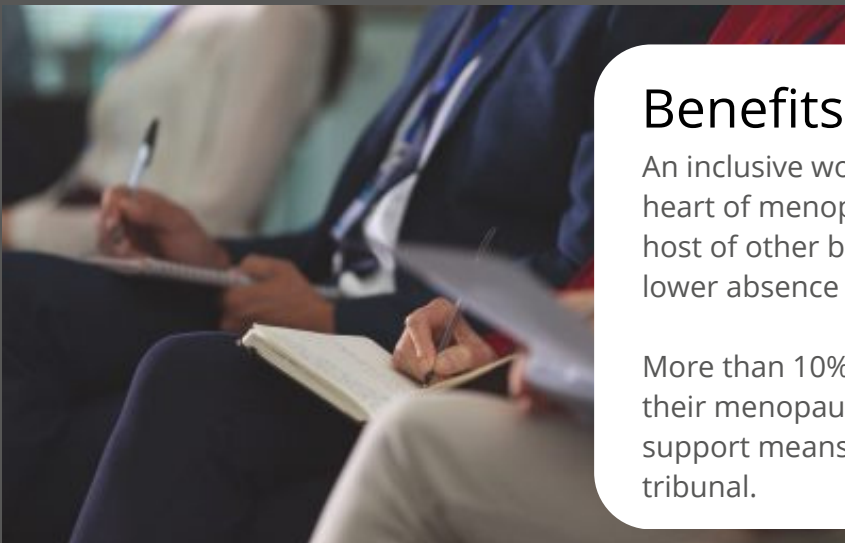
Being a 'menopause friendly' employer



The facts

People going through menopause are the fastest-growing workplace demographic, nearly eight in ten are in work.

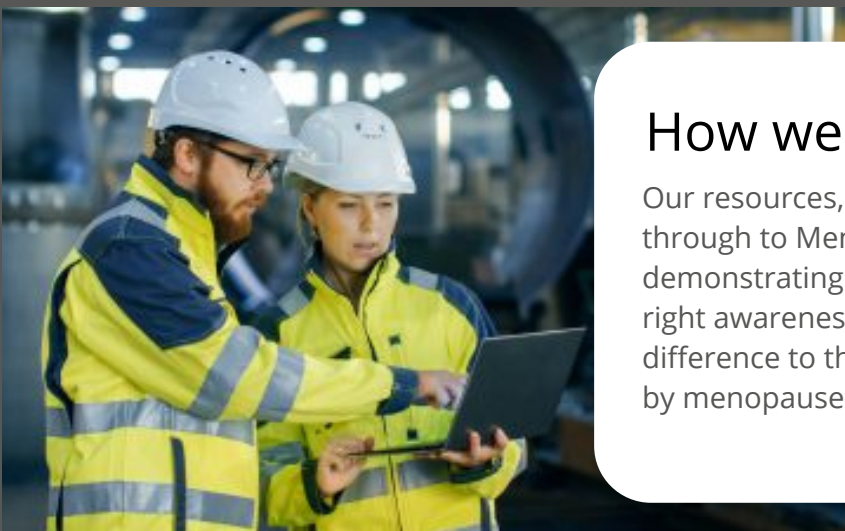
The average age of reaching menopause is 51. With three in four experiencing symptoms and as many as one in four considering leaving work during their menopause, it's a key area for employers to focus on.



Benefits for employers

An inclusive workplace and colleague wellbeing are at the heart of menopause in the workplace support, bringing a host of other benefits, including increased productivity, lower absence levels and fewer recruitment costs.

More than 10% of people feel discriminated against due to their menopause symptoms and providing the right support means a reduced chance of being taken to tribunal.



How we help you

Our resources, events and workshops take you right through to Menopause Friendly Accreditation, demonstrating your commitment to providing the right awareness, education and support and making a difference to the lived experience of those impacted by menopause in your organisation.



Contents

Most working women (aged 40 to 60) have experienced symptoms related to the menopause transition and over half have been unable to go into work at some point due to menopause symptoms.

CIPD Menopause in the Workplace Report 2023

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Introduction



For all employers who care

Putting diversity, inclusion and your colleagues' wellbeing centre stage demonstrates your dedication to making your organisation a great place to work for everyone.

Now you have joined us, you are recognised as 'Committed to being a Menopause Friendly Employer'. This guide is to support you through the accreditation process and your own accreditation journey.

After you've applied to the Independent Panel and demonstrated that you are fully achieving the standards, you'll receive your 'Accredited Menopause Friendly Employer' certificate.

About The Menopause Friendly Accreditation

Our aim is for every employer to be menopause friendly. We want:

- Everyone to continue thriving at work throughout their life.
- Organisations to listen, and understand the diverse experiences of menopause in their workplaces.
- To change mindsets and attitudes towards menopause.
- Everyone to understand what menopause is and be able to talk about it openly at work and at home.
- Those experiencing menopause symptoms to feel confident to discuss it and ask for support where necessary.
- Managers to understand menopause and be confident to have good conversations, and know how to help.





Gaining accreditation

The only accreditation and industry recognised as the mark of excellence at work. Achieving The Menopause Friendly Accreditation (MFA) demonstrates that you are a great place to work for those experiencing menopause symptoms.

The Menopause Friendly Accreditation is a recognised standard of achievement, one which means you've fully satisfied our highly qualified Independent Panel of judges that your organisation is offering the right support. It isn't easy and you may need help along the way, but it is achievable and meaningful.

Committing to being menopause friendly means you're working towards long-term, sustainable change in your workplace, fostering an inclusive culture where everyone can be at their best. It means you'll find it easier to retain talent and to recruit new colleagues, as a place where people want to work.

Achieving your Menopause Friendly Accreditation demonstrates that you have a clear understanding of how menopause can have an effect at work and shows that you care about the wellbeing of all of your colleagues.

Our accreditation programme is about supporting, recognising and celebrating organisations who make this commitment, and we're welcoming new member organisations every day! We are delighted you are on this journey with us, helping to achieve our purpose for all organisations become menopause friendly.

Be proud to display the badge.

Be proud to display the badge





Menopause Friendly Accreditation Standards

There are 5 key areas of focus to The Menopause Friendly Accreditation, which our Independent Panel will assess.

Culture

Your organisation will:

- Show a desire to keep learning about menopause in order to continue building awareness and support
- Have leaders, managers and colleagues talking openly about menopause
- Have senior leaders visibly championing the awareness and support for menopause at work
- Encourage colleagues to be open about their needs and encourage them to use all available resources including self-service
- Have a rich understanding of how menopause impacts all in the workplace
- Ensure the work is included in your broader ED&I and wellbeing initiatives
- Use inclusive, positive language and imagery when talking about menopause

Evidence to support this may include:

- Your whole workforce report feeling understood and heard in their experience of menopause
- Colleagues and leaders are sharing their stories of menopause at work
- Your leaders are championing the menopause work in word and actions
- Your people are telling you that they can 'feel' the way in which your organisation is becoming menopause friendly



Policies and practices

Your organisation will:

- Make it clear how menopause is supported, having a policy or guidance in place, showing how menopause is integrated into other relevant policies (i.e. flexible working/absence & performance management wellbeing and ED&I)
- Ensure policies, guidance and/or menopause support information is inclusive and easily accessible to all
- Demonstrate informal practices which support the overall ambition of supporting menopause at work
- Provide individual, relevant workplace adjustments and support for those who need this during their menopause transition
- Provide guidance to support managers, individuals and colleagues

Evidence to support this may include:

- Your managers and colleagues are aware of and are actively using your policy/guidance
- Managers are providing flexibility for managing attendance and workplace adjustments
- Your organisation is actively promoting your Occupational Health and Employee Assistance Programme (EAP) services or other menopause support and colleagues are using these services to support menopause symptoms at work



Training

Your organisation will:

- Have a coordinated training plan that aligns with your wellbeing and ED&I objectives
- Equip your HR professionals, managers and colleagues with knowledge about menopause
- Provide learning that supports managers to confidently support colleagues impacted by menopause
- Offer induction training to new recruits on menopause awareness and support
- Provide accurate, up-to-date, evidence-based information to enable colleagues to make informed choices for themselves

Evidence to support this may include:

- Your training is delivering high quality awareness and understanding of menopause
- Your managers and colleagues are more confident to openly discuss menopause
- You have a clear pathway to provide up-to-date and varied training to a good level of understanding for for all new and existing colleagues, managers and HR professionals





Menopause Friendly Accreditation Standards

Engagement

Your organisation will:

- Listen to colleagues to understand what they need and what is important to them
- Use a range of ways to communicate to and with your colleagues
- Have support networks to enable peer-to-peer support
- Promote menopause awareness during national campaigns such as World Menopause Day
- Demonstrate their efforts to become menopause friendly both internally within the organisation as well as externally

Evidence to support this may include:

- The ways in which you communicate with and listen to your colleagues
- How your work on menopause is driven by what they say
- What your colleagues are saying about their experiences of menopause in your workplace



Working environment

Your organisation will:

- Have a good understanding of how to support colleagues wherever they work and whatever their role
- Have effective ways in which to provide workplace adjustments for physical and psychological symptoms
- Easy-to-follow process to access equipment including fans and Occupational Health Services for example
- Identify and understand what your employees need to be able to work effectively, wherever that may be, including where they are working from home

Evidence to support this may include:

- Your managers are providing adjustments for the whole range of symptoms associated with menopause
- You have a clear and easy process for discussing adjustments including examples of possible role changes, adjustments to work patterns, hot-desking implications, blinds for the office or the provision of fans, period products and breathable fabric uniforms/workwear
- Examples of where colleagues have been involved in developing workplace environments



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Menopause Friendly Accreditation Standards

The Menopause Friendly Standards have been developed to be meaningful, achievable and genuinely helpful for your organisation.

We know that achieving these standards is a journey. You may find some elements of the MFA standards easier to implement in your organisation than others. Where you still have work to do in one part of the standard it is important to demonstrate that you have a plan to address any outstanding challenges.

To achieve the Menopause Friendly Accreditation you will need to be meeting over half of the required standards. If you are not able to show you have achieved the necessary standard yet you will be assessed as having partially met the standard. Don't worry, and our MFA team are here to provide you with the help you need and will explain what you need to do to be successful.

The diagram below is designed to help you consider where you are on that menopause journey. Our checklist will help you look at which standards you need to focus on.



Menopause Friendly Matrix

Where are you on your journey?

Partially achieving accreditation

Fully achieving accreditation

Foundation

Awareness

Understanding

Integration

Sustainable

Menopause is on the agenda for discussion but no concrete plans are in place to define or achieve desired outcomes. The organisation will put additional measures in place to respond to any problems.

Menopause support is increasingly recognised as important to business performance. Menopause initiatives are deployed at a local level and monitored to support continuous improvements

Management recognises the business benefits of supporting menopause in the workplace and can demonstrate that it is implementing menopause awareness strategies designed to create an inclusive work environment

Menopause support is integrated into day-to-day activities. Management at all levels are committed to creating an environment that supports menopause and encourages the right behaviours. Menopause initiatives reflect the range of individual local and organisation needs.

Supporting menopause is 'how things are done' - it's part of business as usual and embedded into day-to-day working practices and people can see and feel the difference it makes to them at work. The impact on business performance is clear and menopause support enhances competitive advantage



Independent Panel

What are the panel looking for?

The Independent Panel want to hear your story. They want to know **'what you do'**, but more importantly, the **'why you do it'** from a business perspective, and the **'how you do it'**. They need to be able to evaluate your overarching goals and objectives and the ways in which you measure your success and how you are assured that you are achieving the right outcomes, which means your organisation is **becoming menopause friendly**.

They would like to see evidence of your approach including:

- The changes that your approach has made in driving workforce behaviour (such as recruitment and retention, levels of engagement and sickness absence or improvements in productivity)
- How you have worked with your workforce to identify the most effective way to support menopause at work for them
- How you will ensure that your approach will adapt as your business changes and continues to evolve
- Ongoing leadership buy-in including how you have secured funding and/or resources for your approach
- How you have developed a full and rich understanding of all parts of your organisation and how they experience menopause directly or indirectly
- Data analytics, such as how you have identified challenges, measured the effects of your approach, reported on them and used the output to define next steps
- How you have created a positive workplace culture supporting menopause across the organisation
- How you have ensured there is a sustainability of your approach and future plans



[Find out more about our Independent Panel](#)



Examples of evidence

Culture

Evidence could include menopause mission statement, senior stakeholder involvement, feedback on experiences of asking for support around menopause, menopause support groups/networks, employee survey data. Examples of the ways you have listened to colleagues and acted on their feedback and case studies of colleagues and leaders sharing their stories.

Policies & practices

Evidence could include menopause policy, menopause guidance documents, menopause factsheets, intranet content, other policies referencing menopause. Examples of where your managers and colleagues are aware of and are actively using your policy/guidance. Examples of where managers are providing workplace adjustments. Examples of how your organisation is actively promoting your Occupational Health and Employee Assistance Programme (EAP) services or other menopause support.

Training

Evidence could include training sessions delivered, training/ information material provided, feedback from training sessions, external partnerships with expert training providers, training take-up data. Examples of your training plan, outlining how you will continue to provide up-to-date and varied training for for all new and existing colleagues, managers and HR professionals. Examples of how your managers and colleagues are more confident to openly discuss menopause.

Engagement

Evidence could include examples of communication initiatives, intranet content, menopause campaigns around key awareness days (i.e. World Menopause day), employee engagement data, survey feedback. Examples of how you have listened to your colleagues. Examples of how your work is driven by what they say.

Working environment

Evidence could include menopause-friendly workwear, health & safety reviews, menopause specific risk assessments, employee feedback on reasonable adjustments. Include evidence of how your managers are providing adjustments for the whole range of symptoms associated with menopause. Examples of a clear and easy process for discussing adjustments. Examples of where colleagues have been involved in developing workplace environments.



Independent Panel's Top Tips

Independent Panel Top Tip One - Know what you want to achieve

Make sure you are clear why supporting menopause matters to you. You will need a clear vision, whether that is because you want to recruit or retain talent or you want to improve engagement, be clear about your aims. A vision makes it much easier for you to know if you are making the right progress and are achieving your goals. Be clear about what you want and then be clear how you will measure that you are succeeding.

Independent Panel Top Tip Two - Listen to your people

Always remember just how important it is to listen to your workforce as well as sharing information with them. Consider how do you know what your colleagues want and need and how are you responding to that. Showing this level of listening and response is a great indicator of an open, menopause friendly culture in an organisation.

Independent Panel Top Tip Three - Focus on your outcomes

What really matters is how the changes you are making are impacting your workforce. Change must be meaningful and it must be 'felt' by people working in your organisation. Are your people happy to talk to their managers about menopause? Are your managers confident to support colleagues with menopause? When you can demonstrate these changes you will know you are becoming menopause friendly.

Independent Panel Tip Four - The journey goes on

There is no 'once and done approach' to menopause in the workplace. Understanding of menopause and its impact on everyone is growing and you will need to see your journey as ongoing. Deepening your understanding of menopause at work, having a rich appreciation of all communities and how best to support them, is an indicator of a menopause friendly organisation. Change must be sustainable.



Case Studies

A key benefit for organisations committing to becoming menopause friendly is the chance to learn from other organisations. We regularly share best practice and experiences and a chance to explore challenges together with our expert team.

Following the **Menopause Friendly Employer Awards** we run our annual series of **Winners' Webinars** where our amazing members share the journey they've taken, what's worked and what hasn't and sharing the impact the work they're doing has had on the lived experience of people in their organisation.

Our members are generous in sharing resources and ideas and coming together to look at specific challenges organisations are experiencing in supporting menopause across the whole of the workforce.

Over the next few pages, we have picked out a few examples from those organisations who have achieved accreditation and included what the panel has said about their work. We encourage you to take inspiration from others and borrow ideas with pride.





Case Study

Developing a vision and goals

Tell us why menopause matters in your organisation. Share your vision, key objectives and the priorities for you in becoming menopause friendly.

XPS Pensions Group

"We know that the average menopause age in the UK is 51 and that people can experience symptoms for 4-8 years prior to this. At XPS, this means that at least about 250 colleagues may be experiencing symptoms that impact their work and confidence to take opportunities for career development and progression." **Claire Geekie Employee Engagement Consultant XPS Pensions Group**

XPS have three core goals for their menopause programme:

- Dispel the stigma around menopause and create an environment where all employees feel comfortable and able to talk about menopause,
- Make it easy for all employees to access information and support that is relevant to them whether experiencing symptoms or not,
- Create a supportive culture where employees experiencing menopause don't feel the need to step back from career opportunities or leave work.

To achieve their goals, XPS considered their whole workforce and their different needs. They knew it wasn't sufficient to target only colleagues currently impacted by menopause symptoms if they wanted to achieve their aims.

Through their core goals, XPS hopes to address some of the challenges to achieving gender diversity at senior levels by enabling and empowering employees to take on the career opportunities available to them.

The Independent Panel *"appreciated the effort XPS have made in attracting people who have been out of the workplace for a while and the role of your menopause friendly approach here."*

XPS Pensions Group Accredited as Menopause Friendly in 2023.



Case Study

The right approach is key

Share the way in which you decided on the best approach for your organisation to become menopause friendly. How did you know this was the right approach and how do you know it's working?

Marine Management Organisation



"We are aiming to educate all our colleagues within the MMO as to the issues the menopause can create within the lives for our menopausal women/trans team." **Jessica Churchill-Bissett**

After establishing the Marine Management Organisation (MMO) Menopause group, supported by their senior leadership team the group began setting out a clear vision and goals for their work.

The group knew that their approach was not to provide medical advice or recommendations as to how to manage your menopause, but to signpost to information and support available for anyone affected by menopause.

The key objectives of the menopause work fall into two main areas, the business and for the individual.

Business objectives included:

- Fostering an environment in which colleagues can openly and comfortably instigate conversations or engage in discussions about menopause.
- Developing an organisational culture that supports inclusion and wellbeing and demonstrates MMO's ambition to be an employer of choice.

Individual objectives included:

- Colleagues feeling confident to discuss menopause and ask for support and any reasonable adjustments, so they can continue to be successful in their roles.
- Supporting women who are experiencing menopausal symptoms to remain at work.

The Independent Panel noted that MMO had an approach that was *"very strongly connected to the organisation's values and so rooted from a place which provides commitment and collaboration to providing a menopause friendly environment"*.

MMO, Menopause Friendly Accredited and Winners of the Small Menopause Friendly Employer of the Year 2023.



Case Study

Communication is crucial

Share the ways in which you got the ball rolling on your menopause journey and how you made sure it gathered momentum.

South Yorkshire Integrated Care System (SYICS)



"I knew that it was crucial to explain just how complex our organisation is in order to properly explain the story of our menopause journey." **Brigitte Kaviani, Head of Health, and Wellbeing SYIC**

South Yorkshire Integrated Care System (SYICS) is a collaboration of partners that come together to plan and deliver joined-up health and care services to improve the lives of the 1.5 million people that call South Yorkshire home.

Within South Yorkshire ICS there are 72,000 health and social care employees working across a variety of organisations. SYICS brought together 15 of these to work together to achieve The Menopause Friendly Accreditation including organisations as varied as the NHS trusts, voluntary sector, social care, and a local council.

To bring some structure and consistency to their menopause approach SYICS appointed a menopause accreditation lead in each organisation, all of whom received the endorsement of their own senior leadership team.

In August 2021, an engagement event with key senior stakeholders took place to agree their menopause vision in South Yorkshire. From that, a communication and engagement strategy was developed to plan and promote menopause awareness and support for the coming two years.

The team of volunteers used a bespoke website, articles, blogs, publications, bulletins, and newsletters. They utilised social media to promote everything they did including twitter, Facebook, LinkedIn, radio, and TV.

The Independent Panel noted that *"There was a clear comms and engagement strategy, across all 15 organisations, all of whom had been engaged and are committed to being menopause friendly"*.

Menopause Friendly Accredited in 2023



Case Study

Engaging everyone along the way

Tell us who is passionate about menopause in your organisation and how that enthusiasm has become the new normal in your organisation

Alzheimer's Society



“Our support network was born from the determination of hard-working staff to allow everyone at the Society to talk openly about menopause, and to provide support and guidance for anyone who needs it.” **Kerie Harris, Business Support Officer/Menopause Matters Network Lead, Alzheimer's Society**

The society invested in a project lead for their menopause friendly activity, providing them with senior support and sponsorship. The lead then created a project plan which outlined all the Menopause Friendly Accreditation (MFA) criteria. They used the plan to track progress, identifying interdependencies with other internal projects along the way.

The first major initiative was to create a Menopause Matters network in July 2021, attended by 60 people. The purpose of this network was to begin to engage the wider workforce and create a safe space for conversation. The network also created a safe 'coffee and chat' space monthly, to provide peer support and speakers to support those experiencing symptoms of menopause.

Following the success of the first meeting the network decided to create a small working group, made up of volunteers. This working group meets regularly to discuss the work of the network and raise new ideas or solutions to issues raised.

The Executive Leadership Team and Associate Directors have been proactive in their support for the work of the network, including supporting the update of policy, guides, and practical tools, promoting our menopause friendly activity on our internal social media channels and joining in with training Sessions, to role model to others the importance of both supporting the activity and learning more about the menopause.

The Independent Panel noted that Alzheimer's Society had undertaken was *“impressive, integrated, top down and bottom up”*.

Alzheimer's Society Menopause Friendly Accredited in 2023



Case Study

Measuring Success

Share the ways in which you know you are achieving your overarching goals and objectives which enable you to become menopause friendly.

WTW



“As well as ad-hoc feedback, we also collect structured feedback through our annual colleague menopause survey and after every training and menopause café session. We ask what colleagues think of the support provided to date, and what they would like to see more of in the future.” **Philippa Pearce, Lead Project Manager, WTW**

Our evaluation strategy is based on ensuring we understand the impact of our menopause programme. We have our long-term measures which include our annual ‘Menopause in the Workplace’ colleague survey. Following the survey, we send a follow-up communication including:

1. A summary of the results, with confirmation that an action plan is underway to address key points.
2. Planned initiatives for the following year.
3. An invitation to join the MSG.

We also set new survey based KPIs, e.g., new members per month in UK and other regions. We use various data sources to show how our programme is working including:

- the numbers of colleagues joining our Menopause Support Group
- the numbers of colleagues engaging with our training sessions and awareness resources
- the numbers attending our menopause cafes
- the numbers viewing our Menopause Support intranet pages.

We seek formal and informal feedback after events, communications, training and on an ad-hoc basis. We know we are doing something right when colleagues tell us *“At a time when I was struggling, an invite to an MSG event arrived. I can’t describe how helpful and reassuring it was to learn about this topic, it was so transformative.”*

The Independent Panel noted *“WTW’s evaluation strategy is very comprehensive and cognisant of the importance of measuring impact but also using the feedback to inform future programme”*.

WTW Menopause Friendly Accredited 2023 and winners of the Best Support Group Menopause Friendly Employer Awards 2023.



Case Study

Looking ahead

Share your plan for ensuring your approach continues to meet the need of the business and your employees.

Marks & Spencer



The aims of the M&S menopause awareness activities are to provide education, support and empowerment to individuals going through or approaching menopause, as well as to create a more understanding and inclusive environment for colleagues experiencing this significant life transition.

M&S wants to equip its managers to be able to spot the signs, have a conversation, and signpost the help on offer. The team also wants to empower colleagues so they can access the support they need.

M&S recognises that with a business of its size, and in an industry as fast-paced as retail, this is an ongoing journey. However, it's delighted with the progress made already towards being a menopause-friendly place to work.

To ensure it continues to focus on the right areas, M&S intends to run a menopause survey regularly, and continue to capture feedback from its colleague-led Menopause Network and menopause café discussion groups. This insight will help M&S to track progress and, importantly, to continue adapting to the needs of colleagues.

The Independent Panel was *"impressed M&S is tracking data to identify when the content needs to be changed across its communication channels and resources to remain current and accurate"*.

Marks & Spencer, Accredited as Menopause Friendly in 2023



Your application

So, now you are ready to start thinking about completing your application form. The work towards accreditation is stretching but achievable and our MFA team will be supporting you every step of the way.

Here are the steps to work through:

- **Step One** - download your self assessment checklist in the accreditation section of the membership site. This will help you decide when you will be ready to submit your application.
- **Step Two** - contact our accreditation team (accreditation@henpicked.net) and they will discuss your readiness to apply, provide you with an application login and agree a potential date for your application to be assessed by the Independent Panel.
- **Step Three** - eight weeks before the panel date our MFA team will contact you to confirm you are still on track with your application and move the panel date if you need more time.
- **Step Four** - you will submit your draft application to our MFA colleagues six weeks before the panel date and you will receive some helpful feedback on any areas to strengthen it within two weeks of submission.
- **Step Five** - submit your final application two weeks before the panel date.
- **Step Six** - following the panel meeting to assess your application you will receive panel feedback. You will be told whether your application is fully accredited, whether the panel needs further information or that the panel believes you need to continue your efforts before you are ready to be accredited.
- **Step Seven** - if you are fully accredited you will receive your certificate and email assets and be asked where you wish your lanyards to be sent. If the panel needs more information before they can award your accreditation our MFA colleagues will work with you to achieve that.

Good luck everyone.

Be proud to display the badge





Ongoing support - signposting

There are a wide range of resources available to you as a level 2 member of The Menopause Friendly Accreditation. Feedback from our members show how supportive these workshops are in achieving accreditation.

Talk to other member organisations in the [LinkedIn Group](#)

Utilise our three annual comms packs throughout your organisation

Join the live workshops



Check out our upcoming Events →

[GO TO EVENTS CALENDAR](#)

- Planning your journey to achieve Menopause Friendly Accreditation
- Create your business case for your menopause awareness programme
- Menopause Friendly policies, guidance documents and supporting materials
- How to get everyone talking about menopause in your organisation
- Create a menopause training programme that works
- Employment law and menopause and reviewing your current policies and practices
- Create your Menopause Friendly communication calendar
- Develop your approach for a Menopause Friendly working environment
- Review your Health and Safety practices and responsibilities for supporting menopause
- Plan how to run or review your menopause support group
- Prepare to apply for Menopause Friendly accreditation

These can all be found on our events calendar page with new workshops being added on a regular basis - [Menopause Friendly Events](#)

View the on demand workshops



Watch our on-demand workshops →

[GO TO ON DEMAND WORKSHOPS](#)

We have a library of on demand workshops to support your journey including masterclasses and case studies. [Menopause Friendly On Demand](#). Here are a few examples:

- Masterclass - Menopause: Time for an inclusive conversation
- Masterclass - Demystifying male and female hormones through life
- Masterclass - Menopause and male allyship
- Masterclass - Menopause in the workplace research
- Masterclass - Hormone replacement therapy
- Masterclass - Lifestyle approach to managing menopause
- Masterclass - Menopause and mindset - cognitive behavioural therapy tools to support menopause
- Case studies - hear from the Menopause Friendly Employer Award Winners
- The importance of ED&I